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Politeness strategies in directive and expressive speech acts on the *In Her View* podcast

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Abstract - This study investigates the realization of politeness strategies in directive and expressive speech acts used in the *In Her View* podcast episode entitled Beauty Standard. The research aims to examine how speakers employ politeness strategies when discussing a sensitive topic while maintaining harmonious interpersonal communication. The study adopts a qualitative descriptive approach using Searle's Speech Act Theory, Brown and Levinson's Politeness Theory, and Holmes's Social Dimensions Framework. The data were obtained from the utterances produced by five female speakers in the selected podcast episode and analyzed through documentation, classification, and pragmatic interpretation. The findings reveal that expressive speech acts are more frequently employed than directive speech acts, indicating that the speakers prioritize emotional support, appreciation, and agreement throughout the discussion. Positive politeness is predominantly realized through expressions of solidarity, shared experiences, compliments, and agreement, whereas negative politeness appears when speakers provide suggestions or opinions that may potentially threaten the interlocutor's face. Furthermore, the analysis demonstrates that close social distance, equal social status, and a semi-formal conversational setting encourage the use of supportive and cooperative communication. The findings confirm that politeness strategies play a significant role in reducing face-threatening acts and maintaining interpersonal harmony during discussions involving beauty standards. This study contributes to pragmatic research by providing insights into the interaction between speech acts, politeness strategies, and social dimensions in contemporary digital communication.

Keywords: directive speech acts; expressive speech acts; politeness strategies; pragmatics; YouTube podcast

1. Introduction

Human communication takes place through various verbal and non-verbal modes, including gestures and facial expressions (Crystal, 2008). Within this process, language plays a fundamental role by enabling individuals to exchange ideas, express emotions, and negotiate interpersonal relationships; according to Putri and Akmal (2025), language functions not only as a means of communication but also as a medium for expressing a person's ideas, values, and ideologies. Beyond conveying information, language also reflects speakers' intentions, attitudes, and social identities, as Edelman (1971, as cited in Putri & Akmal, 2025) explains that language shapes how people think, feel, remember, and make sense of experiences that might otherwise remain

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unsayable (p.438). In everyday interaction, speakers are expected not only to communicate effectively but also to maintain harmonious relationships, particularly when discussing sensitive issues such as beauty standards, which may trigger insecurity or discomfort among interlocutors. Consequently, the study of language use cannot be separated from its social context, making pragmatics an essential approach for understanding how meaning is constructed during communication.

Pragmatics examines how speakers convey intended meanings and how hearers interpret utterances within specific contexts; according to Yule (1996), pragmatics is the study of meaning as communicated by a speaker and understood by a listener (p.3). As Jundiyaturrahman et al. (2025) further argue, meaning in human interaction is derived not only from what is said but also from the intention behind it, which is why pragmatics focuses on how context shapes language beyond its literal level (p.458). One of its central concepts is Speech Act Theory, which proposes that utterances perform actions rather than merely convey information. Searle (1969) classifies speech acts into representative, directive, commissive, expressive, and declarative acts. Among these categories, directive and expressive speech acts frequently appear in conversational discourse because speakers often provide suggestions, requests, encouragement, appreciation, or agreement while interacting with others (pp.12-16). According to Akmal et al. (2022), as social creatures, humans are inherently linked to requests in speech, which form part of directive speech acts that play a significant role in everyday interaction (p.499). Since these utterances may potentially threaten the interlocutor's face, speakers generally employ politeness strategies to preserve interpersonal harmony.

Brown and Levinson (1987) politeness strategies are designed to reduce the threat posed by face-threatening acts, thereby maintaining both the speaker's and the hearer's public self-image (pp.61&68). Positive politeness emphasizes solidarity and shared identity, whereas negative politeness reduces imposition and respects the interlocutor's autonomy. The selection of these strategies is influenced not only by communicative goals but also by social factors such as social distance, power relations, and the degree of formality. Holmes (2013) explains that these dimensions shape speakers' linguistic choices and influence how interpersonal relationships are maintained throughout interaction (pp. 9-11).

