

# Politeness Shifts in Self-Translation: A Case Study of Umera Ahmad's 'La Hasil'

Taiba Kanwal<sup>1</sup> and Amna Arshad<sup>2</sup>

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## Abstract

*The study aims to explore the politeness strategies in the novel of Umera Ahmad 'La Hasil.' The purpose of the study is to find out the politeness strategies in Urdu text of the novel and then its translation in the English version of the novel entitled as 'Hollow Pursuits.' The objective of the study is to highlight the politeness strategies and its types in the utterances of the characters as well as in the narration. In order to evaluate the category of each and every example, the theory of Brown and Levinson (1987) is adopted along with the framework of Translation Techniques of Molina and Albir (2002). For this study, the manual method was adopted along with AntConc. The study adopts qualitative research method. For the purpose of data collection the manual method was adopted and twelve dialogues were selected with the distribution of three for each category. The data was analyzed on the basis of the theory and its types and linguistic markers for these specific categories. The study concludes that most of the translation strategies carry the level of equivalence (dynamic and formal) as formal equivalence carried examples with the number of 7, 8, 9, 12 in the study, whereas the remaining illustrations fall under dynamic equivalence. Thus the study provides direction for future researchers to explore politeness strategies in all the chapters sequentially and more work can be done on the comparative analysis of politeness strategies across various cultures in the domain of translation studies.*

**Keywords:** Politeness Strategies, Translation Techniques, Established Equivalence, Brown and Levinson, La Hasil Novel, Molina and Albir.

## Introduction

Language is the basic tool of communication in human life. It is like a bridge to connect the voice of the speaker to the listener to share some information. The fundamental aspect of communication is the combination of language, translation and culture particularly language keeps the people connected with one another (Mustaqim et al., 2023). The role of language is also crucial to build the relationships with others. Politeness strategies play a vital role in the process of communication. According to Brown (2015) politeness in any language mirrors the complexities of social interactions of human beings along with their social status and standards. Politeness is the most fundamental feature of the communication of human beings. It is integral for social communication and resultantly it is the matter of great interest for those who like to study language in the context of the society (Sifianou, 1992). In the process of language and communication,

<sup>1</sup>MPhil Linguistics Scholar, English Graduate Studies, National University of Modern Languages (Faisalabad Campus). Email: [taibakanwal25@gmail.com](mailto:taibakanwal25@gmail.com)

<sup>2</sup>Lecturer, English Graduate Studies, National University of Modern Languages (Faisalabad Campus). Email: [amna.arshad@numl.edu.pk](mailto:amna.arshad@numl.edu.pk)



Politeness is very essential principle. It can be defined as a way of showing awareness towards the face of another person (Yule, 1996). As defined by Watts (2003), the evolution of politeness as the strategy of communication develops good relationships in the society along with the reduction of the possibility of conflicts. Politeness is a complex process as it shows up in various ways; in our talking and writing. Furthermore, Politeness is cultural-specific that involves ways of communication that vary from culture to culture and language to language (Marquez-Reiter 2000:1). According to Aijmer (2015; 89) Kadar and House (2021:80) in any language, politeness markers are known as the collection of words which are connected to politeness. These strategies are context-centered, that means they show different senses and it all depends on the context or pragmatics in which they are used (Baker 2017:230). Politeness strategies play a vital role in maintaining harmony across different cultures and their translation in any literary works can influence the cultural variations.

“Self-translation, according to Whyte (2002), means that the literary work is completed by one author in one language and afterwards it is reproduced in the second language” Self-translators are not merely the speakers of the two different languages rather they enjoy the statuses of two different cultures that help them to create new language. Thus the cultural status of an author in the target language permits him to change the text according the targeted audiences. As Bandin (2004) explains that “the role of self-translators is like the existence in space between two cultures and languages, and they have to survive with the tensions in such type of situations.” In another metaphorical way, it can also be considered that an author makes the combination of two cultures and two languages at the same platform with the variation of the audience according to their cultures, as the work is observed as the compound form of two dimensions in spite of the same work that has been represented into two different languages.”

In the meantime, the techniques of translation can be defined as methods to transfer the meaning from a Source Language to a Target Language that is based on the units as words, phrases, clauses or phrases that influence the translation results. Translation techniques permit people to describe the definite steps taken by the translators and get clear data about the common options of the choice of methodologies (Molina & Albir, 2002).

The theory of Brown and Levinson provides details as how language is used to maintain social harmony by applying the strategies of politeness as Positive politeness, Negative politeness, Bald on-record and Off-record politeness. This theory helps to analyze which politeness strategies are used across cultures and across languages to convey messages. On the other hand, the framework of Molina and Albir (2002) presents meaningful insights into the shifts of translation by highlighting that how cultural and linguistic choices influence the interpretations of politeness strategies in the process of translation (Molina & Albir, 2002). With the integration of a theory with a framework provides understanding that how politeness strategies are translated across cultures. With the use of the framework of Molina and Albir based on translation shifts explains whether the meanings of these politeness strategies are modified or remain the same.

Umera Ahmad is a well-known novelist as her novels are based on the social issues as well as the interpersonal relationships in Pakistani society. Her novel ‘La Hasil’ explores the complicated family dynamics along with the expectations of the society and it is enriched with the rich source of Urdu dialogues in which politeness has interwoven intricately. The translation of the novel ‘La Hasil’ from Urdu language (ST) into English language (TT) presents a conscious consideration as how these politeness strategies are presented in the novel and which cultural shifts are observed in the process of translation. While the study focuses on the politeness strategies in the Urdu text with the lens of the theory of Politeness by Brown and Levinson (1987). The study presents the valuable

insight of politeness as how it is presented in the novel as well as how it has conveyed its meanings in other culture (TT) and the study makes a valuable contribution for deeper understanding of these processes. Particularly this research seeks to highlight the prominent strategies of Politeness in the Urdu text and how these are presented in the translation process and the shifts are recognized in the light of the framework of Molina and Albir (2002).

