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KEYWORDS	ABSTRACT
<p>Politeness, Socio-Economic, Familial Interaction, On-Record, Off-Record.</p>	<p>In pragmatics, study of how context influences interpretation of meaning, "on record" and "off record" strategies play crucial roles in communication. These strategies are part of the politeness theory developed by Penelope Brown and Levinson. This study uses Brown & Levinson's Politeness Theory to study politeness tactics used in familial interactions in Sialkot, Pakistan. Thus, surveying 40 families from urban and rural areas, the research uses a mixed-methods approach to examine the effects of gender, socioeconomic status & cultural norms. The results show complex communication dynamics where politeness techniques are shaped by societal and gendered factors. Rural families take a diversified approach, whereas urban families tend to communicate on-record. The study revealed that effective communication involves a balance between on record and off record strategies, depending on context, the relationship amid speaker and listener, and potential face-threatening nature of communication. The study provides significant and leading outcomes about pragmatics and further highlights the significance of realizing cultural subtleties in familial interaction & proposes directions for future studies that will use multimodal analytic approaches & examine regional variances.</p>
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INTRODUCTION

Human communication is the core of every form of language people use to get meaning across. The pragmatic aspects of the communication within this complex web of linguistic interaction are so important as they delve into the implicit meanings hidden in speech acts. The pragmatics, which is subdivision of linguistics, investigates the contextual nuances and societal dynamics that influence the communication (Daar, Beratha, Suastra & Sukarini, 2023). In the field of linguistics, language employment is dependent on factors like formality, stylistics considerations and context thereby

leading to various interpretations from one message. This research seeks to explain the strategies employed in delivering messages according to Brown and Levinson's "Politeness Theory" under the umbrella term pragmatics. Politeness entails how individual views himself or herself over others' eyes and this perspective manifests itself in terms of relationship management strategies utilized by speakers in their discourse with others. Politeness theory includes constructs as positive politeness, negative politeness, positive face, negative face, off record, on record that are the key components constituting interpersonal communication strategies. The research seeks to delve into prevalent use of the two methods, on-record and off-record techniques, in home setting among families residing in Sialkot society.

The purpose of this study is therefore to establish which major strategy underlies communication among family members that include parents and children as well as siblings. In addition, research aims at unravelling what influences the choice of politeness strategies within familial discourse in Pakistan's cultural milieu. Karim (2017) conducted study on politeness strategies regarding written communication skills for Iranian EFL learners focusing on speech act of requests using Discourse Completion Tasks (DCT) as a method. Besides, Marthasari did a qualitative study on January 25, 2021 about politeness strategies. Also, Siburian has done research on "Soimah Talkshow Program" at TRANS TV which revealed positive politeness as main strategy with 41.3% usage. "A Pragmatic Analysis of Politeness Strategies, Used by Iranian EFL Students in Persian and English Requests" is a seminal work on the complex nature of politeness strategies in linguistics interaction. On record strategies are direct and explicit forms of communication (Musyafaah, Yuliasri & Pratama, 2022). The speaker makes their intentions clear, leaving little room for ambiguity. Thus, this present study will be built upon the basic research to broaden the scope of investigation into Sialkot, Pakistan as the societal context.

Objectives of Research

The overall purpose of study is to determine the complexities of communication pattern in Sialkot society, in realm of family discourse. Through this research, explanation for how contextualization of politeness strategies through gender, socioeconomic status, and sociocultural thematic variables is to be viewed as contributory factors in pragmatic understanding for interpersonal interactions within family domain.

Research Questions

1. How is difference in using politeness strategies in family communication within the urban and rural Sialkot?
2. On what extent are social norms going to influence implementation of politeness strategies within Sialkot society?

LITERATURE REVIEW

The sub-field of applied linguistics is called "pragmatics" and it concerns itself with contextualized analysis of meanings where reference can be made to the interaction of individuals, social practices, and culture while orientations towards formal semantics and syntactic structures can be considered minimal. In the words of Betty J. Birner, pragmatics is a scholarly explanation of the way language

communicates beyond its apparent intended message. In pragmatics, many research studies are done over some areas & aspects of speech that include, speech act, deixis, implicature, and politeness (Adel, Davoudi & Ramezanzadeh, 2016). The cornerstone of work on pragmatic reality belongs to Brown and Levinson whose Politeness Theory casts light on interactional processes. Interculturally, politeness is understood as the preservation of an individual's 'face' in interaction processes (Brown & Levinson, 1978). The strategies like positive politeness, negative politeness, bald on the record, and off record in language which balances the intention and adherence to culture related norms (Hutahaean, Herman & Girsang, 2021). Countless papers have helped found politeness strategies now as a flourishing area of research concerning the manner in which they are employed in various languages & cultures.