The rapid growth of digital communication has created new contexts for pragmatic investigation. According to Ayomi (2021), social media users employ language to manage interpersonal relationships and meaning-making processes in online communication environments (p.1). Shiryaeva et al. (2023) further note that YouTube is one of the most influential online platforms for interaction and community building, offering freedoms of expression, information, and belonging that make it a dynamic space for social practice and exchange (p.1). Among various digital platforms, YouTube podcasts, defined by Kasatriyanto and Wibowo (2021) as audio recordings of discussions on specific topics that have since evolved into widely available audio-visual content, provide naturally occurring conversations in which participants exchange opinions, experiences, and evaluations in relatively spontaneous settings (p.53). One podcast that offers rich pragmatic data is *In Her View*, produced by Pancatera. The third episode, *Beauty Standard*, presents a discussion among five female speakers concerning beauty standards, self-image, and personal experiences. Because beauty standards are closely associated with identity and self-esteem, the discussion requires participants to communicate carefully in order to avoid creating discomfort or threatening each other's face. This interaction provides valuable data for examining how politeness strategies are realized through directive and expressive speech acts.

Previous studies have investigated politeness strategies and speech acts in films, political discourse, and social media. Yalmiadi and Iddris (2020) examined politeness strategies in *Jane Eyre*, while Budiawan and Fadhilah (2025) focused on Javanese short films. Juita et al. (2024) analyzed politeness in the discourse of female politicians on social media, whereas Wea and Bram (2020) investigated speech act categories in cinematic dialogue. Abbas et al. (2020) explored apology strategies among English learners. Although these studies contribute to pragmatic

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research, most examine scripted discourse, written communication, or isolated speech act categories. Limited attention has been paid to spontaneous interactions in digital podcasts that simultaneously integrate speech act theory, politeness strategies, and social dimensions within a single analytical framework.

Addressing this gap, the present study investigates directive and expressive speech acts employed in the *In Her View* podcast by integrating Searle's Speech Act Theory, Brown and Levinson's Politeness Theory, and Holmes's Social Dimensions Framework. Unlike previous studies, this research explores how equal social status, close interpersonal relationships, and a semi-formal conversational setting influence speakers' selection of politeness strategies when discussing sensitive issues related to beauty standards. Accordingly, this study aims to identify the directive and expressive speech acts used by the speakers, analyze the politeness strategies employed, and explain how social distance, status, and formality shape those strategies in contemporary digital communication.

Speech Act Theory views language as a form of social action rather than merely a means of conveying information. Austin (1962) first proposed that utterances perform actions through three levels: locutionary, illocutionary, and perlocutionary acts. Searle (1969) further developed this theory by classifying illocutionary acts into five categories: representative, directive, commissive, expressive, and declarative (pp.12-16).

This study focuses on directive and expressive speech acts because both frequently occur in interpersonal conversations. Directive speech acts are intended to influence the hearer's future actions through requests, suggestions, advice, invitations, or commands. In contrast, expressive speech acts convey the speaker's psychological attitudes, including appreciation, praise, agreement, gratitude, and sympathy. Since discussions concerning beauty standards often involve opinions, advice, and emotional responses, these two categories provide an appropriate framework for analyzing the speakers' communicative intentions.

Brown and Levinson (1987) propose that every individual possesses two aspects of face: positive face, referring to the desire to be appreciated and accepted, and negative face, referring to the desire to act freely without interference. Communication may threaten either aspect of face; therefore, speakers employ politeness strategies to reduce potential interpersonal conflict (pp.61-62).

Brown and Levinson classify politeness strategies into four categories: bald on record, positive politeness, negative politeness, and off-record. Among these, positive politeness emphasizes solidarity, shared identity, and interpersonal closeness, whereas negative politeness minimizes imposition and demonstrates respect for the interlocutor's autonomy. These strategies are particularly relevant when discussing sensitive issues because speakers attempt to maintain harmonious relationships while expressing opinions or providing advice.

