



POLITENESS STRATEGIES IN WEDNESDAY ADDAMS' UTTERANCES: MAINTAINING SELF-IMAGE AND OTHERS' AMIDST REJECTION

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ABSTRACT

Communication is a form of bridge to convey thoughts between one individual and another. Every person must have their measure of being polite and harmonious according to who they are dealing with, including Wednesday Addams. This pragmatic research scrutinizes the politeness strategies employed by Wednesday Addams, the lead female protagonist in the Netflix series Wednesday. The character Wednesday Addams utilizes politeness strategies to maintain public and self-image during interactions while solving a murder case. Using descriptive qualitative methods, the researchers found that Wednesday frequently used bald on-record strategies with straightforward speech without being threatening. In contrast, off-record strategies were used less frequently. The researchers also observed that Wednesday used all the politeness strategies outlined by Brown and Levinson (1987). This study highlights the significance of politeness, not only for interpersonal relationships but also for achieving long-term goals, as demonstrated in the "Wednesday" series. However, further studies could provide additional perspectives and challenge the findings presented in this study.

Keywords: *Function, Politeness strategies, Pragmatic, Wednesday Netflix series*

ABSTRAK

Komunikasi adalah sebuah bentuk jembatan untuk menyampaikan pikiran antara satu individu dengan individu lainnya. Setiap orang pasti memiliki ukuran kesantunan dan keselarasan dalam berkomunikasi sesuai dengan siapa yang mereka hadapi, termasuk Wednesday Addams. Penelitian pragmatik ini meneliti strategi kesantunan yang digunakan oleh Wednesday Addams, tokoh utama wanita dalam serial Netflix berjudul Wednesday. Karakter Wednesday Addams menggunakan strategi kesantunan untuk menjaga citra publik dan diri sendiri selama berinteraksi dalam memecahkan kasus pembunuhan. Dengan menggunakan metode kualitatif deskriptif, para peneliti menemukan bahwa Wednesday sering menggunakan strategi *bald on-record* dengan ucapan yang lugas dan tidak mengancam. Sebaliknya, strategi *off record* lebih jarang digunakan. Para peneliti juga mengamati bahwa Wednesday menggunakan semua strategi kesopanan yang diuraikan oleh Brown dan Levinson (1987). Penelitian ini menyoroti pentingnya kesopanan, tidak hanya untuk hubungan interpersonal tetapi juga untuk mencapai tujuan jangka panjang, seperti yang ditunjukkan dalam serial "Wednesday." Namun, penelitian lebih lanjut dapat memberikan perspektif tambahan dan menantang temuan yang disajikan dalam penelitian ini

Kata Kunci: *Fungsi, Pragmatik, Serial Netflix Wednesday, Strategi kesopanan*

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INTRODUCTION

Humans are social creatures used to interacting with other humans, in which case language plays an important role as the basic communication tool used by humans. Being respectful and polite is crucial in maintaining good relationships with other people. Building on this premise, Sudarmawan et al. (2022) propose that communication involves the attentiveness of the speaker to the facial expressions of their audience, enabling them to effectively manage their own emotional states, foster positive relationships, and avoid potentially offensive speech acts. Furthermore, Hidayah (2021) conceptualizes that politeness is closely related to the face of the speaker. Observing the facial expression is the easiest way to identify the speaker's image; being friendly and generous makes the listener perceive that the interlocutor is polite and good at positioning himself. Conversely, careless and ignorant speakers would be assumed to be impolite individuals. Therefore, politeness emerges as a mechanism for minimizing impolite expressions, clarifying the speaker's intentions, and generating socially acceptable language.

Pragmatics concerns the study of meaning in context and discourse. Yule (1996) posits that pragmatics can be viewed through four lenses: speaker meaning, contextual meaning, implicature, and the expression of relative distance. This suggests that pragmatics is the study of how speakers use language in context to ensure correct interpretation and inference by their interlocutors. In his seminal work *Pragmatics*, Levinson (1983) further refines this definition, emphasizing that pragmatics investigates the concept of meaning in its entirety beyond what is accounted for by semantic theory. Pragmatics considers meaning as shaped by situational and contextual factors, distinguishing itself from the scope of semantic theory, which tends to focus on the internal structure of language and its lexical rules.