The review of literature being the first step in given study reveals a more complex and hierarchical appreciation with regard to chronological coverage of this field. As of 15th January 2021, Neyole did a study on the employment of rhetorical questions among the Bukusu people, more so the use of off-record strategies when using the language in interactional contexts that involve either anger or humor. Overall, study indicates that using off-record strategies allows for improving the ways people remember a conversation and gain persuasiveness (Trosborg, 1995). Taking the Indonesian talk show, "Hitam Putih" as the subject of the study, writer noted that among the several strategies deployed, positive politeness featured most predominantly in 58% of the cases, with the host being on the receiving end. Other strategies realizable inclusive of negative politeness, bald on record, and off record were equally used, but their instance was significantly less (Mills, 2003; Brown & Levinson, 1978). In the same way, Native Thai (NT) and Canadian English (NE) politeness strategies study was done in classroom contexts, authors established disparities in the business communication styles in diverse circumstances. However, as it can be seen from these variations, the bald on record strategy was adopted by both cultures and was identified as most frequently used strategy during the case analysis.

The subtitled turned out to be quite useful when Carolina Yuni Rahastri employed it in her study for politeness strategies that Ellen DeGeneres as well as U.S. politicians used in a show called "The Ellen Show". By far, there was a predominance of the use of positive politeness which helped the interactionists sustain closeness in their relationships. Interestingly, for Wardaugh, when the faces create a sense of solidarity through complimenting the other face, using informal language, then the potential face threats are diminished (Musyafaah, Yuliasri & Pratama, 2022). Consequently, Ogiermann's investigation about applicability of Brown & Levinson's concept of face highlighted that it is interfaced on the individual computation of the positive and negative face and let people assert positive or negative faces based on their wish. Moreover, descriptive qualitative study on politeness strategies have been depicted by Permadi and colleagues. The researchers explored the strategies of politeness used in movie "Aladin". The analysis was based on more prevalent strategies of politeness, bald-on record, positive politeness, negative politeness, and off-record (Wardaugh, 2006; Khan, 2022). The analysis identifies that the mostly used strategies are positive politeness and on record. The study implicates that the real-life use of politeness should be taught particularly in educational context.

It is believed by the researchers that it will foster respectful and effective communication. These studies also explain relationship between different sociological factors and gender differences, and politeness and communication patterns, thus contributing to complexity of understanding polite behavior (Culpeper, 1996; Juny, 2004). Whenever discussing the practical application of on-record and off-record pragmatic strategies of Sialkot society, it is crucial to use a theoretical framework that captures the social, economic, and cultural realities that underpin patterns of communication. From the present study socio economic cultural perspective has been used because this perspective deals with how structures of society, economic situation & culture affects language and its use and within the broader context of Sialkot courtesy phenomena are explored and analyzed. Sialkot, as a socio-culturally complex urban center with a vigorous industry and history of civilization, came up with blend of socio-economic-cultural interpersonal relationship models in which social relations were linked to status, power, wealth & culture. In this case, on-record & off-record communication strategies can be regarded as examples of the manipulative moves and plays depending on social factors including the status, economy, as well as cultural politeness (Baron & Campbell, 2012; Carolina & Yuni, 2017).