Holmes (2013) argues that language choice is influenced by social relationships among participants. Her Social Dimensions Framework consists of four dimensions: social distance, status, formality, and function (pp.9-11). These dimensions explain why speakers select particular linguistic forms in different communicative situations.

In conversations where participants have equal social status and close interpersonal relationships, speakers tend to employ informal language and positive politeness to reinforce solidarity. Conversely, interactions involving greater social distance or unequal power relationships generally encourage more formal language and greater reliance on negative politeness. Accordingly, Holmes' framework complements Brown and Levinson's theory by explaining the social motivations underlying speakers' linguistic choices.

Previous studies have examined speech acts and politeness strategies across various communicative contexts. Yalmiadi and Iddris (2020) investigated politeness strategies in *Jane Eyre*, while Budiawan and Fadhilah (2025) explored politeness in Javanese short films. Juita et al. (2024) analyzed politeness in the discourse of female politicians on social media, Wea and Bram (2020) examined speech act categories in cinematic dialogue, and Abbas et al. (2020) investigated apology strategies among Pakistani learners of English.

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Research on speech acts and politeness strategies has examined how speakers use language to express intentions, maintain social relationships, and communicate appropriately in different contexts. Studies of podcasts have explored speech acts, politeness strategies, and expressive or directive utterances in conversations between hosts and guests. These studies demonstrate that podcast discourse provides a valuable context for analyzing how speakers convey meaning, express opinions, and maintain interpersonal relationships through language (Marliana, 2025; Naibaho et al., 2026; Mutammimah et al., 2026; Picado Madrigal & Ramírez Porras, 2025; Nurmalia & Fazharani, 2025).

Other studies have focused on politeness in entertainment programs, online discussions, and everyday interactions. Research on the TMGW podcast, Denny Sumargo's podcast, and Deddy Corbuzier's podcast highlights the importance of politeness and speech acts in shaping communication between speakers and audiences. These findings suggest that contextual factors, conversational purposes, and relationships between participants influence language choices (Mulyanah & Andriani, 2024; Maini & Hermawan, 2025; Putri & Ermanto, 2022). Similarly, podcast discourse has been examined in relation to power, identity, and speakers' interpretations of politeness in digital communication (Noviance & Rahardi, 2026).

Research beyond podcasts has also investigated politeness strategies in directive speech acts across institutional, educational, and social settings. Studies of Indonesian parliamentary proceedings and talk shows show how speakers use linguistic strategies to deliver instructions, requests, and suggestions while managing interpersonal relationships (Maskuri et al., 2019; Sumarni, 2024). Other research has explored negative politeness in German directive speech acts, politeness in social media discourse, and the relationship between directive speech acts and character education (Protopopova & Sytina, 2026; Prayitno et al., 2021). Additional studies have analyzed directive speech acts in public speeches, online classrooms, and students' daily conversations, demonstrating that politeness varies according to communicative purposes and social contexts (Zaim, 2024; Sudarmawan et al., 2022; Supriatna et al., 2023).

Further research on directive speech acts in the SPICE-Ireland corpus and the social media communication of female regional parliament members has contributed to understanding how politeness operates across different linguistic and cultural environments (Ronan, 2022; Juita & E., 2021). Overall, these studies establish a foundation for understanding speech acts and politeness strategies across diverse contexts. However, further research can explore how directive speech acts and politeness strategies interact in specific podcast conversations, particularly in relation to cultural values, speaker relationships, and the communicative purposes of young speakers.

Although these studies contribute to pragmatic research, they mainly focus on films, written discourse, or specific speech act categories. Few studies investigate naturally occurring conversations in digital podcasts by integrating Speech Act Theory, Politeness Theory, and Holmes' Social Dimensions within a single analytical framework. Therefore, the present study addresses this gap by examining directive and expressive speech acts employed in a YouTube podcast discussing beauty standards, emphasizing how social relationships shape politeness strategies in digital communication.