Brown and Levinson (1987) introduce the concept of face in politeness strategies as a reflection of one's reputation when speaking, used to maintain a positive image during interaction. They classify politeness strategies into four categories, beginning with the off-record strategy, where speakers convey their intended meaning indirectly through implied codes, expecting the listener to infer it without explicit statements. Secondly, negative politeness is used to maintain politeness while directly expressing the speaker's intentions, with a view to avoiding imposition. Under negative politeness, several types exist, including being indirect, seeking forgiveness, and minimizing imposition. The third category is positive politeness, where the speaker communicates more directly and assertively while still maintaining politeness. Positive politeness can involve complimenting or acknowledging the listener, showing exaggerated sympathy, approval, or interest, or making claims. Finally, bald-on-record, where the speaker explicitly and directly makes their point without much concern for politeness. This strategy is typically used with close acquaintances and is often used in emergencies, task orders, requests, or alerts.

Research on politeness strategies has been conducted in various contexts, including in talk shows, debates, movies, and classrooms. Research in classroom discourse across countries such as Indonesia, the Philippines, Oman, Morocco, and Tanzania suggests that politeness strategies can foster effective classroom interactions and prevent misunderstanding between teachers and students

(Hmouri, 2022; Latrech & Alazzawie, 2022; Msuya & Mwambapa, 2022; Selgas, 2022; Zakaria et al. 2022). Selgas (2022) states that “politeness strategies may be vital in human interactions, whether in business, tourism, governance, or education” (p. 2). Furthermore, implementing politeness in school is an essential element in building social relations, preventing conflict, and maintaining harmonious relationships among school residents (Zakaria et al., 2022). In this case, politeness is essential for creating a peaceful classroom environment and understanding each other’s intentions in learning interactions.

The study of politeness strategies has garnered significant attention in various forms of media discussions, such as talk shows, with researchers emphasizing that politeness can significantly enhance the value of such shows and attract viewers’ interest (Elyas et al., 2022; Khan et al., 2022; Kwasi & Cynthia, 2021; Redzwan et al. 2021; Syah, 2021). Syah (2021) further highlights the significance of politeness strategies in such discussions, highlighting that they are necessary for effective communication and the conveyance of information, motivation, advice, and life teachings. As such, employing politeness strategies is crucial for cultivating positive relationships between speakers and resource persons in talk shows.

The use of politeness strategies is not limited to informal settings; rather, it is also widely applicable in formal settings such as debates, as evidenced by the works of Batubara et al. (2022), Dalimunte and Wen (2022), Nurrahmah et al. (2020), Sihite et al. (2021), and Xin and Trish (2022). These studies identified the politeness strategies employed by candidates in debate competitions or presidential debates. The findings reveal that positive politeness is the most frequently employed strategy, as each candidate endeavors to create a positive image while countering the opponent’s argument. This demonstrates that debates need not be emotionally charged; rather, the focus should be on how the speaker can refute the opponent’s views with assertiveness while maintaining politeness.

In addition to formal contexts, the investigation of politeness strategies in movies has also garnered considerable interest. Studies have been conducted on various genres of movies, such as romantic dramas, family movies, and action movies. Tetenaung and Heryono (2020) analysis of the politeness strategies used in the American movie *Me Before You* found the prevalence of positive politeness. Similarly, Fatima and Tariq’s (2021) study of politeness strategies in the movie *Cinderella (2015)* found that positive politeness was also the most frequently used strategy by the main character, Ella. In romantic movies, positive politeness is frequently used to express affection politely and passionately, with characters using endearing terms like “love” and “dear” to address their beloved. Such studies help us understand how politeness strategies are used in different contexts to achieve specific communicative goals.