The socio-economic-cultural perspective anchors on the belief that people in Sialkot society may use on-record types, to obtain the dominance over other people or distribution of power in serious contexts or specialized interaction systems which include business or work settings. On the other hand, the strategies recognized as off-record, such as positive politeness, or indirect speech acts may be helpful in interpersonal communication in attempt to avoid conflict and to sustain relationships and save face in the interaction that can often involve hierarchical structures (Lorenzo & Franch, 2003; Stockwell 2012). Additionally, the socio-economic-cultural perspective also emphasizes the role of cultural practices and societal norms in regulation of specific communicative action (Ratna & Susanti, 2020; Permadi, Mulyati & Hasibin, 2022). On record strategies are direct and explicit forms of communication. The speaker makes their intentions clear, leaving little room for ambiguity (Shahid & Mahmood, 2022). Thus, in the case of Sialkot, where interpersonal relations are based on familism, hosting, and respecting elders, politeness formulas could be pre-emptively stifled by cultural norms of decorum, conformity, submissiveness, and obedience. It is through this tenet that this sociolinguistic study seeks to complicate and perhaps demystify how and why the formal and informal on record/off record strategies in the Sialkot society work and how they relate to socio-economic-cultural realities.

RESEARCH METHODOLOGY

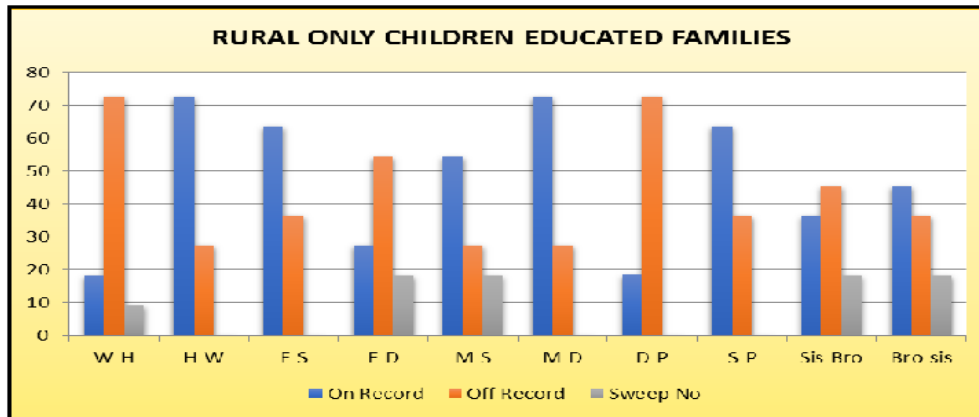
In such context, this study relies on quantitative descriptive research approach, aided by deductive analysis. Ten well-planned questions were presented before 40 families in Sialkot representing a wide range of diverse demographic profiles. Through this study it is also focused upon using a mixed method approach combining quantitative & qualitative analyses for explanation and explanation of multi-dimensional dynamics going on while using politeness strategies in family discourse. This research is based on the quantitative approach, and therefore descriptive in nature, supported by deductive analysis. The sample size in this study comprises structured questionnaire of 10 questions, filled by 40 families belonging to different demographic backgrounds of Sialkot. The families from

urban and rural areas and different socioeconomic strata. Exclusion criteria included the families with incomplete responses and did not living in Sialkot. The clarity, relevance, and reliability of the measurement tool were tested. Pre-testing was done, and expert's consultation was carried out for validation purposes.

This research tries to reveal how polite strategies are used amid different family structures within Sialkot society so as to unravel an intricate relationship between sociocultural variables and the norms of communication. A questionnaire was designed that aims at capturing complexities that cause familial communication dynamics with reference to determining how that much politeness prevails in families. The questionnaire is made up of several questions to give better understanding as far as normal ways through which messages are passed among family members are concerned. Each question was designed to covers various types of family interactions, giving comprehensive view on the subject matter. To investigate that which politeness strategy is mostly used in familial interaction in Sialkot, questionnaire proves sturdy too for data collection This research specifically aims to address the dearth of work on use of politeness strategies within family interactions and all more in socio-cultural framework like Sialkot society. Since, factors that lead to claim of politeness strategies are probed, this research aims to uncover communicative convention followed within the Pakistani society.

DATA ANALYSIS

Figure 1 Politeness Strategy use by Rural Only Children Educated Families



The table relating to "rural only children educated families" offers valuable insights into utilization of politeness strategies within familial interactions. It would be vital to note that there are positive trends & changes discernible in data analysis that help to show nature of this kind of communication in sub-population.

Understanding Politeness

A closer look into the data in light of the differences manifested above, it becomes clear that the use of politeness strategies is not random nonetheless is embedded and indexed to various roles and relationships in the family. Especially quite revealing are findings concerning gender dynamics,

where the different form and nature of male and female communication in the household has been significantly identified.