2. Method

This study employed a qualitative descriptive approach to investigate the realization of politeness strategies in directive and expressive speech acts. According to Creswell (2014), qualitative research is a method used to uncover underlying meanings and examine phenomena within a broader social context (p.22). Denzin and Lincoln (2005) further describe qualitative research as emphasizing the interpretation of real social experiences, focusing on how meanings emerge from human interactions within their social environment (p.6). A qualitative method was therefore selected because it enables an in-depth interpretation of language use within its social context and facilitates the exploration of speakers' communicative intentions in naturally

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occurring interactions. In line with this, Sugiyono (2013) states that qualitative methods produce descriptive data in the form of written or spoken words derived from observed individuals and behaviors, which is well suited to the pragmatic analysis conducted in this study (p.13).

The data source was the third episode of the *In Her View* podcast entitled *Beauty Standard*, published on the Pancatera YouTube channel on May 7, 2025. The episode features a discussion among five female speakers; Caroline Soerachmat, Shahnaz Soehartono, Karina Basrewan, Marissa Anita, and Kai Soerya who share opinions and personal experiences concerning beauty standards, self-image, and women's perspectives. The approximately 46 minute conversation was selected because it provides authentic and spontaneous interactions containing directive and expressive speech acts in a semi-formal communicative setting.

Data were collected using a documentation technique. According to Nawawi and Hadari (1995), documentation technique is a data collection method that utilizes existing written or recorded materials, such as videos and other archival sources, to obtain historical, factual, or contextual information that supports research analysis (p.69). The selected podcast episode was repeatedly observed to ensure comprehensive understanding of the interaction. All verbal utterances were transcribed verbatim, after which utterances containing directive and expressive speech acts were identified and documented using data cards. According to Subroto (2007), a data card is used to record and organize selected linguistic data, including utterances and recordings, enabling researchers to systematically categorize and manage data for further examination (p.8). The data cards functioned as an organizational instrument to classify utterances according to speech act categories, politeness strategies, and relevant social dimensions.

The analysis followed several stages and employed non-statistical analysis, which according to Wasito (1992) interprets data descriptively and exploratively in order to find patterns, meanings, and social relations of the phenomena being studied (p.89). First, the identified utterances were classified into directive and expressive speech acts based on Searle's (1969) Speech Act Theory. Second, each utterance was analyzed to determine the politeness strategy employed according to Brown and Levinson's (1987) framework. Finally, Holmes' (2013) Social Dimensions Framework was applied to examine how social distance, social status, and degree of formality influenced the speakers' selection of politeness strategies. The interpretation emphasized the relationship between speech acts, politeness strategies, and the social context in which the interaction occurred.

3. Results and Discussion

3.1 Results

3.1 Realization of Directive and Expressive Speech Acts

The analysis demonstrates that both directive and expressive speech acts are employed throughout the podcast to facilitate discussion while maintaining interpersonal harmony. However, expressive speech acts occur more frequently, indicating that the speakers prioritize emotional support, appreciation, agreement, and personal reflection over directing others to perform particular actions. This pattern reflects the conversational nature of the podcast, in which participants exchange personal experiences and opinions about beauty within a supportive environment. Overall, the findings indicate that directive speech acts mainly function to provide requests, advice, and encouragement, whereas expressive speech acts dominate the interaction by fostering solidarity and emotional connection.

Directive Speech Acts

Directive speech acts are primarily realized through requests and advice, serving to encourage participation and promote positive beauty and skincare practices. Rather than imposing authority, the speakers generally formulate directives in ways that maintain cooperation and minimize interpersonal imposition.

One example occurs when Marissa encourages Caroline to elaborate on her previous statement by asking:

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"Do you mind telling us the story?" (23:02)

Although grammatically expressed as an interrogative, this utterance functions as a request because its communicative purpose is to encourage Caroline to provide further information. According to Searle (1979), requests belong to directive speech acts since the speaker attempts to influence the hearer's action, in this case, telling her story. The expression do you mind reflects negative politeness, as it acknowledges Caroline's freedom to accept or refuse the request while reducing the potential imposition. As Brown and Levinson (1987) explain, conventionally indirect requests respect the hearer's autonomy and help maintain harmonious interaction. Within the semi-formal discussion setting, this strategy effectively encourages participation without disrupting the collaborative atmosphere.