A politeness study by Panjaitan and Manullalang (2022) demonstrates that the bald on-record strategy is the most prominent strategy in family movies. Meanwhile, the research on politeness, especially requesting strategies, conducted by Putri and Fitrawati (2021) in *Yes Day* movie reveals that bald on record is still the most frequently used strategy since the characters speak in a clear and unambiguous manner. Both movies are classified as family movies, where the characters interact with their loved ones, such as their siblings. This factor of distance may explain why bald on-record is the most dominant politeness strategy in family movies. In

contrast, the politeness research by Fitri (2022) on *Mulan* movie shows that the character frequently used positive politeness in this action movie as a strategy to create humor and break the ice with the interlocutor.

Based on the aforementioned analyses, it can be concluded that various factors play a significant role in the use of politeness strategies in movies, with genre as one of the noticed ones. This is in line with what Tetenaung and Heryono (2020) note that “the difference in the realization of positive politeness strategies used in films is influenced by several factors, namely the genre of the film and the closeness between the characters.” Romantic films, for instance, tend to employ positive politeness strategies more frequently, while family movies lean towards the use of bald-on-record strategies to convey politeness towards their immediate social circle, namely family members.

While abundant studies on politeness strategies in the film have been conducted, the majority focus on characters who either may or may not comply with politeness norms within recognized social expectations. Little scholarly attention has been directed towards characters who consistently demonstrate minimal engagement with social expectations of politeness and even tend to disregard them, showing no need to meet societal approval of being considered polite. Wednesday Addams, the protagonist character in the Netflix series *Wednesday*, is characterized by her introverted nature and frequent avoidance of emotional intimacy in seeking social recognition. Therefore, she pragmatically does not prioritize maintaining a positive face, either for herself or for others. This study aims to analyze how Wednesday navigates social interactions without adhering to conventional politeness strategies and how other characters respond to her antisocial yet functional communication style. Stein (2019) argues that characters in such films, especially Gothic ones, do not express much, but what is interesting about them is how the characters uphold manners in certain situations.

Politeness strategies can be seen in how the characters act in certain situations, especially in the interlocutor’s expression when interacting with them. Njuki and Ireri (2021) believe that the presence of interlocutors is also crucial because they can identify how the speaker positions himself to communicate effectively. After all, intonation is not entirely effective; even if it is flat, if the interlocutor does not feel it is ‘annoying or impolite,’ it is still an attempt to apply politeness strategies (Saputra et al., 2021). Therefore, identifying an ignorant and inexperienced person, although somewhat challenging, is not impossible, and exploring her politeness strategy is impossible.

This study aims to examine the politeness strategy employed in the Netflix series titled *Wednesday*. This research is different from previous studies in that it centers on a newly-released series that debuted in November 2022 and has already established itself as the third most-watched English-language series on Netflix, alongside critically-acclaimed American shows (Hailu, 2022). With her ignorant and inexperienced personality, the main character, Wednesday, is the main object of this politeness strategy research. A student at the outcast school, Nevermore, with a gothic, vile, and frightening family background, Wednesday can be a character that stands out with her sarcastic charisma. Not having a wide range of expressions followed by a flat voice intonation does not prevent her from being judged for applying politeness strategies. The line can be drawn that Wednesday can show her

politeness by prioritizing a firm attitude in dealing with various situations without showing a threatening face. In addition, Wednesday's shortcomings are covered by the attitude of her interlocutors when interacting with her and how they can position themselves well so that two-way communication with her is not considered to violate the politeness strategy order.

While analyzing the types of politeness used in various contexts is undoubtedly useful, it is equally important to examine the function of politeness. This is because politeness does not only serve as a means of conveying respect (Leihitu & Triprihatmini, 2021), but also performs various social functions, such as maintaining social harmony, expressing power dynamics, and building rapport between speakers (Alakrash & Bustan, 2020; Aporbo, 2022). Understanding the functions of politeness is crucial for effective communication, particularly in cross-cultural settings, where the norms and expectations of politeness may differ. Therefore, analyzing both the types and functions of politeness is essential for gaining a comprehensive understanding of how politeness operates in various social contexts.

Thus, the researchers formulated the following research questions: (i) Which types of politeness strategies were used by the main character in the *Wednesday* series? (ii) What were the functions of the politeness strategies employed by the main character in the "Wednesday" series?