Husbands-Wives Dynamics

Among all the discussed on- and off-line communication tactics, the on-record strategy is favored more by the husbands while being less employed by the wives, which can be interpreted as a male tendency to use a direct and assertive communication and style within marital dyad. On the other hand, spouses exhibit the inclination towards the off record, and thus, utilize indirection as well as subtlety in their interlocution. In this linking, the fact that the males and females communicate differently as evidenced from their talks supports the social cultural expectations of the behavior between couples.

Parent-Child Interactions

These relationships and inter play of various factors are not only made clear during interactions between parents but also amid children. It can be seen that fathers, especially in conversation with their son, act in a direct way using most frequent methods that are closest to pragmatic paradigm, focusing on concept of directness. Still, what is interesting yet again is that while communicating with daughters, a specific group of fathers shifts off-record, which indicates that strict adherence to cultural norms and the role that family members play is not the only picture based on opinion of the author. Consistent with results for fathers, mothers show gendered patterns of intercommunication when with sons and daughters. In the case of communicating with daughters, while the mothers use on-record strategies when assigning chores, there is marked indication of a lower use of the same as a communication strategy when speaking to sons, an implication given assumption of the friendly nature of communication.

Sibling Interactions

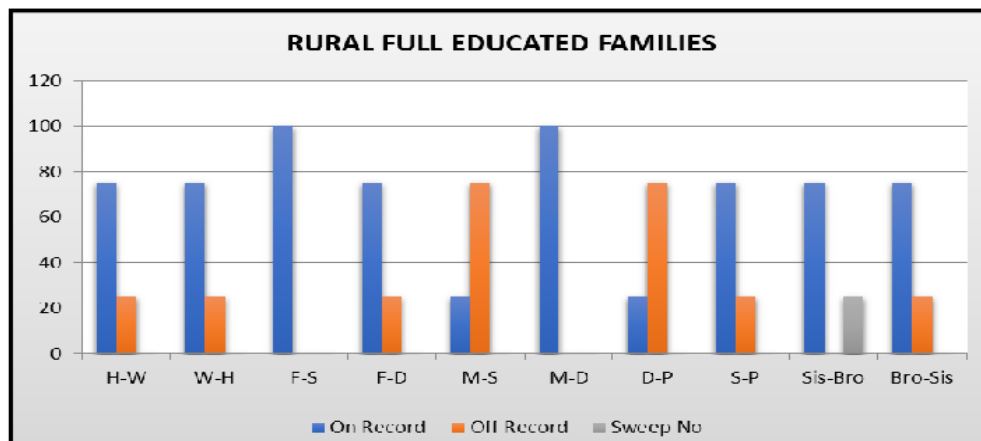
Sibling communication reveals further subtleties connected with family language system. Out of all the relationships analyzed, sisters have highest levels of on-record communication while talking to brother and thus can be considered more endowed with desire to use direct and explicit language for the expression of ideas and emotions. On same note, results pointed to higher levels of aversion to off-record communication among brothers, with significant sub-group of participants reporting non-willingness to talk about any personal business. This gap in which siblings communicate means how family relationships and expectations, norms, and roles effectively moderate interaction in interpersonal relationships.

Cultural Influence on Politeness Strategies

In summary, above analysis draws attention to entrenchment of culture and repeated prescriptions of politeness strategies in the context of rural only children educated families. Girls and women are expected to be polite than boys and men then imposing strict communication protocol to than allowing themselves to be as flamboyant as they would want to be. In this connection, the cultural differences play the significant role in shaping that how politeness strategies are employed and interpreted. Different cultures have distinct norms and expectations regarding communication,

which influence whether on record or off record strategies are preferred, as well as the specific forms these strategies take.

Figure 2 Politeness Strategy use by Rural Full Educated Families ”



At the same time, it is possible to consider specific findings of politeness strategy usage in "rural full educated families" as the important contribution to understanding of the communicative relations constitution in the given population segment. The situation can be seen through analysis of the data where there are certain patterns and trends that reflect dynamics of family members along with the politeness strategies.