### Research Questions

The study will answer the following questions:

1. Which politeness strategies are employed in the Urdu text of 'La Hasil'?
2. How does the English translation of politeness strategies retain or alter the meanings in the novel?

### Literature Review

Politeness strategies have been defined by different authors. In a work by Geertz (1960), politeness has been defined as "etiquette" in Indonesian society. On the other hand Scupin (1988) and Agha (1994) define politeness as a way of "honorification and honorific" This is meant as to be polite is equal to give honor to the people. As defined by Lakoff (1976) that "politeness is the way of behavior that has been adopted by the people to reduce the intensity of the personal interaction" Holmes (1995) perceived "politeness as a formal behave with distance that avoids to impose the rigidity, as to be polite means to show respect." Mahmud (2010, p. 369) referred "politeness as a way to show the mutual understanding."

On the other hand "self-translation is the process of translation in which the work is translated to approach to the larger audience" (Das. 1994). As Self-translation, in India and Brazil, is the result of the outcome of the post colonialism.

The study "on the Translation of 'Address Terms' of The Holy Quran into English and Persian Based on Politeness Theory" by Rahimi & Moghaddam (2019) explain address terms with the use of Brown and Levinson's theory of politeness with blended theory of translation strategies of Vinay Darbelnet (2012) and Aliakbari Tohi (2008). This study explains the effects of translation of politeness as either the meanings are changed or preserved. The data for study consists of 300 address terms from the Quran and these terms are analyzed across two English translations of (Yusuf Ali & Gharib) as well as two translations of Persian language of (Fooladvand & Makarem Shirazi). In this study, the basic focus lies in the strategies of positive and negative politeness along with the classification of literal and explanatory shifts in translation. The aim of the study is to find out that the meaning of politeness markers whether they modify or remain the same while translating.

Furthermore the study "translation techniques and bald on record politeness strategy" with the authorship of Dwijayanti, Nababan and Wiratno (2021) explains bald on politeness strategy in directive speech acts by using the techniques used in directive speech acts in translation in the novel with the title of rich problems novel. In this novel, the key focus was given to the features of Directive speech acts, politeness strategy particularly Bald on record along with the techniques of translation. The purpose of the study lies in to identify or recognize the types of directive speech acts and the techniques which are used to represent the politeness strategies in rich people problem novel. The objective of the study is to find out speech acts particularly in Bald on politeness technique that how these strategies are translated in the novel. The evaluation of this Bald on strategy was based on Politeness theory by Brown and Levinson (1987). The novel is the source of data by which 121 directive speech acts were found while 14 examples were found particularly

based on bald on record politeness strategy. The data was analyzed with 15 techniques of translation and it was selected with the technique of note-taking, Focus Group Discussion (FGD) along with purposive sampling. The study has limitations as it only focuses on a single novel and with the use of any other politeness theory, a comparative analysis can be done.

Batubara et al., (2022) in a work “an analysis of politeness strategies used by Donald Trump and Hillary Clinton presidential debate (2016)” evaluate politeness strategies in political debates along with its types which include Bald-on-Record, Positive Politeness, Negative Politeness and Off-Record strategies. The basic purpose of the study was to evaluate the strategies of politeness in the debates of Trump and Clinton (2016). The aim of the study was to highlight and classify politeness strategies and among those, the most prominent strategy was highlighted in debate by the both persons. In order to analyze these, the theory of politeness by Brown & Levinson (1987) was applied as theoretical framework. The debates of U.S. presidents, Trump and Clinton’s speeches were taken as source of data and 86 instances which were based on politeness strategies were selected. The data was analyzed on the basis of the frequency of the politeness strategy in the comparative study of the debates of the candidates. For the study evaluation, a qualitative analysis was conducted with transcription of debate particularly the examples which fall under the category of politeness strategies.

A study based on the title of “implications in Pakistani novel, an analysis of English target text hollow pursuits and Urdu source text La Hasil” by Jabeen et al. (2022) explain grammatical and implication shifts along with the features of POS in their work. The purpose of the study was to find out the implications which were found in the English translation of “Hollow Pursuits” with comparison to Urdu text in order to analyze that what is the impact of the quality of the source Text in comparison with the target text of Urdu. The purpose of the study was to find out the features of POS which are involved in the shift from target text into source text. The results show that the frequent use of Optional, Obligatory and Pragmatics implications was found and what is the role of these implications to alter the meaning from source text into target text.

The study based on the topic of “translation: the implementation of Molina and Albir’s theory in a movie from English into Indonesian” by Purba et al. (2023) explored the techniques of translation which are applied in subtitle of the movie Rya and the Last Dragon (2021). The purpose of the study was to find out the techniques of the translation in the movie. The objective of the study was to evaluate the strategies which effect the meaning in the process from source language in to target language from English to Indonesian language. For this study the framework of Molina and Albir (2002) was used. The data was gathered from the movie Raya and the Last Dragon (2021). The results show that literal translation was the most dominant technique that was used in the process of translation from English to Indonesian language.

Rohman et al. (2024) in their work “translation quality of positive politeness in the translated novel “reflected in you” explained the strategies of positive politeness in the translation of dialogues of the novel. The actual purpose of the study is to evaluate the techniques of politeness in the targeted language from English language. The aim of the study is to recognize the types of positive politeness and which methodologies of translation are used to categorize the politeness strategies along with the assessment of accuracy in translation. This study applies the frameworks of Albir (2002) and Nababan et al. (2012) to evaluate translation quality. The data is collected from the novel of Silvia Day’s “reflected in you” and fifty utterances which are based on positive politeness, were collected. In order to analyze this study, the data was divided into three categories one was based on positive politeness along with its sub categories and which translation techniques were used to analyze it and the analyze the quality whether it got accuracy or not.