METHOD

The present study used a descriptive qualitative method. As emphasized by Taylor et al. (2016), qualitative approaches are suited to scrutinize data derived from people whose actions are readily observable in both verbal and written forms. Furthermore, Creswell and Creswell (2023) emphasize that qualitative methods are descriptive and that data can be elicited from visual and verbal stimuli rather than numerical data. In the context of this study, we aim to examine the pragmatic phenomenon of politeness strategies evinced by the enigmatic character of Wednesday Addams in the popular Netflix series bearing her name.

This study relies on Wednesday's conversations with other characters in the series. The data for this study was sourced from the transcripts of the series' dialogs that the researchers manually collected and double-checked for accuracy to avoid any miss-transcription. The researchers engaged in a careful viewing of the series and systematically scrutinized each spoken utterance by Wednesday. Subsequently, the researchers identified instances of politeness strategies that aligned with Brown and Levinson's politeness (1987) theory and how they function in interactions.

The data analysis began with the initial viewing of the series by the researchers. Subsequently, the data were systematically classified into different types of politeness strategies, namely: off-record (OFR), positive politeness (PSP), negative politeness (NGP), and bald on-record (BOR). The data underwent a thorough check for accuracy and consistency with the guidance of a linguistics expert prior to presentation in narrative form. The final step of the analysis involved the interpretation of the data in order to answer the research questions.

FINDINGS

In this section, the researchers provide answers to the research questions that pertains to the politeness strategies used by Wednesday Addams in the Netflix series entitled “Wednesday,” as well as the functions of her politeness strategies.

The Politeness Strategies Found in Wednesday’s Utterances

The main character in the Wednesday series, Wednesday Addams, utilized various types of politeness strategies throughout the series. The analysis of her utterances revealed a dominance of bald on-record strategy, followed by positive and negative politeness strategies. In contrast, the off-record strategy was the least frequently used.

Table 1. Politeness Strategies Performed by Wednesday Addams in *Wednesday* Series

Politeness Strategy	Frequency	Percentage
Bald on Record	46	58.5%
Positive Politeness	17	19.8%
Negative Politeness	14	16.8%
Off Record	9	10.5%
Total	88	100%

According to Table 1, bald on-record was the most frequently used politeness strategy by Wednesday, with a total of 46 utterances (53.5%). Bald on-record is a direct and straightforward way of conveying a message without any attempt to mitigate its impact, which is often used when the speaker perceives the hearer to have a high degree of power or social distance. Positive politeness is the second most frequently used politeness strategy, with 17 utterances (19.8%). Positive politeness is a way of being polite that emphasizes the speaker's interest in the hearer's positive face, or desire to be liked and admired. Negative politeness, which is a way of being polite that emphasizes the speaker's concern for the hearer's negative face, or desire not to be imposed upon or intruded upon, was used 14 times (16.3%). Lastly, off-record, which is a type of politeness strategy that involves indirect communication that is not meant to be taken literally, was used the least by Wednesday Addams, with only 9 utterances (10.5%). In the subsequent section, the research data is presented, showcasing examples for each type of politeness strategy employed by Wednesday Addams.

Bald On-Record

In the data analyzed, the most frequently used politeness strategy by Wednesday was the bald on-record, comprising of 46 utterances, which accounts for 53.5% of all utterances analyzed. This suggests that Wednesday's communication style favors directness and being straightforward without compromising social norms. Bald on-record is a type of speech act in which the speaker does not make any attempt to lessen the face-threatening nature of their utterance. Instead, they convey the intended meaning as directly and unambiguously as possible. This strategy is often used when the speaker is confident that their social power is sufficient to handle any potential negative consequences. Wednesday appears to use this strategy with individuals she perceives as close to her, such as her family and

friends. The data below provides examples of the use of bald on-record in Wednesday's utterances.

Alerting

The context of this conversation occurred when Eugene suddenly approached Wednesday, who was chatting with Xavier at Rave'N, a night school-organized dance party. He agreed to Wednesday's invitation earlier to investigate the cave and find out who the monster that had been the perpetrator of many of the murder victims was. Unfortunately, Wednesday chose to attend the party first, while Eugene insisted on going to the forest alone.