Communication Dynamics within Marital Relationships

In the marital communication, it is identified that off record mode or secondary message or indirect communication is widely evident with husbands. Wives prefer direct communication and that is why the on-record strategy predominant in their communication is preferred by them. This form of differentiation in aspects of communicating in marriages can be seen to present aspect of gendered conflicts in marriage brought about by societal demands & roles of male and female spouses. These features are derived from cultural context explaining communication patterns within countryside, fully educated families.

Parent-Child Interactions

When parents and children are involved, fathers mostly use only the on-record approach when speaking to sons, which reflects expressiveness style. On other hand, mothers use a higher power's communication style since they are pushing more assertive and direct while communicating with daughters, and there too, they use bald on-record power verbally. This differential approach shows that culture guides the interaction between families in rural areas, and the level of education of the wives as well as the gendered patterns of communication in fully educated families. In light of the communication patterns, this paper established how cultural expectations and roles fostered by the family dictate patterns of communication between parents and their children within this particular demographic subset.

Children's Communication Strategies

The analysis revealed that there are significant differences amid females and males when it comes to communication approach young children use to persuade their parents to allow them to attend social events. Sons follow on-record strategy more frequently than do daughters, probably because the son's preference for direct communication type is stronger. Daughters, on other hand, display a lesser extent of visible strategies on record, with a large number of them resorting to less apparent and coded behaviors. Gender differences brought out in communication show how culture, gender roles & norms dictate or impact management of relationships within family. The observed patterns show pragmatic aspects that pertain to communication of young children within rural families with the full education.

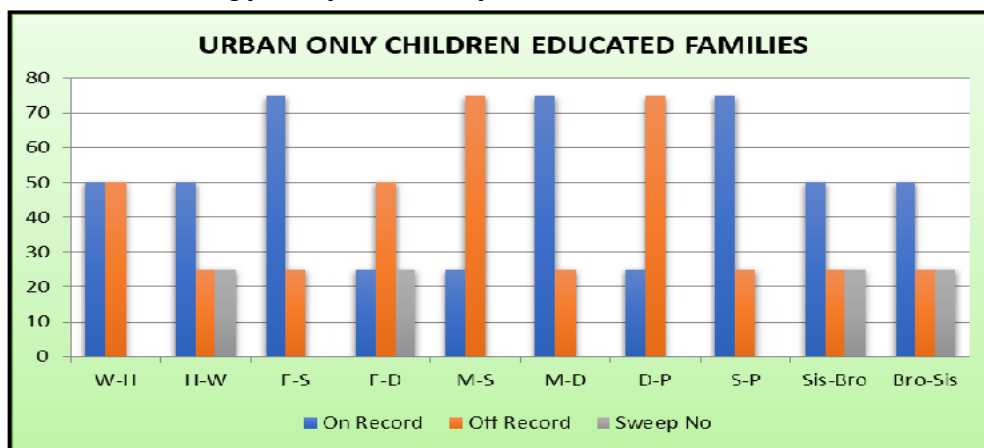
Sibling Interactions

Additional dynamics of communication cognition are revealed from kind of interaction that occurs between siblings, but sisters tend to reserve mostly on-record mode of communication to discuss personal issues with their brothers. Unlike indirect approaches in discussing matters, this conclusion attests to strong relationship existing between siblings that inspires revelation. This communication patterns strongly supports the cultural values that in some way define sibling bond in rural, fully educated families.

Cultural Influence on Politeness Strategies

Thus, pursuant to such patterns, the analysis gives relevant information explaining the politeness strategies depending on the cultural background in rural, fully educated families. Whether it is the marital communication or the parent-child or even the sibling relationship communication, it is evident that the observed communication patterns highlighted the defining roles of societal expectations as per culture, gender beliefs and family roles in the said demographic bracket. The present scholarly work brings insight to discussions about cultural factors that impact the politeness patterns within the various familial situations, thus enhancing the knowledge on the patterns of familial communication.

Figure 3 Politeness Strategy use by Urban Only Children Families



The politeness strategy in urban families (children educated) has implications into how interactants coordinate their behaviors, stressing densities involved in analyzing interactions within households, gender and culture.

Marital Relationships

In marital dyad, there is common predisposition towards on-record & on-face communication cues common to both sexes. This shared feeling towards specific forms of communication, namely instant and blunt are telling of fairly intimate range within these urban familial connections. A successful claim of on-record strategies by two partners is implication of shared understanding and approval of open & direct ways intermingled by cultural practices accepted in family homes within today's evolving urban context.

