



Politeness and Transitivity Strategies in Speech Siraj Season 4 Arabic Cartoon Series Characters: Analysis Pragmatic Functional

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Abstract

This study examines politeness strategies and transitivity patterns in the speech of the characters of the Arabic cartoon series Siraj Season 4 using a pragmatic functional approach. The background of the study departs from the limitations of studies that integrate Brown & Levinson's politeness theory with Systemic Functional Linguistics in Arabic children's media discourse. The purpose of this study is to describe the types of politeness strategies and types of transitivity processes that realize interpersonal meaning in the characters' speech. The study uses a qualitative descriptive method based on content analysis with data taken through purposive sampling from eleven episodes of Siraj. The analysis is carried out through the classification of politeness strategies (positive, negative, off record, and bald on record) and the identification of types of transitivity processes (material, mental, verbal, relational). The results show that positive and negative strategies are the most dominant, realized through mental and verbal processes that emphasize empathy, cooperation, and social respect. Meanwhile, off record strategies appear in educational contexts that emphasize moral gentleness. This study confirms that politeness in Siraj is a pragmatic and grammatical phenomenon that functions to educate socio moral values, and has implications for the development of Arabic language learning that emphasizes polite and reflective communication. Suggestions for future research include conducting comparative studies with other Arabic language children's cartoons to reveal cross cultural differences in the realization of politeness strategies and transitivity patterns, as well as further developing the analysis by incorporating other meta functions within the Systemic Functional Linguistics framework.

Keywords: Linguistics, Politeness Strategy, Pragmatics Functional, Siraj, Transitivity

ملخص

تبحث هذه الدراسة في استراتيجيات التآدب وأنماط العبور الدلالي (التعددي) في خطاب شخصيات مسلسل الرسوم المتحركة العربي سراج الموسم الرابع، وذلك من خلال مقارنة تداولية وظيفية. وتنطلق خلفية الدراسة من محدودية البحوث التي تدمج بين نظرية التآدب لدى براون وليفنسون ونظرية اللسانيات الوظيفية النظامية في تحليل خطاب وسائط الأطفال العربية. وتهدف هذه الدراسة إلى وصف أنواع استراتيجيات التآدب وأنواع عمليات التعددي التي تُسهم في تحقيق المعنى التفاعلي في خطاب الشخصيات. اعتمدت الدراسة المنهج الوصفي النوعي القائم على تحليل المحتوى، مع جمع البيانات بطريقة العينة القصدية من إحدى عشرة حلقة من مسلسل سراج. وتم إجراء التحليل من خلال تصنيف استراتيجيات التآدب (الإيجابية، والسلبية، وغير المباشرة، والمباشرة دون مواربة)، وتحديد أنواع عمليات التعددي (المادية، والعقلية، واللفظية، والعلاقية). وتُظهر النتائج أن استراتيجيات التآدب الإيجابي والسلبي هما الأكثر حضورًا، حيث تتحققان من خلال العمليات العقلية واللفظية التي تؤكد قيم التعاطف، والتعاون، والاحترام الاجتماعي. في المقابل، تظهر استراتيجيات التآدب غير المباشرة في السياقات التعليمية التي تُبرز الدين الأخلاقي والتوجيه القيمي. وتؤكد هذه الدراسة أن التآدب في مسلسل سراج يُعدّ ظاهرة تداولية ونحوية في آنٍ واحد، تؤدي وظيفة تربوية في ترسيخ

القيم الاجتماعية والأخلاقية، كما تحمل دلالات تطبيقية لتطوير تعليم اللغة العربية القائم على التواصل المهذب والتفكير التأملي. وتفتح الدراسة المستقبلية إجراء بحوث مقارنة مع مسلسلات رسوم متحركة عربية أخرى للكشف عن الفروق الثقافية في تجسيد استراتيجيات التأدب وأنماط التعدي، إلى جانب توسيع نطاق التحليل من خلال إدماج الميافوظائف الأخرى ضمن إطار اللسانيات الوظيفية النظامية.