Besides requesting information, the speakers also employ directive speech acts to provide recommendations. This pattern is illustrated when Caroline advises parents to establish sun-protection habits for their children by stating:

"Please if you have children let them get used to wearing their uh SPF or you for the UV protection." (31:44)

This utterance functions as advice because Caroline recommends a course of action that she considers beneficial for the audience. Before delivering the directive, she explains that ultraviolet exposure has become increasingly harmful and shares her own experience of introducing UV protection to her children from an early age. By presenting reasons before giving advice, Caroline employs positive politeness, encouraging cooperation rather than obligation. The recommendation is therefore interpreted as practical guidance based on shared concern instead of an authoritative instruction, making it more acceptable within the discussion.

While most directives are softened through explanation or indirectness, the speakers occasionally employ more explicit recommendations. Caroline demonstrates this pattern when discussing the importance of physical appearance by saying:

"You have to take care of it." (31:10)

Unlike the previous examples, this utterance expresses obligation directly through the phrase have to, making it a clear directive that encourages self-care. According to Searle (1979), the utterance functions as advice because it recommends a beneficial action rather than issuing a compulsory order. From the perspective of Brown and Levinson (1987), this directive represents a bald-on-record strategy since the recommendation is expressed explicitly without significant mitigation. Although Caroline first explains that beauty also involves physical appearance, the directive itself remains straightforward, emphasizing clarity and effectiveness. Within the podcast context, however, the directness is interpreted as educational guidance rather than an exercise of authority because it is supported by explanation and shared discussion.

Directive speech acts are also realized through explicit instructions delivered at the very beginning of the discussion in order to secure the audience's attention before the conversation continues. This pattern is evident when Caroline and Karina directly address the audience by stating:

"For all of you gentlemen, please do listen." (0:46) "Take notes." (0:50)

These utterances are categorized as directive speech acts because the speakers intend to make the audience perform specific actions, namely listening attentively and taking notes. According to Searle (1979), both utterances function as instructions since the speakers explicitly direct the audience's behavior to support the flow of the discussion. The imperative verb listen and the imperative phrase take notes clearly indicate the expected actions, while the emphatic auxiliary do in please do listen reinforces the speaker's intention. From the perspective of Brown and Levinson (1987), these utterances represent a bald-on-record strategy because the instructions are delivered directly and without substantial mitigation; although the word please appears, it functions mainly as a courtesy marker rather than softening the directive force. The use of this strategy is consistent with the interactional context, as the speakers address a broad audience in order to secure attention efficiently before the discussion proceeds.

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A further bald-on-record directive appears later in the discussion when Caroline emphasizes that beauty treatments should be regarded as a financial investment, addressing the audience's partners by saying:

"Listen husbands, investment." (37:49)

In this utterance, Caroline employs a bald-on-record strategy by expressing the directive through the imperative form listen without any mitigating devices such as hedges or indirect expressions. The direct address term husbands clearly identifies the intended audience and strengthens the force of the directive, while the single-word follow-up investment condenses the speaker's earlier explanation into a memorable command. As Brown and Levinson (1987) note, bald-on-record strategies prioritize clarity and efficiency over face-saving considerations, which is appropriate here because Caroline seeks to emphasize her point rather than negotiate compliance. Within the semi-formal setting of the discussion, the directness is interpreted as emphatic guidance rather than an authoritative command, since it is grounded in the shared context the speakers had just established.

Overall, the directive speech acts identified in the podcast are predominantly realized as requests and advice rather than commands. Requests commonly employ negative politeness to minimize imposition, whereas advice frequently utilizes positive politeness by providing explanations and drawing on personal experiences to encourage cooperation. Bald-on-record strategies, by contrast, are mainly employed at the opening of the discussion or to emphasize the importance of particular self-care practices, where clarity and efficiency outweigh face-saving concerns. These findings suggest that directive speech acts function primarily to facilitate discussion, encourage audience engagement, and provide collaborative guidance instead of exercising social power or control.