Parent-Child Interactions

Family communication patterns show that in parental communication with the children there is a difference between male and female. In particular, fathers show more direct communication style in dealing with sons that reflects offering clear & unambiguous instructions. On other hand, mothers prefer a more assertive language when addressing female child in this case a daughter. This subtle difference may be imprint of sex and gender roles, these results pointing to existence of strong social effect when it comes to family lifestyles in urban setting. They explain nature of cultural drivers that underpin practices regarding how communication takes place within parents and the children within urban households.

Children's Communication Strategies

Another similar trend in children's interactions reflects patterns witnessed in earlier family styles of discourse. Daughters mainly rely on the off-record approach; they use polite linguistic strategies to seek the father's allowance to go out with friends, for instance, by asking indirectly. Sons on the other hand show an interest in on-record strategies that are less inhibited and more assertive in their verbal interactions. These patterns may assume a regulation from societal roles and gender stereotyping laid down by the society on children's interaction communication behaviors within only children educated families within the urban area. This account only serves to emphasize that how intensely rooted the cultural influences are in restructuring the familial relationships within an urban setting.

Sibling Interactions

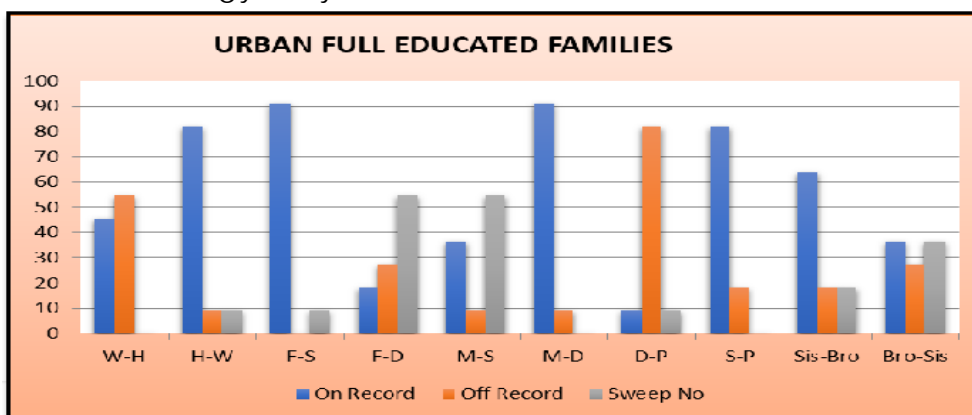
Studying the qualitative characteristics of interpersonal interactions between siblings, it is possible to identify one interesting regularity; on-record communication is disclosed as highly intimate and frequently about personal issues. In these urban families, both siblings display similar traits of being frank, exactly verbal, help in maintaining great interpersonal relationships. This is communication pattern that portrays other cultural factors that play role in defining social structure within family in urban context.

Cultural Influence on Politeness Strategies

The retrospection of the topic as a whole demonstrates that the manner of politeness in the families which exist in urban centers has a close connection to culture. If using small families as an example,

marital relationships, parent-child interactions, and even siblings are inclined to choose on-record communication as primary form of interaction, indicating general cultural tendency towards open expression. The subtle shifts that distinguish the manner in which males and females communicate support complicated relationship that exists between the sum of interpersonal sphere and cultural expectations of family living within urban settings. This article enhances the current database of knowledge regarding politeness in cultural setting & family communication patterns by employing a scholarly lens to examine how various cultures inform the strategies of politeness within different family structures.

Figure 4 Politeness Strategy use by Urban Full Educated Families



Expanding the focus on the politeness strategy use within “fully educated urban families” offers significant insights about elaborate communication pattern prevailing in this specific sub-group. As for the analysis of the findings, a detailed exploration of the obtained outcomes enables the identification of diverse patterns and regularities that provide the unique insight into the complex nexus of the cultural factors, social expectations, and educational experiences in the context of close kinship arrangements.

Marital Relationships

When compared in terms of marital dynamics, it can be postulated that fully educated husbands residing in urban area offer their wives freedom than fully educated husbands living in the rural areas. First of all, it can be stated that wives have higher confidence level when they employ on-record politeness tactics. Based on this evidence, it cannot be argued that aspects like geographical location or education status may well affect politeness choices within the interaction of the marital pair. Thus, such observed patters call for the recognition of complex interplay of cultural factors on marital communication.