الكلمات المفتاحية: استراتيجيات التأدب، التداولية الوظيفية، التعدي، اللسانيات الوظيفية النظامية، سراج

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Introduction

Politeness strategy study Arabic has study various media, including cartoons and use Brown & Levinson's theory. Pragmatic analysis of audiovisual media, including films, serials, and cartoons, has shown that character speech is not only a narrative tool, but also a means of modeling social and linguistic interactions for audiences, especially children. Moreover, in context standard Arabic (*fus'ha*) and Arabic educational media, politeness strategies begin appear as feature important: how figure ask, advise, give instructions or reprimand with guard face, minimize imposition, maximizing solidarity. Migdadi's research et al. demonstrate politeness strategies the most dominant positive (54.57%) in the sermon which indicates that the preachers are more Lots emphasize solidarity, empathy, and respect to congregation in Friday sermon delivery,¹ children in Jordan Already use forms politeness in request they and that pattern This develop along age.² Alice compares politeness strategies in Arabic and English in context request sorry, but No in children's media or Arabic cartoons.³

Fathirenew Brown & Levinson framework with propose a level strategy high (high order strategies) for expand implementation cross culture.⁴ Temporary that, Alshuhaimand Rules expand implementation theory to in audiovisual realm, namely dubbing animated series speaking English to Arabic, and found that factor target culture influences to choice of politeness strategies displayed. Findings the show that audiovisual discourse does not only reproduce politeness strategies from Language source, but also adapt it with system mark public viewer.⁵

¹ Fathi Migdadi and Ibrahim Hammouri, "Politeness Strategies in Arabic-Scripted Friday Khutbah (' Sermons '),"
Journal of Language Teaching and Research 16, no. 1 (2025): 232–41. DOI: <https://doi.org/10.17507/jltr.1601.24>

² Linda S Al-abbas, "Politeness Strategies Used by Children in Requests in Relation to Age and Gender : A Case Study of Jordanian Elementary School Students," Frontiers in Education, vol 8 no 1175599 May (2023): 1–9. DOI: <https://doi.org/10.3389/educ.2023.1175599>

³ Alice Bladh Fleihan, *Politeness Strategies in the English & Arabic Languages*, (Swedia: Sweden Linnaeus University 2024), hlm. 1-31.

⁴ Said Fathi, "Revisiting Brown and Levinson's Theory of Politeness," European Journal of Language and Culture Studies 3, no. 5 (2024): 1–11. DOI: <https://doi.org/10.24018/ejlang.2024.3.5.137>

⁵ Dana Alshuhaim, "Dubbing of English Animated Series into Arabic on Shabid and Netflix : An Analysis Based on the Politeness Theory," Saudi Journal of Language Studies 4, no. 2 (2025): 69–96. DOI: <https://doi.org/10.1108/SJLS-02-2024-0015>; Angelo Rules, "A Comparative Analysis of Politeness Strategies in the Animated Cartoon Angelo Rules and Its Dubbed Arabic Version," World Journal of English Language 13, no. 1 January (2023): 337–45. DOI: <https://doi.org/10.5430/wjel.v13n1p337>

Temporary that trend study from 2022 to 2024 shows strong focus on Systemic Functional Linguistics and its application in various context, as well as improvement interest in use AI technology in learning Language.

For example, the most dominant material process in speech President Joko Widodo in 2015 (60.14%) and 2018 (56.80%), followed by relational and mental processes,⁶ there are also studies of Systemic Functional Linguistics in language learning which prove that there is good understanding to theory and application of Systemic Functional Linguistics in eye Functional Grammar (FG) lectures, as well as give response positive. Then, argumentative writing learning with a combination of drama-based and Systemic Functional Linguistics⁷ approaches helps Systemic Functional Linguistics students improve their understanding of topics, enrich their writing content, and use genre-appropriate language structures,⁸ and Systemic Functional Linguistics based peer feedback helps second language writing students develop critical thinking skills.⁹ Then, the aspect of language awareness for Arab students is that the use of marked themes has increased significantly and thematic patterns have become more coherent, indicating the development of reader awareness, but multiple themes have not increased, indicating the need for explicit teaching of the three thematic features in academic writing for Arab speakers.¹⁰

Thus, two interrelated phenomena become very relevant to analyze, namely politeness strategies in the speech of media figures. Children Arabic, and how structure clause (through analysis transitivity) supports or blocking politeness strategies.