Excerpt 1 Eugene: "Sure, I get it. Guess I'll check out the woods myself."
Wednesday: "**Don't go alone.**"
"**It's too dangerous. Stand down.**"
"**We'll go together tomorrow night, understood?**"

Wednesday's dialog with one of his close friends, Eugene, is a form of bald-on-record politeness strategy. As an application of an alert, Wednesday emphasizes her prohibition through the sentences "Don't go alone" and "It's too dangerous. Stand down." Wednesday does her best to warn Eugene not to force himself to go alone because she knows how dangerous the forest can be. Besides, she did not want anything to happen to Eugene. Wednesday promised that they would go together the next day to convince her best friend further.

Task-Oriented

The context of this conversation is when Nevermore's students were doing their internships on a community service day in Jericho, a town close to the academy. Some of the students were spread out to help with the activities on the service day. Wednesday and Eugene happened to be helping out at the Pilgrim World. There was a time when three city boys suddenly approached Eugene. Eugene was about to be bullied by them if Wednesday did not come over. Eugene's condition at that time was arguably not good because he had just vomited. Wednesday, who understood, immediately led him to clean himself up.

Excerpt 2 Wednesday: "**Let's get you cleaned up.**"
Eugene: (He nodded approvingly with a groan)

In the dialog above, Wednesday demonstrates the bald-on-record politeness strategy through her instructions to Eugene. It can be seen from the sentence "Let's get you cleaned up," where Wednesday directly tells Eugene to clean himself up so that the vomit stains cleaned. Although the sentence does not use an exclamation mark (!), it can be immediately recognized as a task or an order because Wednesday's expression is very assertive. Eugene himself is a close friend of Wednesday, so instead of making small talk after seeing her friend's messy condition, Wednesday directly conveyed her intentions.

Positive Politeness

Positive politeness is when the speaker explicitly conveys their intentions to the listener. It can be accomplished through time expressions or exaggerated statements, such as noticing or taking an interest in the hearer. The following data contains examples of positive politeness in action.

Notifying

This context occurs at Nancy Reagan High School when Wednesday's brother, Pugsley, is bullied by some other students. Wednesday came to the pool to avenge their mistreatment when they were practicing swimming. She came with an annoyed expression that instantly made all the students practicing swimming focus on her.

Excerpt 3 **Dalton:** "Hey freak, this is a closed practice."

Wednesday: "**The only one person who gets to torture my brother is me.**"

From the conversation above, Wednesday's utterance, "The only person who can torture my brother is me," shows that she cares about her brother. We can see the politeness used by Wednesday, which is positive politeness, through her utterances to Dalton to maintain her image. She says that she does not like it when someone else bullies her brother beside her. She warns her brother's bullies by throwing two bags of piranhas into the swimming pool. Despite her unreasonable actions, Wednesday was polite and did not use harsh words. Wednesday's behavior that day made her look both strange and sadistic.

Taking an Interest

In this particular conversation, Wednesday and Enid are in the process of packing their belongings, discussing the impending separation that will occur as a result of Wednesday leaving school and Enid having to switch rooms.

Excerpt 4 Enid: "Will you forget me?"

Wednesday: "**Enid... the mark you have left on me is indelible. Anytime I grow nauseous at the sight of a rainbow or hear a pop song that makes my ears bleed, I'll think of you.**"

In excerpt 4, we can observe the use of a particular politeness strategy. Wednesday's statement, "Enid... the mark you have left on me is indelible. Anytime I grow nauseous at the sight of a rainbow or hear a pop song that makes my ears bleed," directly conveys her thoughts and feelings towards Enid. This is particularly evident in the last sentence, "I'll think of you," which suggests that even though they will be separated, Wednesday will always remember Enid. This statement represents positive politeness, as it seeks to establish a bond between Wednesday and Enid by expressing gratitude for their relationship.

Negative Politeness

Negative politeness is a form of politeness that does not disturb the comfort of the interlocutor's space. Below is an example of negative politeness in the form of conversational dialog.

Minimizing Imposition

This conversation takes place in a prison. Wednesday is trying to find out why her father is in prison. Her father explains everything, but Wednesday still does not believe what he tells her.

Excerpt 5 Gomez Addams: "I'm sorry I wasn't a better father."