Expressive Speech Acts

Unlike directive speech acts, expressive speech acts occur more frequently throughout the discussion and primarily function to communicate personal feelings, appreciation, agreement, and self-reflection. The speakers frequently express their psychological states while discussing beauty, creating an atmosphere that encourages openness and mutual support rather than evaluation or criticism.

One representative example occurs when Shahnaz responds to Caroline's question about the meaning of beauty by stating:

"I like feeling beautiful in my own skin." (2:07)

This utterance functions as an expressive speech act because it conveys the speaker's personal feelings of confidence and self-acceptance rather than attempting to influence the hearer's behavior. According to Searle (1979), expressive speech acts reveal the speaker's psychological state toward a particular situation. In this case, Shahnaz expresses satisfaction with her natural appearance and emphasizes that beauty begins with accepting oneself. From the perspective of politeness, the utterance reflects positive politeness, as it promotes positive values and encourages solidarity among the participants. By openly sharing her experience, Shahnaz implicitly encourages others to appreciate themselves, contributing to the supportive atmosphere of the discussion. The relatively close social distance between the speakers and the semi-formal podcast setting further facilitate this open expression of personal beliefs.

Expressive speech acts are also realized through praise and appreciation, which strengthen interpersonal relationships among the participants. This pattern is illustrated when Caroline responds to Karina after she openly shares her thoughts about body image:

"Okay, I love that. Good job. Thank you for being so open. Love the squad, love that" (5:37).

Rather than providing new information, this utterance expresses Caroline's admiration, appreciation, and gratitude toward Karina's willingness to discuss a personal topic. The expressions I love that, Good job, and Thank you for being so open positively evaluate the hearer's contribution and acknowledge her openness. In terms of politeness, the utterance represents positive politeness, particularly Brown and Levinson's (1987) strategy of giving gifts

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to the hearer in the form of praise, approval, and appreciation. Through these expressions, Caroline enhances the hearer's positive face, reinforces solidarity within the group, and creates a psychologically safe environment in which sensitive issues related to beauty can be discussed comfortably. The interaction also reflects relatively equal social status among the participants despite Caroline's temporary role as discussion facilitator.

Another expressive speech act appears when one participant responds:

"I agree with you, K. I need to wear my sunscreen better." (37:01)

This utterance functions as an expression of agreement combined with personal reflection. Rather than merely confirming the previous speaker's opinion, the speaker also acknowledges her own experience and admits the need to improve her skincare habits. Such agreement reinforces common ground between the participants while reducing interpersonal distance. According to Brown and Levinson (1987), expressing agreement is a form of positive politeness because it emphasizes shared perspectives and strengthens social solidarity. Instead of creating disagreement or confrontation, the utterance supports the collaborative nature of the discussion and encourages mutual learning among the participants.

Expressive speech acts also surface as expressions of surprise when speakers reflect on contrasting beauty standards across different environments. This is illustrated when Karina responds to Caroline's account of receiving compliments about her skin tone:

"I think at first I was a little stunned because it sounded foreign to me 'cause I've never gotten compliments like that here." (20:53)

This utterance functions as an expressive speech act because Karina conveys her psychological reaction of astonishment rather than requesting any action from the hearer. According to Searle (1979), expressive speech acts reveal the speaker's internal state toward a particular situation, and here Karina's use of stunned and the hedging phrase a little signal genuine surprise tempered by caution. By openly disclosing that such compliments sounded foreign to her, Karina reinforces solidarity with Caroline through a shared experience of contrasting cultural standards of beauty. From Brown and Levinson's (1987) perspective, this self-disclosure functions as a positive politeness strategy because it invites empathy and signals that the speaker trusts the hearer with a personal reflection. The exchange reflects the intimate social distance and equal status among the participants, which allow such candid emotional disclosures to occur comfortably within the discussion.