The study with the title of “translating techniques of the politeness utterances in the pay it forward movie” by Widiawara and Jumanto (2024) explained the features which were based on the exploration of positive politeness, strategies of translation and utterances. The purpose of the study is to evaluate the strategies of positive politeness in the movie “pay it forward”. The objective of the study is to explore the types of positive politeness in the utterances as well as the techniques which are utilized for the translation of the utterances based on politeness. In order to conduct this study the theory of Brown and Levinson (1987) along with the theory of Molina and Albir theory of translation (2002). The data was collected from Pay It Forward movie (2000). The data was based on 40 utterances of positive politeness and 12 types of positive politeness strategies and 6 types of techniques of translation were highlighted. The data was collected from observations along with auto-expert judgment.

Furthermore a study with the title of “the devil wears prada” by Azzahra and Hilaman (2025) explain the translation techniques with the theory of Molina and Albir exploring the use of nine phrasal verbs with the categorization of transitive and intransitive types. The researcher found that only six techniques were used in the study. The study has limitations as it only choose one genre of file while other genres could also be analyzed based on the translation techniques of Molina and Albir (2002).

## Research Methodology

### Research Design

This study adopts Qualitative research method to identify the politeness strategies in the translation of Umera Ahmad’s ‘La Hasil’. This approach is suitable for comprehensive evaluation of the textual data of the novel. Particularly this research deals with the comparative analysis of the excerpts of Urdu novel and its English translation to identify the politeness strategies and their shift during the process of translation. The Urdu and English novel of Umera Ahmad’s ‘La Hasil’ is the source of primary data. While the secondary data includes relevant literature based on the theory of Brown and Levinson as well as on the theory of Molina and Albir’s Translation Techniques (2002). The basic categories of politeness were identified with the lens of the theory of Brown and Levinson (1987) that is based on its four components as positive politeness, negative politeness bald on-record as well as off-record in both sources. The collected data was analyzed by using a comparative approach, examining parallel excerpts to identify the nature of politeness shifts. This analysis focused on categorizing these shifts and interpreting them in relation to potential linguistic, cultural and translational factors in the source text and Target Text. Thus, the politeness strategies showed crystal clear picture with the help of Brown and Levinson’s theory.

### Population and Sampling

The study includes novel ‘La Hasil’ in Urdu version, that was available to the researcher in the printed form and its translation in English language was taken from online resources from this link <file:///C:/Users/Lenovo/Desktop/la%20hasil%20english%20umera%20ahmad.pdf> as was entitled as Hollow Pursuits authored by the same author of Urdu and English version, Umera Ahmad. The study utilizes qualitative analysis of the narrative passages along with selected dialogues based on politeness strategies of Brown and Levinson (1987). The study involves the selection of the dialogues from the selected key scenes and narratives based on politeness strategies but purposive sampling is employed to illustrate politeness strategies.

For this study, the samples were collected on the basis of four basic categories along with their types as the details of the politeness strategies along with all the types were driven from the book



with this link [file:///C:/Users/Lenovo/Desktop/pdfcoffee.com brown-and-levinson-1987-politeness-some-universals-in-language-usage-pdf-free.pdf](file:///C:/Users/Lenovo/Desktop/pdfcoffee.com%20brown-and-levinson-1987-politeness-some-universals-in-language-usage-pdf-free.pdf) in which all types are mentioned in details. Along with this, an article by Batubara et al. (2022) based on the politeness strategies on the speech of Donald Trump. As the positive strategy, according to the mentioned link, consists on (exaggerate, intensify interest to hearer, use in-group identity markers, seek agreement, avoid disagreement, presuppose, joke, offer(promise), be optimistic, include both speaker and hearer in the activity, give reasons, assume or assert) while the negative politeness consists on (be conventionally indirect, question (hedges), be pessimistic, minimize the imposition, apologize, impersonalize from speaker to hearer, state the FTA as general rule, nominalize, go on record as incurring a debt) while bald on-record types are based on (directness, clarity, lack of mitigation, no concern for face, urgency, efficiency) and off-record politeness strategies types are (give hints, give association clues, presuppose, understate, use contradiction, be ironic). The data collection was based on the purposive sampling from the novel as the instances which were based on all the four categories were selected with the help of the particular linguistic markers to identify and then these instances were reviewed manually in order to evaluate these instances contextually.

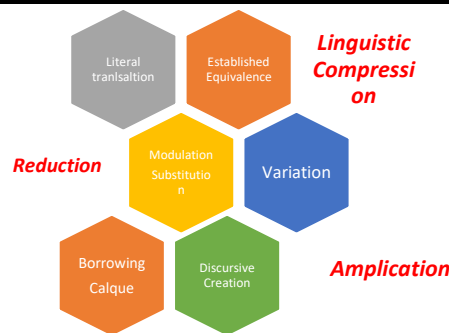
### Theoretical Framework

In developing the framework for this study, the theory of Brown and Levinson (1987) serves as the foundation for this study as the use of this theory presents a compact whole to present politeness strategies. The theory of Brown and Levinson is suitable to this study as it provides a guideline to highlight the politeness strategies from the novel. The basic aim of the study is to find out the politeness strategies from the novel. In this study, the politeness theory of Brown and Levinson serves as a foundational framework for the study as it helps to analyze the politeness strategies in the novel. The theory of politeness is based on four fundamental elements which are: Positive politeness, Negative politeness, Bald on-Record and Off-Record politeness.

**Figure 1: Visual representation of the Politeness theory of Brown and Levinson (1987)**



On the other hand, in order to understand the techniques of translation, the framework of Molina and Albir (2002) is used. The basic aim to use this framework is to evaluate whether translation of politeness strategies keep or omit the meaning during translation. The integrated framework is used to evaluate the understanding of how politeness strategies are communicated and structured. The study adopts a qualitative research method to identify the themes related to politeness strategies.