Wednesday: **"Could we please do without the overt display of emotion?"**

Gomez Addams: "I know they make you feel uncomfortable."

The aforementioned conversational dialog as shown is Wednesday's speech "Could we please do without the overt display of emotion?" serves as an example of negative politeness, whereby the speaker refrains from disrupting the interlocutor's comfort. Gomez Addams initiates the conversation by expressing regret for his perceived shortcomings as a father. Wednesday, in turn, responds with a request couched in negative politeness, imploring Gomez to forego overt displays of emotion that may make her uncomfortable. Gomez then acknowledges Wednesday's preferences and assuages any potential discomfort by affirming his awareness of her feelings.

Being Indirect

The ensuing dialogue transpired after Wednesday discovered someone clandestinely observing her from behind a tree. Promptly in pursuit of the skulking figure, Wednesday chased them deep into the forest, only to discover that it was none other than her uncle.

Excerpt 6 Wednesday: **"How long have you been stalking me?"**

Uncle Fester: "Just blew into town this morning and was hit by a wave of nostalgia."

In this conversation, Wednesday employs an indirect form of communication to express her suspicion that her uncle has been monitoring her movements. By framing her utterance as a question, "How long have you been stalking me?" Wednesday employs a form of negative politeness, which avoids directly accusing her uncle of clandestine observation. This politeness strategy allows Wednesday to maintain a level of respect and deference toward her uncle while also expressing her concerns about his behavior.

Off the Record

The off-record politeness strategy is characterized by implicit expressions that allow speakers to convey their message indirectly, rather than directly stating their intention. This approach enables the speaker to achieve their communicative goal while avoiding direct confrontation, which could potentially offend the interlocutor. The following data provides examples of how Wednesday uses the off-record politeness strategy in her conversations.

Being Ironic

The context of this situation is when Enid walks into her room and discovers that it has undergone a drastic transformation, with half of the colorful room now painted black. Despite Enid's surprise and apparent displeasure, Wednesday seems cool and carries on with her other activities.

Excerpt 7 Wednesday: "It looks like a rainbow vomited on your side."

Enid: "I ..."

Wednesday: **"Silence would be appreciated."**

In this context, Wednesday employed the off-record politeness strategy by using an indirect form of speech to convey her message. In terms of politeness

strategy, Wednesday's behavior and attitude in this scene exemplify the use of off-record communication. By not directly addressing or acknowledging her actions, Wednesday is indirectly conveying her intention and leaving it to Enid to interpret and understand the message. By stating that "Silence would be appreciated," Wednesday expects Enid to understand her implicit meaning without having to explicitly state it. This use of language allows Wednesday to convey her desire for silence in an indirect and polite manner.

Being Ambiguous

This context occurs when Uncle Fester and Wednesday are in Wednesday's room to study the book containing Hide's monster from the hidden library. Suddenly Miss Marilyn came in, which surprised Wednesday. She immediately hides the book from Miss Marilyn, but Wednesday tries not to tense up. Miss Marilyn discusses her friendship with Enid and tries to advise her to be friends with Enid again. In this case, Wednesday showed she was uninterested in discussing it further.

Excerpt 8 Miss Marilyn: "Part of the dorm experience is making friends with people that you wouldn't normally connect with."
Miss Marilyn: "And those friendships often turn into lifelong bonds."
Wednesday: "**I would rather buy a rope.**"

In this excerpt, Wednesday's use of the off-record politeness strategy is evident. This can be observed in her statement, "I would rather buy a rope." By expressing her preference for a disposable and easily breakable bond, Wednesday implies her lack of interest in forming long-lasting friendships like the one suggested by Miss Marilyn. This is a subtle form of communication that relies on implicature, where the speaker conveys a message indirectly by relying on the interlocutor's ability to infer meaning from context and shared knowledge. In contrast to bald on record strategies that prioritize clarity and directness, off-record strategies allow speakers to convey their intentions more subtly and indirectly, often relying on code words, implicit meanings, or indirect suggestions.