The novelty of this study lies in its integrative analytical approach, which combines Brown and Levinson's politeness theory with Systemic Functional Linguistics transitivity analysis to examine speech acts in original Arabic children's cartoons. Unlike previous studies that examine politeness or transitivity separately, this research reveals how grammatical choices (processes, participants, and circumstances) function pragmatically to realize politeness strategies in child-oriented Arabic media.

From the side transitivity, although Systemic Functional Linguistics analysis continues developing, specific research linking analysis transitivity with children's media or Arabic cartoons are very raremost in the form of study literacy or text adults (eg text news, short stories) or outside the Arab realm. This shows that although each phenomenon has been studied separately, little research has combined the two in the context of Arabic cartoons aimed at children.

Several previous studies serve as the foundation for this research. Saied examined politeness strategies in the video game Red Dead Redemption 2 and found a dominance of positive politeness (75%), reflecting collectivist values before shifting toward negative politeness as a form of

⁶ Faido Marudut et al., "Exploring Transitivity in Speeches of President Joko Widodo Using UAM Corpus Tool," *World Journal of English Language* 14, no. 2 (2024): 143. DOI: <https://doi.org/10.5430/wjel.v14n2p136>

⁷ Emi Emilia and JR Martin, "Learning Functional Grammar Is Fun: A Snapshot of Functional Grammar Unit at an English Education Department in Indonesia," *English Journal of Applied Linguistics* 13, no. 1 (2023): 48–62. DOI: <https://doi.org/10.17509/ijal.v13i1.58256>

⁸ Xiaodong Zhang, "Assessing EFL Students' Writing Development as They Are Exposed to the Integrated Use of Drama-Based Pedagogy and SFL-Based Teaching," *Assessing Writing* Vol. 66 January (2021): 1-16. DOI: <https://doi.org/10.1016/j.asw.2021.100569>

⁹ Xiaodong Zhang, "Understanding the Critical Thinking Experiences of L2 Student Writers Engaged in Linguistically Supported Peer Feedback Giving," *Assessing Writing* Vol. 66 July (2025): 1-17. DOI: <https://doi.org/10.1016/j.asw.2025.100977>

¹⁰ Ruwaida Abu Rass and Daniel Portman, "Towards Coherence : An Analysis of The Theme In The Writing of Arab Efl Students," *The Journal of Teaching English for Specific and Academic Purposes* 12 (2024): 231–42. DOI: <https://doi.org/10.22190/JTESAP240228019R>

individualism.¹¹ Haristiani et al., compared criticism speech acts in Japanese and Minangkabau films, revealing cultural differences: Japanese speakers tend to use off-record strategies, while Minangkabau speakers prefer bald-on-record ones.¹² Moorthi et al., discovered that positive politeness strategies were the most dominant (51%) in the film *Joy*, functioning to maintain social harmony.¹³ In the context of the Arabic language, Alhusein found that bald-on-record strategies are commonly used within Saudi family settings, while positive and negative politeness strategies are more frequent in public domains, influenced by age and social status.¹⁴ Meanwhile, Sugiharti et al., revealed a shift in politeness strategies of Javanese female characters in the translation of the novel *Gadis Pantai*, mainly from negative politeness to bald-on-record, altering the cultural and character representation.¹⁵

These five studies emphasize that politeness strategies reflect cultural identity and social relations across various media. However, research combining politeness and transitivity analysis in Arabic animated media remains limited. Therefore, this study aims to fill that gap through a pragmatic-functional analysis of the speech of Siraj Season 4 characters.

So this research focuses on the object of study in the Arabic cartoon series Siraj Season 4A original Arabic production and uses standard Arabic in the character dialogue. This object is different from Arabic cartoons which are only dubbed from other languages, so it is relevant for modeling the pragmatics of Arab children in the context of the original content. Second, from side methodology that combine analysis of politeness strategies (e.g. analysis request, advice, prohibition, invitation: who asks, how form request, how mitigation face) with analysis Systemic Functional Linguistics transitivity in identical clauses: identifying processes (material, mental, verbal, relational, behavioral, existential) in speech figures. With thus study this will show that politeness in speech figure no only question choice lexical but also about choice grammatical for example transfer to party others, selection of verbal and mental processes, addition circumstan the aim is for the request heard more gentle or more educational.