**Figure 2: The Translation Techniques used by Albir and Molina (2002)**

The integration of the theory of Brown and Levinson's politeness theory (1987) with the framework of Molina and Albir (2002) show that the former theory sets rules to identify the strategies of politeness and on which grounds these strategies can be identified while the Translation Techniques of Molina and Albir (2002) explore the role of the translation whether the politeness strategies keep or omit the meanings as this framework gives a picture to identify that if the translation process changed the sentence in its process then which strategies are used. For this purpose, the Translation Techniques present a vivid picture to identify the illustrations based on politeness. Thus the amalgamation of one theory with other framework is a complete combination for the study.

### Sample Representativeness

For this study, the excerpts were selected from the Urdu novel 'La Hasil' and its English translation from the novel named as 'Hollow Pursuits'. This approach prioritized the passages enriched with politeness strategies outlined by Brown and Levinson (1987). This selection methodology includes the existence of politeness strategies along with Positive politeness, Negative politeness, Bald on-record and Off-record politeness. The purposive sampling basically was connected to the research questions as which politeness strategies were used in the novel. The study is enriched as it presents in depth analysis of the politeness strategies along with its four categories. The study aims to address the questions which are based on the findings of the politeness strategies in the novel as well as their meaning representation in the process of translation. As politeness varies culture to culture so as the context of this book is based on the social interactions and it helps to understand the particular utterances and narrations to comprehend the characters in particular social contexts.

### Data Collection

The selection of this text is based on the reason that this text is enriched with social interactions of the characters as maximum data consists on the conversation and narration as the intricacies are discussed by this novel by Umera Ahmad. The data based on politeness strategies was driven out from the text with the help of the theory that provides foundation to this work, of Brown and Levinson's politeness theory (1987) as this theory assists to find out the dialogues.

### Data Analysis Methods and Tool

This theory is based on four basic types of politeness were observed minutely. Then all types possessed in depth analysis with the context, were searched out through different previous works then the text of English novel was converted from pdf to txt file as this file was formulated with notepad then a txt file was made then that file was uploaded on AntConc 3.5.9 (Windows) and

after that in search bar the group of linguistic markers were put together to find out the sentences from the txt file and the results were found by concordance. The examples with those particular words were observed and noted down in accordance with the Urdu novel 'La Hasil' the examples which were highlighted along with their contextual locations were observed. As manual analysis provided the clarity of these politeness strategies. Then all dialogues were categorized according to the politeness strategies of Brown and Levinson (1987) and only three excerpts were selected from the novel for each category. The study found difficulty in collecting the data for different categories as although the linguistic markers were there for assistance but not all markers fall under the category of politeness in spite of having relevant linguistic markers. The data for the study was based on limited extraction of a few examples but more research can be done with the extraction of the politeness strategies and their comparative analysis across two different cultures and sequential sampling can be used for future studies.

## Analysis and Discussion

This section is based on the politeness strategies used in the Urdu text of 'La Hasil.' The answer aligns with the theory of Brown and Levinson's (1987) politeness strategies. This section explains the politeness strategies which are employed by the characters in the novel 'La Hasil'. In the context of the novels as 'La Hasil', politeness strategies play a vital role in the cultural representation of the characters. These categories are necessary for many reasons. For social harmony, politeness strategies provide assistance to maintain balance by avoiding social conflicts and misunderstandings. Characters use politeness in social interactions to maintain harmony that is the key to successful relationships.

### Positive Politeness

In accordance with the reference of the book of Brown and Levinson (1987) "some universals in language usage," this excerpt reflects the honorable greetings as well as it articulates the real interest in the well-being of the hearer and the needs of positive face are expressed. This strategy presents harmony and lessens the face threats by expressing inclination (Brown & Levinson, 1987, pp.312-318).

Excerpt 1: السلام و علیکم شاکر بابا! کیسے ہیں آپ؟ اس نے ہمیشہ کی طرح انہیں دیکھتے ہی کہا:

Translation: 'How are you, Shakir Baba,' he greeted him, courteous as ever.

### Explanation

The phrase "السلام و علیکم شاکر بابا! کیسے ہیں آپ؟" consists on several directions of positive politeness. The part of the sentence that is greeting serves as to notice and attend to the hearer by showing the positive interaction of goodwill and also claims this on common ground through a shared cultural practice. The address term "Shakir Baba" shows in-group identity marker that shows respect and affection towards other person. This sentence directly belongs to Brown and Levinson's positive politeness. The second part of this statement that is based on "us ne hmesha ki trha only dekhty hi kaha" shows that this greeting was given at the arrival of the person that shows the customary behavior. This greeting is the illustration of positive politeness as it involves greetings in a respectful way and wellbeing of a person that shows solidarity and respect for other person. The use of word "Baba" shows respect that indicates that the speaker is the person of high respect. The cultural implication of this sentence shows that the use of greeting "Assalamu Alaikum" shows respect and honor in Urdu-speaking cultures and it is the formal greeting in Islamic culture also. The use of word "Baba" to address someone shows respect for another person. It also expresses



cultural value to show respect to the elders. This greeting shows the polite attitude to show concern and to maintain social harmony among the people. It also expresses the “in group identity” that is the basis of positive politeness that points towards the social identity and solidarity.

On the other hand, a work entitled as “translation techniques revisited: a dynamic and functionalist” explains the techniques of Molina and Albir (2002), which can be applied to present politeness strategies across languages. In this excerpt, the technique of Adaptation has been used as this involves the changing cultural references across cultures with the maintenance of original cultural effects. The particular greeting in the sentence shows the Islamic cultural specification. In English it has been adopted with “greeting” to maintain respect in the target culture. The use of honorific “baba” may be used to preserve the social relations. This technique ensures the positive politeness in order to show respect and reverence even if the variation are available for the exact words (Molina & Albir, 2002).