Parent-Child Interactions

In relation to what is discerned with other kinds of family genres, features of parent communication strategies fall in line with predicted trends. Fathers employ a higher degree of assertiveness in their direct communication with the son to get help in outdoor chores, whereas mothers maintain polite language use with daughters, using on-record politeness. Consistency with parents is sensitively

attuned to and responsive with their children regardless of kinship arrangements underscores other regular processes that may change situationally. This study reveals a 100 percent likelihood of on-record politeness that is used by mothers that equally suggests strong cultural imprint on maternal communication patterns.

Children's Communication Strategies

Evidence suggests that there are still variances today in how boys and girls interact with each other in communication in fully educated urban clans. Daughters show stronger off-record politeness than sons when they ask permission to go out with friends and relatives, in terms of social relations be due to diverse degree of compliance with gender roles and norms. Results can be of importance mainly due to suggesting complex connection amid cultural factors and communication patterns of children within families.

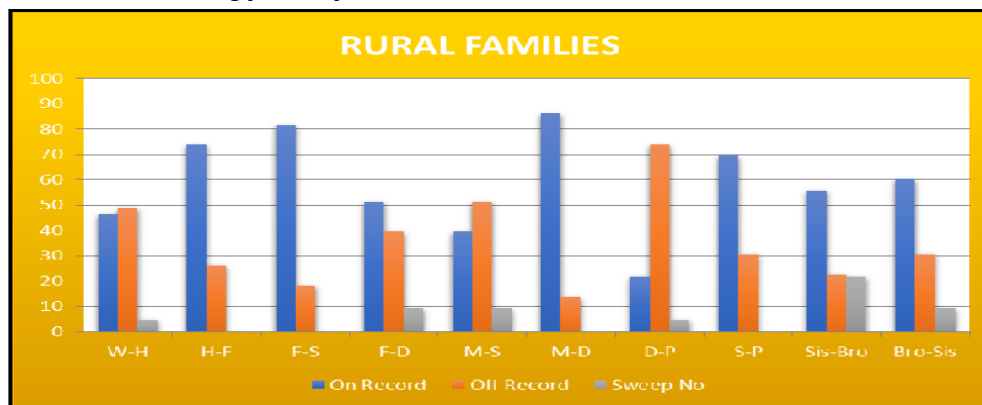
Sibling Interactions

The findings of the study show that the way siblings from urban homes interact with each other is quite different in terms of gender apart from the findings which depict that on-record politeness strategies are used more by brothers compared to sisters. This implied that there might be a certain cultural predisposed gender behavior that influenced the availability of opportunities. What has been noted in the process of the observed communications supports the role of the cultural factors as key regulators of the development of sinecurist relationships in families, which are urban and fully educated.

Cultural Influence on Politeness Strategies

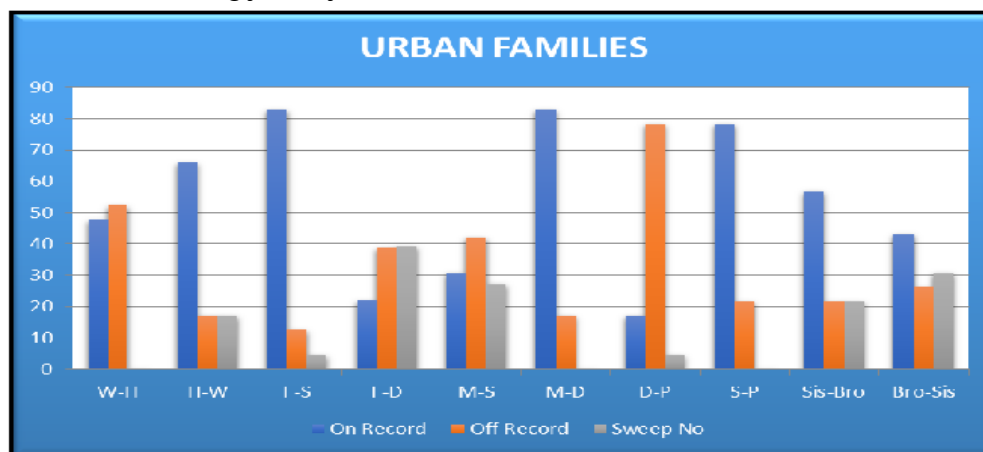
The foregoing all-inclusive signifies the fact that the cultural aspect plays a diverse role in shaping politeness strategies in towns among fully educated families. It is seen again and again in marital relationships, parents and children, and between siblings, and all of them bear similarities in terms of cultural sensitivity, geographical differences, and education. By doing so, this academic study provides meaningful findings about cultural factors influencing politeness strategy employment to aid the investigative and practical advancements in the study of familial communications in the various societies.