Expressive speech acts further extend to the disclosure of emotional distress, demonstrating that the speakers also use the podcast to process more difficult experiences related to beauty standards. This pattern emerges when Kai reflects on her upbringing by stating:

"I think it's just because I grew up pretty traumatized with a beauty standard here." (25:17)

This utterance is categorized as an expressive speech act because Kai discloses a painful psychological experience rather than performing any directive function. According to Searle (1979), expressive speech acts reveal the speaker's attitude toward a state of affairs, and the word traumatized here conveys lasting emotional impact rather than a momentary feeling. Although the disclosure addresses a sensitive and potentially face-threatening topic, the other participants' supportive listening throughout the discussion allows Kai to share this experience without fear of judgment, illustrating Brown and Levinson's (1987) notion of positive politeness as a means of expressing concern for shared feelings and reinforcing solidarity within the group. This finding indicates that, within the intimate social distance characterizing the podcast, expressive speech acts are not limited to celebratory or appreciative utterances but also accommodate vulnerable self-disclosure as a way of strengthening interpersonal trust.

Overall, the findings indicate that expressive speech acts constitute the dominant speech act category in the podcast. Participants consistently express confidence, appreciation, praise, gratitude, agreement, surprise, vulnerability, and personal reflection while discussing beauty standards and self-care. These expressive utterances are predominantly accompanied by positive politeness strategies that emphasize encouragement, solidarity, and shared experiences rather

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than interpersonal distance. This interactional pattern reflects Holmes' Social Dimensions Framework, in which relatively close social distance, equal participant status, and a semi-formal setting encourage cooperative communication. Consequently, expressive speech acts not only reveal the speakers' psychological states but also foster a supportive environment where personal experiences and sensitive issues can be discussed openly without threatening the participants' positive face.

3.2 Discussion

The findings demonstrate that expressive speech acts constitute the dominant communicative strategy throughout the discussion of beauty standards. Rather than directing one another's behavior, the participants primarily exchanged personal experiences, appreciation, agreement, and emotional reflections. This tendency reflects the communicative purpose of the podcast, which emphasizes dialogue, mutual understanding, and emotional support rather than persuasion or authority. The predominance of expressive speech acts indicates that conversations concerning beauty standards are closely associated with identity construction and emotional expression, making supportive interaction more prominent than directive communication. These findings are consistent with Searle's (1969) proposition that expressive speech acts reveal speakers' psychological attitudes toward particular situations. They also reinforce the conclusion of this study that expressive speech acts function as an important resource for maintaining interpersonal relationships during discussions of sensitive topics.

Although directive speech acts appeared less frequently, they performed important interpersonal functions throughout the interaction. Rather than functioning as authoritative commands, directives were predominantly realized as invitations, advice, and recommendations. This pattern suggests that the speakers preferred collaborative communication over hierarchical interaction. Advice concerning skincare, self-confidence, and self-acceptance was generally presented as shared experience rather than obligation, reducing the possibility of face-threatening acts. Such findings demonstrate that the realization of directive speech acts depends not only on grammatical form but also on speakers' interpersonal intentions and social relationships.

The analysis also reveals that positive politeness was the dominant politeness strategy throughout the conversation. Compliments, appreciation, humor, shared experiences, and expressions of agreement were repeatedly employed to reinforce solidarity among participants. Since all speakers shared relatively equal social status and maintained close interpersonal relationships, they rarely relied on highly formal or distant communicative styles. This finding supports Brown and Levinson's (1987) argument that positive politeness becomes particularly prominent when speakers seek to emphasize common ground and strengthen interpersonal bonds. The supportive atmosphere created through these strategies enabled participants to discuss potentially sensitive issues without generating interpersonal conflict.

Only a limited number of utterances employed negative politeness, primarily when speakers offered suggestions or expressed opinions that could potentially impose upon others. Likewise, bald-on-record strategies appeared mainly in opening remarks or humorous situations where directness did not threaten interpersonal harmony. These findings indicate that the selection of politeness strategies is strongly influenced by contextual factors rather than by linguistic form alone. The speakers adjusted their communicative behavior according to the interactional situation, demonstrating considerable pragmatic competence throughout the discussion.