According to the theory of Brown and Levinson (1987), in this excerpt the aim of positive politeness is to satisfy the positive face of the hearer, the wish to be liked. Among all, one important positive strategy includes the usage of in-group identity marker that expresses the reduction of social distance and affirms the positive face of the hearer (Brown & Levinson, 1987, pp.312-318).

Excerpt 2: اس بار بہت دنوں بعد چکر لگایا ہے ذالعیڈ۔ انہوں نے اسے دیکھتے ہی کہا

Translation: ‘You have come after a very long time, Zalaaid,’ Nuzhat said going up to him and patting his cheek.

### Explanation

The instance “اس بار بہت دنوں بعد چکر لگایا ہے ذالعیڈ۔” shows positive politeness by many linguistic choices. The speaker begins to talk by observing the duration of absence of Zalaaid in this statement as this sentence indicates the awareness of his patterns of visiting, thus it fulfils the strategy of attending the interest of the hearer. Moreover the use of the word with the direct nomination ‘ذالعیڈ’ shows the interaction and reinforces the close relationship. The use of the informal verb ‘چکر لگانا’ shows the function of the familiar language as it reduces the social distance of the speakers. Resultantly the whole utterance falls within the realm of positive politeness by noticing the interest of the hearer that points towards the familiarity. The dialogue shows the communication in informal settings as it reflects impulsive interaction. The context of this utterance reflects that the use of informal communication among the close relationships shows familiarity. The sudden reaction on seeing someone shows social courtesy and hospitality of these cultures. Moreover the use of the expressions as “chakkar lagaya” (visited) and “dekhty hi kha” (said as soon as he saw) shows informal and friendliness nature of the characters. The addition of the words in the target language with the use of “going up to him and patting his cheek” conveys the warmth, close relationships and friendliness that enhances the positive effects. Thus according to the theory of Brown and Levinson (1987) positive strategy expresses inclusion, solidarity and along with this reduces the face threatening effects.

The translation of this excerpt adopts the combination of “Adaptation” and “Amplification.” As adaptation is appeared with the words which are used for the words like چکر لگایا ہے۔ as this expresses the culture. This adaptation shows that positive politeness is appeared through the warmth and inclusion as it has been conveyed effectively to the targeted language speaker (Molina and Albir, 2002, p.498). While Amplification is observed in the addition of the words in translation as “going up to him and patting his cheek” is not expressed in Urdu statement. This technique enriches the effects of communication with the use of the words of affection and closeness. (Molina & Albir, 2002). With the combination of these techniques, the translator tries to maintain the

originality of positivity while making the interaction accessible linguistically and culturally to the target audience.

Excerpt 3: مریم، میں جانتا ہوں یہ وقت تمہارے لیے کتنا مشکل ہے۔ ہم مل کر اس سے گزریں گے

Translation: Mariam, I know this time is very difficult for you. We will get through this time together.

### Explanation

The utterance shows positive politeness in many ways as the direct use of address term 'مریم' serves to notice and attend to her as an individual. The next part of the utterance 'میں جانتا ہوں یہ' shows the sympathetic behavior as well as the understanding for her state or situation. The last part of this sentence explains the offer of support and solidarity and the use of the word 'ہم' (we) expresses the inclusion of the activity of both speaker and the hearer whereas the use of the courageous and supporting words show the cooperation in future to overcome difficult situation. This approach shows a sense of shared burden and expresses the intention to fulfil the need of the emotional support of Maryam. In the Urdu speaking cultural context, the sympathetic expressions show the close relationships and this dialogue shows the cultural value of mutual assistance particularly during tough times.

The translation of this sentence shows the literal translation that is one of the techniques of Molina and Albir (2002). The use of the name 'Mariam' preserves the identity of the culture of the addressee that is important in showing the closeness of the positive politeness. Furthermore the phrase 'We will get through this time together' shows amplification and emphasizes the expression of solidarity. The translation keeps the meaning successfully that keeps the literal translation as it shows the originality of expressions. The sentence is translated word for word as it preserves the original structure as well as meanings.

In the procedure of translation the original structure is preserved. The emotional tone is also maintained in English translation. While the last part of the sentence shows the sense of support and optimism by making the meaning more clearly in English translation. The in-depth meanings express the understanding, empathy and care in the tough times as these all meanings are kept in the translation process. The meaning of positive politeness is kept at a large level. The expressions are conveyed effectively in English translation. Any omission is very subtle in the emphatic. According to the division of Molina and Albir (2002) for translating this positive politeness the technique of Literal translation has been used. Furthermore established Equivalence is utilized for the translation of individual words.

### Negative Politeness

These strategies are used to show honor and respect to another person and avoid imposing threats to the freedom of others (Brown & Levinson, 1987). The purpose of negative politeness is to satisfy the negative face of the hearer by giving respect to others without imposition.

Excerpt 1: ہاں وہ اندر ہیں اپنے کمرے میں۔ ان کو آپ کے آنے کا بتاؤں؟

Translation: Yes, she is in her room. Should I tell her you are here?

### Explanation

In the book entitled as "Politeness: Some Universals in Language Usage (1987)" explains negative politeness as respecting the hearer's face, his desire of autonomy and not to pressurize for something. This statement directly falls under negative politeness as it minimizes the imposition on hearer as this strategy employs indirectness conventionally. The part of the narration that is 'ان

انے کا بتاؤں؟ indicates the indirect question of action rather than the direct inquiry. In this statement the use of the word 'بتاؤں؟' is considered as the linguistic marker as it indicates the function of indirectness. With the use of this phrase the speaker takes the permission of hearer either he permits or refuses the offer. The statement clarifies the autonomy of the hearer and avoids the face threatening act of deciding to intimate the person inside and it also reflects social distance as well as to give liberty to another person to act or react without any pressure. This statement also shows consideration for the peace and comfort of the other person. In the cultures of Urdu-speaking, honorary and respectful interactions are very common as they also represent social harmony and show consideration regarding comfort of others. This demonstrates the cultural values to maintain respectful relationships as well as to avoid forceful implementations. The use of polite language shows courteous behaviors in these cultures.