Function of Politeness Strategies in Wednesday's Utterances

This section presents the answers to the second research problem, which pertains to the function of politeness strategies utilized by Wednesday in her utterances with other characters. Drawing upon Brown and Levinson's (1987) politeness theory, as well as Haura's (2017) perspective, the purpose of these strategies for Wednesday is found to be three-pronged: to maintain her self-image, to foster harmonious relationships, to maintain the face of her interlocutor.

To Maintain Self-Image

Within this series, Wednesday is depicted as a peculiar and sadistic young girl who possesses a degree of ignorance, yet paradoxically exhibits a secret capacity for compassion. In one particular scene, her brother was subjected to bullying by a group of male student-athletes at their former school. Upon witnessing her sibling's mistreatment, Wednesday shortly devises a strategic plan for retribution.

Dalton: "Hey freak, this is a closed practice."

Wednesday: "**The only one person who gets to torture my brother is me.**"

From Wednesday's statement, "The only person who gets to torture my brother is me," we can observe the employment of a particular form of politeness aimed at maintaining her desired image. Wednesday explicitly expresses her displeasure with others bothering her brother. Notwithstanding the unjustified nature of her actions, Wednesday exhibits politeness by refraining from using harsh language. Her behavior during the incident in question, which involved throwing a bag of piranha fish into a swimming pool as a warning to her brother's bullies, highlights her enigmatic and sadistic figure. Looking at Wednesday's situation, we can see how being polite affects the speaker's self-image. Hakim and Novitasari (2022) explained that politeness values can be reflected in simple ways such as how to interact with others, asking for assistance, or even responding to the surrounding situations as Wednesday did.

To Harmonize Relationship

Politeness plays a pivotal role in establishing and nurturing relationships. Togatorop (2019) argues, "Politeness is of great importance in day-to-day communication for fostering positive relationships with society" (p. 38). This notion is exemplified in a particular incident where Eugene, Wednesday's close friend in extracurricular activities, expressed his intention to venture alone into the forest. However, Wednesday promptly intervened and prevented him from proceeding, showing her concern for his safety as the reason.

Eugene: "Sure, I get it. Guess I'll check out the woods myself."

Wednesday: **"Don't go alone."**

"It's too dangerous. Stand down."

"We'll go together tomorrow night, understood?"

Several of the aforementioned bolded sentences feature requests made by Wednesday to Eugene. In light of the postponement of their plan to venture into the forest, Wednesday aimed to prevent Eugene from embarking alone, in order to avoid any potential danger. Her actions can be viewed as an attempt to maintain harmonious relations with her friend while also providing a necessary warning. The intention to prevent disappointment and foster positive relations can be regarded as an example of her use of politeness strategies to maintain a harmonious relationship.

To Maintain Interlocutor's Face

Siburian (2016) and Togatorop (2019) argue that one form of politeness involves avoiding causing the interlocutor to feel embarrassed or annoyed while talking with the speaker, which helps to maintain their face. In the following excerpt, Eugene was nearly subjected to bullying at a social gathering before Wednesday intervened. Observing that Eugene looked messy after vomiting, Wednesday promptly helped him to clean up, preventing any potential embarrassment.

Wednesday: **"Let's get you cleaned up."**

Eugene: (He nodded approvingly with a groan)

Wednesday's statement, "Let's get you cleaned up," serves as evidence of her care for Eugene. By refraining from explicitly mentioning Eugene's appearance, Wednesday sought to avoid causing any potential embarrassment or discomfort to Eugene, which reflects her use of politeness strategies to maintain Eugene's face.

Her action is a key example of her ability to balance her own goals with the desires of her interlocutor.

DISCUSSION

This study examines Wednesday Addams' politeness strategies and their functions in interaction. The researchers have demonstrated that the main character has strategically used a variety of politeness strategies, and with bald on-record is the most frequently used one. The findings of the study on the use of politeness strategies in the *Wednesday* series are consistent with previous studies that underscore the importance of politeness strategies in various contexts. As Brown and Levinson (1987) noted, politeness strategies are essential for effective communication and maintaining positive relationships, and the use of different strategies is often influenced by factors such as power and social distance. The dominance of bald on-record strategy in the *Wednesday* series is supported by previous research that has found it to be commonly used in situations where the speaker perceives the hearer to have a high degree of power or social distance or at least have the same degree of power (Peng et al. 2014; Scollon & Scollon, 2001).