Figure 5 Politeness Strategy Use by Overall Rural Families



Examining the results depicting politeness strategy use in "overall rural families' interactions reveal different communication patterns demonstrating how rurality shapes family discourse. Based on the study, it is identified that husbands are inclined to off-record communication & on other hand, wives have affinity for on-record communication. The family communication as far as parent-child relations is concerned, fathers are known to confront their male children while mothers are known to nag their daughters. The performance of children speaks about the gender differences. On record strategies act as son preference while off record strategies are inclined to daughters. This is evident in specific interactions amid siblings: On-record, siblings do communicate closely when they share personal information.

Figure 6 Politeness Strategy use by Overall Urban Families



On the other hand, understanding the politeness strategy used among the 'Overall Urban Families' shows how categorization is influenced by different sociocultural factors common within the urban areas. Males and females make use of on-record preferences for all the communication strategies, which suggests an increase in the intimacy level within the marital dyad. According to the cultural traditions of the specific society, children are brought up in different ways based on the gender. In this case, the fathers directly communicate with their sons while mothers, as has been shown by the figure, is an increase in the use of assertive communication patterns with daughters. Regarding off-record strategies, kids' actions reflect the gendered patterns familiar in rural households; while the number of off-record strategies significantly differs between sons and daughters, daughters are more likely to opt for these strategies than their brothers. Communicating on record profile shows that there is a strong and bonded relationship between the two siblings since possibilities of issuing threats are low.

CONCLUSION

While comparing the use of politeness strategy between overall rural and urban families, certain pointers that come to the fore are: Rural husbands tend toward an off-record communication style, urban husbands display distinct penchant for on-record strategies. This could imply differences in marital communication norms as set against rural-urban divide. While gendered communication

patterns exist in both rural and urban settings, variations in the degree of assertion can be observed in the parental style of communication. The rural mothers are more assertive in their pattern of the communications with daughters as compared to urban mothers. The children also do not show any differences in the use of communication strategies on account of gender, whether in rural or urban setups. Being off-record, daughters tend to be more. This means that even in family contexts, there is always the spillover effect of societal realities and gendered interactional norms. The interactions between siblings are relatively comparable across rural and urban families. They are characterized by high degree of intimacy and mutual on-record communication in sharing personal matters. This reflected possibility that sibling relationships may not vary much amidst rural-urban differences in communication styles. The analysis testifies the immense contribution of sociocultural contexts to use of politeness strategy in interactions within families. While rural and urban families express different situations when communicating, gendered patterns and bonds of communication within families fill gaps of both contexts. The comparative analysis exhibits how families across diverse sociocultural settings have differing the communication dynamics by structuring these differences and similarities.

Recommendations

This study will, therefore, provide a solid base for further research on politeness strategies in family business in Sialkot society with special reference to aspect of females. Building on this groundwork, researchers are further encouraged to explore the various regions' cultural frameworks in Pakistan through the use of the longitudinal paradigm to capture temporal variations in the communication patterns. Combining the methods of quantitative measurements with more subjective explorations will contribute to a better understanding of cultural factors behind politeness. Comparisons made on different societies and families, be it the extended family also be very essential in the provision of best solutions. Incorporation of the multimodal analysis technique in qualitative study of verbal & non-verbal communication is critically important. Working with scholars from related disciplines and encoding pilot, evidence-based approaches for improving communication and relationships within families to support applicable intervention and prevention approaches will expand current literature on interpersonal relationships and cultural factors. These recommendations, thus, can open the way for a deeper understanding of the politeness strategies involved in the various kinds of family relationships.

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