This statement is a clear expression of indirectness, hedging and seeking permission which are clear elements of negative politeness. The part of the sentence based on "on ko aap k anay ka batun?" (Should I tell her you are here) shows that it is a way of offering help without any direct way of imposition. The meanings are kept largely as the meanings are kept the same in Urdu (ST) and in English (TT). It includes the permission for meeting a person as well as it avoids interruption. The translation of the part of the sentence that is "haan wo andar apne kamry myn hyn" (yes, she is in her room) is a direct translation based on Established Equivalence. Another technique of Literal translation is also used in "un ko aap k anay ka btaun?" that is translated as (Should I tell her you are here). The technique of Transposition is also applied in the grammatical structure of offering help as the basis of the sentence is the declarative form but in the translation process it becomes Interrogative that is a common way to present Negative politeness in English

Excerpt 2: ہو سکتا ہے وہ کسی وجہ سے پریشان ہوں

Translation: Perhaps she is worried about something.

### Explanation

The statement falls under the category of Negative politeness as it relates to the strategy of 'Be pessimistic'. The usage of the modal phrase 'ہو سکتا ہے' shows the uncertain behavior and avoids direct assertion about the emotional state of a person. It also shows that the speaker gives respect to the privacy of the individual and avoids to know the feelings of the other person by showing his worry as a possibility rather than surety. The use of this strategy functions to make the potential implications soft and that might arise from stating on someone else's possible negative state. The use of the phrase 'ہو سکتا ہے' works as linguistic marker and it plays the role of negative politeness by showing the pessimism and by avoiding direct saying. This dialogue shows the suppositional understanding to take care of the wellbeing of a person as it shows the value of social harmony by showing interest in the well-being of any other person.

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process it becomes Interrogative that is a common way to present Negative politeness in English. According to Molina and Albir (2002) the translation employs the literal translation and it preserves the actual meaning with the combination of Transposition to gain the structure of the syntax in English.

Excerpt 3:

اور ماما جان نے بھی تو یہی کہا تھا کہ وہ بہت کم ہی ان سے ملنے آتا ہے پھر ماما جان کے پاس جا کر وہ کیا کرے گا؟

Translation: And Mama Jan too has said he comes once in a while. Anyhow, what could he possibly do there?

### Explanation

The statement shows its negative politeness with the presence of conventional indirectness that is considered a casual way of expressing doubt without being hostile especially when discussing family member “Mama Jan”. The declaration of some someone’s action towards an honorable person can be considered impolite way of saying. Thus the indirect questioning allows for the communication of this sentence with the degree of social sensitivity. The speaker adopts indirectness by avoiding the direct imposition. The reference of the third person works as the strategy of pessimism that is the part of the type of negative politeness. The covered use of indirectness and the use of hedges shows the culturally embedded approach of negative politeness. The analysis matches with the cross cultural linguistic patterns of negative politeness especially in high contextual societies with hidden communication.

In this example the translator used the literal translation to deliver the factual content as in the process of translation the meanings are preserved more clearly and vividly. The rhetorical question shows doubt and skepticism about the intention of a person that is indicated through the translations technique ‘modulation.’ This phrase adopts the question to natural use of idioms in order to maintain the doubtful tone. While there is the presence of reduction that shows the emotional intensity as well as the presence of culture in it. Overall the translation preserves the meaning in the process of translation but some subtle words keep the meaning as it is to show faithfulness.

### Bald on-Record

This strategy refers to the direct dealings without the consideration of face threatening acts in communication.

Excerpt 1: میں نے آپ سے پہلے ہی کہ دیا تھا کہ مجھے چائے نہیں پینی۔ آپ پھر بھی کپ یہاں رکھ گئی تھیں

Translation: I told you I did not want any tea and yet you got it.

### Explanation

The speaker directly states the feelings of annoyance as no soft words are used and this shows the clarity of the words. In this statement no mitigation is there to reduce the face threatening act (FTA). This statement tells about the direct but assertive tone of the speaker as the later part of the sentence is preceded by the former in which refusal is found by not taking tea while the other part of the sentence throws light on the forceful act of the person that is clear in the form of “aap phir bhi cup yaha rakh gyin thi”. It shows stubbornness of the character that might be done by the person with close relation to another one. The tone of the sentence is somehow direct and assertive. This dialogue reflects bald on-record politeness that shows familiarity and clarity. On the other hand the use of the direct words shows the power relations. The sentence shows the clarity and confrontation over politeness. In cultural context, direct communication reflects closeness and

intimacy among the characters and it expresses how cultural values are preserved to show familiarity and association. However the tone of the sentence leans towards assertion and it could vary as it all depends on the social contexts and dynamic relationships. According to the book, as mentioned above, this strategy is known as direct, vivid and unambiguous communication without the minimization of the face threat. This strategy is often used in a state when a speaker gives priority to efficiency as well as the allowance of the directness in context of the social situation (Brown & Levinson, 1987). This example clearly states that the utterance is unmitigated. It highlights the face threatening act as this utterance disregards the speaker's wish.

The translation of this sentence adopts literal translation according to the framework of Molina and Albir (2002). It follows the closeness of the lexical and syntactic structure of the original text. As it preserves the original meanings, so no other technique is followed by this utterance.