The use of negative and positive politeness strategies in the study is also consistent with previous studies that have identified these as common strategies used in different contexts (Bhatia, 2004; Ng et al. 2010). Negative politeness is often used to show concern for the interlocutor's negative face, or desire not to be imposed upon, while positive politeness highlights the speaker's interest in the interlocutor's positive face, or desire to be liked and admired. The limited use of off-record strategies by Wednesday in the series is also supported by previous studies that have found it to be a less commonly used strategy, particularly in more direct and straightforward communication contexts (Kádár & Haugh, 2013; Kecskes, 2015).

The finding that the use of politeness strategies is helpful for Wednesday to maintain her self-image, good relationships, and the feelings of others is consistent with previous literature on the topic of politeness and its effects on social interactions. According to Brown and Levinson's (1987) politeness theory, individuals use various linguistic strategies to manage face-saving concerns in their interactions with others. This can include managing their own face, the face of the other person, or the social context in which the interaction is taking place. In the case of Wednesday Addams, her use of politeness strategies can be seen as a tool to maintain her facial integrity, along with her determination to maintain her self-image and strong, independent identity despite the fact that she is known for her mysterious personality, her introduction of black clothing and gothic aesthetics, and her stern look that never creates a smile. In this context, politeness strategies are not only used to avoid hurting the feelings of others, but furthermore to demonstrate self-esteem and dignity as a strong and independent individual, who is not swayed by the way others speak.

Furthermore, Wednesday's use of politeness strategies can also be seen as a way of maintaining others' face, as she seeks to build and maintain positive relationships with those around her. Research has shown that the use of politeness strategies can have a positive impact on social interactions, leading to greater cooperation, understanding, and empathy between individuals (Bargiela-Chiappini, 2003; Lim & Bowers, 1991). The prevalence of bald-on record strategies in Wednesday's utterance does not necessarily mean no attempt to mitigating and softening speech. Instead, the researchers assume that being authentic with language expression is more important than being overly polite in language aiming to soften the message. Although in various cultures, being authentic and honest with language is considered less sensitive and confrontational (Mahyuni, 2008), being straightforward allows others to understand speakers' true intentions and, thus, promotes trust reduces misunderstanding. By using politeness strategies, individuals can communicate their intentions and feelings in a way that is more likely to be well-received by others, leading to more positive and productive social interactions.

Overall, the researchers found that the use of politeness strategies is helpful for Wednesday to maintain her self-image, good relationships, and the feelings of others. It suggests that individuals who are able to communicate politely and effectively are more likely to build positive relationships and achieve their goals in various social contexts. Politeness strategies play a crucial role in communication, as they involve understanding language and social dynamics in order to maintain harmony and respect. Being polite means recognizing others' feelings, which helps avoid conflicts and preserves relationships (Holmes & Stubbe, 2015). Politeness is not merely about pleasing others; it positions us positively, maintaining dignity and social standing during interactions. Leech (2014) highlights that politeness fosters harmonious relations, enhancing one's power in social contexts. In this case, effective communication requires careful negotiation of personal and social identities. Therefore, when one uses politeness strategies, they not only create a comfortable environment but also increase their influence and reputation in the eyes of others.

CONCLUSION

The analysis that has been undertaken by the researchers can be drawn a line that the lead female protagonist of the Wednesday series has successfully utilizing politeness strategies, encompassing bald on-record, negative politeness, positive politeness, and off-record. Frequency analysis of each strategy reveals that the most frequently used strategy by Wednesday Addams is bald on-record, underscoring her unambiguous and straightforward communication style that aligns with the central premise of the series, which revolves around solving a long-standing murder case. Additionally, the effective use of politeness strategies enables Wednesday to

maintain a positive self-image, foster strong interpersonal relationships, and mitigate any negative impact on the feelings of others. The researchers expect that the findings from this research will sensitize readers to the nuanced intricacies of language and encourage them to exercise greater mindfulness when interacting with others, thereby promoting a friendlier and more harmonious social environment.

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