From the perspective of Holmes' Social Dimensions Framework, the interaction is characterized by close social distance, relatively equal social status, and a semi-formal communicative setting. These conditions encouraged participants to employ conversational language, disclose personal experiences openly, and respond empathetically to one another. Although Caroline occasionally assumed the role of discussion moderator, this temporary interactional authority did not substantially alter the overall egalitarian nature of the

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conversation. Consequently, social distance and solidarity exerted greater influence on politeness strategy selection than institutional power or hierarchical status.

The present findings both support and extend previous research. Similar to Yalmiadi and Iddris (2020), positive and negative politeness strategies were identified in directive and expressive speech acts. However, whereas their study examined scripted dialogue in a literary film, the present study demonstrates that comparable strategies naturally emerge in spontaneous digital conversations. Likewise, although Budiawan and Fadhilah (2025) emphasized the influence of cultural values on politeness, the current findings indicate that relational closeness and interactional solidarity are equally important determinants of politeness in online media. The results also complement the work of Juita et al. (2024), Wea and Bram (2020), and Abbas et al. (2020) by showing that speech acts, politeness strategies, and social dimensions should be examined simultaneously to obtain a more comprehensive understanding of interpersonal communication.

Overall, this study contributes to pragmatic research by demonstrating that discussions involving sensitive topics do not necessarily produce face-threatening communication. Instead, speakers strategically employ expressive speech acts together with positive politeness to foster empathy, encourage self-disclosure, and maintain interpersonal harmony. The integration of Speech Act Theory, Politeness Theory, and Holmes' Social Dimensions Framework provides a more comprehensive explanation of how linguistic choices are shaped by both communicative intentions and social relationships within contemporary digital discourse. This integrated perspective represents the principal contribution of the present study to research on pragmatics and digital communication.

4. Conclusion

This study examined the realization of directive and expressive speech acts in the *In Her View* podcast episode *Beauty Standard* by integrating Searle's Speech Act Theory, Brown and Levinson's Politeness Theory, and Holmes' Social Dimensions Framework. The findings indicate that expressive speech acts were employed more frequently than directive speech acts, demonstrating that the speakers primarily emphasized emotional support, appreciation, agreement, and personal reflection throughout the discussion. Meanwhile, directive speech acts were mainly realized through advice, invitations, and recommendations rather than authoritative commands, reflecting the collaborative nature of the interaction. These findings suggest that speech act selection is closely associated with the communicative purpose of maintaining supportive interpersonal relationships when discussing sensitive issues.

The analysis also revealed that positive politeness was the predominant politeness strategy. The frequent use of compliments, appreciation, shared experiences, humor, and agreement enabled the participants to reduce face-threatening acts and establish a comfortable conversational atmosphere. Furthermore, Holmes' Social Dimensions Framework explains that close social distance, relatively equal social status, and a semi-formal setting significantly influenced the speakers' preference for positive politeness over more formal interactional strategies. Consequently, the integration of speech act theory, politeness theory, and social dimensions provides a comprehensive explanation of how interpersonal harmony is maintained in contemporary digital communication.

Despite these contributions, this study has several limitations. The analysis was limited to a single podcast episode discussing beauty standards and focused exclusively on directive and expressive speech acts. Therefore, the findings cannot be generalized to other podcast genres, communicative settings, or speech act categories. In addition, the qualitative approach emphasizes interpretative analysis rather than statistical generalization.

Future studies are encouraged to investigate a wider range of podcast episodes, digital communication platforms, or cross-cultural interactions to examine whether similar politeness patterns occur in different communicative contexts. Researchers may also integrate multimodal

analysis by considering facial expressions, gestures, intonation, and other non-verbal features that contribute to meaning construction in spoken interaction. Such investigations would further enrich pragmatic research on digital discourse and interpersonal communication.

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