Excerpt 2: میری بھلائی کے لیے چیزیں کرنی بند کرو

Translation: Stop doing things for "my good"

### Explanation

This statement falls in the category of Bald On-Record as it directly states the command without any indirectness. The command is obvious with the use of the word in the starting of the statement that is stated as Imperative verb and it shows the classification of the particular type of Bald On-Record. This type of politeness occurs when the speaker gives priority to the maximum efficiency over satisfying the need of the hearer's face needs. The sentence is clear, unambiguous and concise. The words "meri bhlai k liye" shows direct consideration but the tone is more direct and it does not lean towards any implication. The directness of any dialogue shows another direction that is the closeness of the relationships and in familiar settings it is easier to say direct and unambiguous statements. The direct approach shows the deep relation of the speaker with the listener as it reflects familiarity and deep friendship but in the context of Urdu-culture it expresses cultural values which express the familiar attitude towards friends and family members. Whereas the tone of the sentence might be somehow assertive and influential.

This sentence of Source text is as "meri bhlai ke liye chezyn kerni band karo" that is translated in Target language as (Stop doing things for "my good") this sentence is direct imperative as it is based on face threatening act. The speaker orders directly for not doing an action. The use of the words in between the quotation marks "my good" shows sarcasm and it is a stressful tone to express the anger. It lacks negative politeness. The sentence is a direct imperative statement and its translation keeps the meaning as there are no any words that are added to the translation and no word is omitted during translation. The sentence is found with the word to word translation. In this sentence the translation and Urdu sentences are of equal weightage (established equivalence) the use of quotation marks serves as similar functions to emphasis of the phrase.

Excerpt 3: آپ نے میرے ساتھ غلط کیا

Translation: You have done me a great wrong.

### Explanation

This statement directly states unambiguous situation and there is direct accusation found in this instance. There is direct command for stopping a person from doing something favorable. As this statement shows that the speaker has no implications as the words are clear and it shows the disliked happening of anything. In close relationships as family and friends, direct communication has its value as these things show familiarity and close relations. The tone shows that the character

is very clear in his words but this also reflects that in the close relations such type of things can be conveyed whether someone feels good or bad.

The statement “aap nay merey sath galt kiya” (you did wrong to me) shows the straight accusation without any politeness strategies. During the process of translation, translation is largely kept. The equivalence is maintained accurately. Literary translation is found in the process of translation. The structure of the sentence and words are translated directly without any modification. The sentence got the strategy of established equivalence according to the theory of Molina and Albir (2002). The translation of the Urdu word “galat” is translated as “wrong” that is equal to the Urdu word and the other word “sath” is translated as “with” shows the equivalence.

### Off-Record

The politeness strategy based on Off-Record reflects indirectness of communication in which a speaker refers to not to expose the director's words; rather, implicit meanings are expressed in the utterances.

Excerpt1: کیا زندگی میں آپ نے کسی کو دھوکہ نہیں دیا ؟

Translation: Have you never betrayed anyone in your life?

### Explanation

The statement is the basic example of off-record politeness as it belongs to the sub category of asking question that consists on presupposition of FTA. Basically here is the implication that hearer has engaged in some deception. Here is the avoidance of direct accusation as indirect use of question is asked. The pragmatic implication shows that hearer has deceived someone in his life. It also involves directness. This dialogue is deeply connected to off-record as with the use of indirect words, the speaker wants to ask about the whole life with the use of implicit terms usage in language. In the context of culture, this type of politeness reflects the indirect approach of the inquiry and the implicit words basically direct towards the unfriendly contact as in social settings it is only found where there is restriction in the relationships of the people. Such type of communication implies hidden meanings in it as well as the meanings are context-specific. The understanding of the meanings always depends on the cultural and social context that makes the communication understandable. This statement largely explains the face threatening act in the form of a question. The meanings are not changed in the process of translation as it the literal translation that is one of the techniques of Molina and Albir (2002). The politeness is maintained in the process of translation as this sentence belongs to off-record politeness. The sentence provides the literal sense as direct translation is done without the modification or addition of any of the word during translation process. The use of the word for “zindagi” is translated as “life” that is very common words while the word “dhoka” is translated as “betray” and “kisi ko nahi” as “to no body” shows that there is no any addition of any word that is used to translate or to make a proper sense of the sentence. In the translation the word order is changed to make a sentence acceptable as it is a necessary element of grammatical adjustment.

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Excerpt 2: وہ کیا کہیں گے کہ میں اپنی ماں کو اپنے گھر لے آئی ہوں

Translation: How they will gossip if you come to live with us?

### Explanation

The statement falls under the category of off-record with the type of 'give hints' and asking questions containing the presupposition of face threatening act (FTA). Infact speaker shows his reluctance about the hearer beyond direct words. Basically the speaker expresses his feelings directly to express herself whereas she expresses concerns indirectly. This permits her to communicate her reluctance about the social results of her actions but she expresses this indirectly. The intension of the speaker is implied in a hidden way. In this statement the speaker does not states the clear statement and uses the rhetorical question to show her intention. This indirect way helps the speaker to save the face and avoids to impose the indirect way to express her feelings. This utterance presupposes that the arrival of her mother could incite comments and indirectly wants the hearer to comprehend the situation and social context.

The statement belongs to off record politeness strategy. The use of indirect statement indicates that the speaker is reluctant to use direct way of saying. The utterance shows the rhetorical question about the questions of the society. The strategy is aligned with the indirectness of politeness where the speaker uses the implicit meanings of saying but indirectly and in this matter propositional meanings are retained in the Urdu translation. As it is the characteristic of off-record politeness to express reluctantly and by mitigating face threatening act. The Urdu rhetoric question reflects his English question and its function in prompting then listener to consider the social level of politeness. In this sentence the propositional meaning is retained in the Urdu translation. The meaning and the content remained the same so this sentence preserved the meaning in translating from one language into another one.

Excerpt 3: اگر آپ کی ماں چاہیں تو میں اس سلسلے میں آپ لوگوں کی مدد کر سکتا ہوں

Translation: If your mother were to agree, I can help you in this regard.

### Explanation

The statement shows the use of Off-Record politeness as there is not the direct offer for help. The speaker shows his wish for assistance and does not implies directly. This strategy is particularly effective in the cultures where indirect wording is considered valuable as it shows the respect and enables the speaker to maintain respect within the social boundaries. The utterance shows the implicit meanings of the speaker for help. The imposition of the speaker is reduced with the use of the indirect statement and permits the hearer to accept or reject the offer. The speaker gives hint at his willingness to help as well as presupposition is found with the permission of mother that is necessary. The use of the conditional word 'if' is less direct and more polite in the sentence. The nature of this statement is conditional about offering the services for help. The dialogue aligns with the Off-Record as with the willingness, the character wants to help and he wants to support in the situation as it also shows his empathy and to offer someone for help shows the deep relationships of the people. In the cultural context to offer someone help shows the deep relationship among the characters as well as it represents that Urdu speaking cultures show deep family bonding and emotional support. The use of the word "ماں" shows the figure who has authority and power to make decisions as it reflects the respect and social values particularly in the context of the society and the norms of the society always reflect culture and its values.

The sentence based on off-record shows that the speaker is offering help with the use of the words “agar apki maa chahyn to” (if your mother wishes to) expresses the agreement of the mother and the other part of the sentence “main is silsily mein apki madad kr sakta hun” (I can help you in this regard) shows the ability to offer help. While translating this sentence no modifications are made as this sentence shows the respectful tone of the sentence. The basic components of a sentence are translated directly and vividly. The translation of the common words and phrases have equivalent translation. In the translation of the phrase “agar apki maa chahyn to” explains the conditional clause so that it translates as “if your mother were to agree” as it adopts English grammar pattern. The part of the sentence that is “is silsile mein aap logon ki madad kar sakta hun” (I can help you people in this regard) that is more general but it gains the in depth meaning of offering assistance. The findings of this study reveal that through purposive sampling, the dialogues were selected as they all reflect clearly the theory of Brown and Levinson (1987) politeness theory. The study exposes that in positive politeness the use of help, offer as well as honor (to ask about the well-being) is clear that falls under the positive politeness. On the other hand negative politeness, according to the theory, is based on the avoidance of imposition as no direct statement is conveyed in order to follow the Face Threatening Act (FTA), which request is clear in one of the instance. Whereas another element of the theory of Politeness is Bald on-record in which, velar and direct words are conveyed by the speaker and the instances directly relate to the theory and off record as well. The role of the English translation in the politeness shifts is vivid in all the instances as in the process of translation many techniques have been opted as in the second instance, there is the addition of the words “patting his cheek” indicates that in translation process there is the addition that clarifies that addition has made to show the context of close relationship as this technique of addition belongs to the translation technique of Molina and Albir (2002) in which addition tells about the use of extra words to make the sense of the sentence more clear. In some instances, reduction and modulation has also been observed. This shows that such techniques are adopted in the process of translation to make the text understandable to the target audience. In most of the examples, the Equivalence technique has been used to show that the source text and target text are at equal level to make the text comprehensible to the audience of both cultures without any addition of new word in the translation process.

In the context of the frame work of Molina and Albir based on Translation Techniques (2002) the examples from 1 to 9 and 11 and 12 all these fall in the category of literal translation (modulation, amplification and established equivalence) that preserves both semantic and pragmatic meaning by ensuring politeness and thus the context remain unbroken. While discussing about example 10 the use of modulation and reduction simplifies the phrase loses cultural nuance as the use of my good.” With the help of amplification that adds clarity in the politeness expression and modulation that changes the perspective of naturalness and established equivalence that uses proper phrases culturally, the meanings are kept. While discussing about the alteration and loss of meaning the technique of reduction (that omits some details) and simplification (to present things in more easy and simple way) reduce the depth of culture and delicacy of politeness. The analysis shows that with the application of Molina and Albir’s translation techniques (2002) the instances got equivalence pragmatically but if the techniques of simplification and reduction were observed in more instances then emotional and cultural meanings were lost.

## Conclusion

The study concludes that the use of the politeness theory in the light of Brown and Levinson’s Politeness strategies to find out from the novel ‘La Hasil’ as well as the purposive sampling was

there and the collection of those examples provide the details that in maximum examples the meanings are “kept” in the process of translation that stands for the idea that the audience of the target language understand the meanings. The results highlight that a few sentences are there which direct towards the changings and the sentences which don't deliver the proper meanings are explored with the use of the translation strategies of Molina and Albir (2002). although translation technique is a broader framework but in this study a few elements are highlighted in its exploration. The study implies the broader significance in the world of literature as many studies are found in the exploration of politeness strategies in other genres and most of the studies are based on the findings of the politeness in spoken data. so this study provide a new pathway in the literary field to explore it on the grounds of politeness strategies and the broad framework of Molina and Albir enhances its importance by categorizing in different types. The study illuminates the ways for the future researchers to explore the politeness strategies and their in depth analysis in particular contexts. This study implies the exploration of the basic types of politeness strategies with the purposive sampling while the only category can also be found in this novel ‘La Hasil.’ Thus the study provides a fertile land to sow the seed of politeness in its soil to get fruitful results.

The answer of question one locates in the section of findings by highlighting the politeness strategies whereas the answer of question two starts with highlighting the techniques of translation in accordance with the framework of Molina and Albir (2002). The noticeable studies in the course of this study are by Batubara et al. (2022) based on the topic of the findings of politeness strategies with the help of Brown and Levinson's theory of politeness (1987) while another work by Widiawaral and Jumanto (2024) based on the exploration of positive politeness of the movie are highly relevant to this study. Most of the studies are found on other genres but very less focus is paid to the genre of the fiction with the use of politeness strategies as more work can be done with the exploration of politeness strategies in the whole novel.

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