This research provides a contribution from aspect theoretical and pedagogical. From a theoretical perspective, the research enrich literature Arabic pragmatics with an analytical model that connects framework politeness and grammar functional (transitivity) in Arabic children's media. From a pedagogical perspective, the research results can serve as a guideline for the development of Arabic language teaching materials that not only teach vocabulary and structure, but also social interaction through pragmatic-polite speech. With Thus this research opens track for study continuation that connects pragmatics, grammar, children's media, and learning Arabic in general creative and applicable.

¹¹ Saied, "Cowboy as a Symbol of Individualism: A Pragmatic Analysis of Red Dead Redemption 2," Arab World English Journal (AWEJ) 15, no. 2 (2024): 155–69. DOI: <https://dx.doi.org/10.24093/awej/vol15no2.10>

¹² Nuria Haristiani et al., "The Politeness of Criticism Speech Acts in Japanese and Minangkabau Films," English Journal of Applied Linguistics 13, No. 1 (2023): 131–48. DOI: <https://doi.org/10.17509/Ijal.V13i1.58272>

¹³ S Moorthi et al., "Do They Mind Their Ps and Qs: Politeness Strategies in the Movie, Joy," World Journal of English Language 14, no. 1 (2024): 337-349. DOI: <https://doi.org/10.5430/wjel.v14n1p337>

¹⁴ Aisha Mohammed N Alhusein, "Strategies of Reprimand in Saudi Spoken Arabic: A Sociopragmatic Study" Cogent Arts & Humanities 11, no. 1 (2024): 1-14. DOI: <https://doi.org/10.1080/23311983.2024.2306721>

¹⁵ Sugiharti, et.al "The Shift of Politeness Strategies of Javanese Woman Characters in the English Translation of English Novel 'Gadis Pantai'," Eurasian Journal of Applied Linguistics 8, no. 3 (2022): 93–105. DOI: <https://doi.org/10.32601/ejal.803008>

Based on the research objectives and the research gap identified in previous studies, this study is guided by two main research questions. The first question seeks to identify the types of politeness strategies employed by characters in the Arabic cartoon series Siraj Season 4. The second question focuses on how these politeness strategies are realized through transitivity processes, including material, mental, verbal, and relational processes, in the characters' speech. This study is grounded in the assumption that grammatical choices within the transitivity system play a crucial role in shaping the realization of politeness strategies in Arabic children's media discourse.

Method

This study employed a qualitative research approach using content analysis. This approach was selected to examine linguistic phenomena that naturally emerge in audiovisual texts without experimental manipulation. The analysis focused on observing, interpreting, and comparing language use contextually, particularly in relation to politeness strategies and verb transitivity patterns in Arabic dialogue.¹⁶

The subjects of this study were dialogue utterances taken from the Arabic educational cartoon series *Siraj*, produced by the Qatar Foundation. Specifically, the data were drawn from Season 4, published in 2024 through the official YouTube channel of the *Siraj* Qatar Foundation. This series was selected because it contains various forms of polite language use, including commands, prohibitions, advice, and requests, which reflect contemporary Arabic politeness values in the context of children's education.

Textual data were collected in two stages. First, the original Arabic dialogues were transcribed from YouTube's automatic subtitles. Second, the transcriptions were manually verified by the researcher to ensure accuracy. Data selection employed purposive sampling, focusing on utterances that perform illocutionary functions and potentially involve politeness strategies. These utterances primarily included imperative forms, which were further categorized into commands, prohibitions, advice, and requests.

Data analysis followed three main stages adapted from the interactive model of Miles, Huberman, and Saldaña.¹⁷ Utterances containing imperative functions were identified and classified according to their communicative purposes. The selected data were analyzed using Brown and Levinson's politeness strategy framework, which includes four categories: bald-on-record, positive politeness, negative politeness, and off-record. The analysis was further integrated with Systemic Functional Linguistics, focusing on verb transitivity processes, namely material, mental, verbal, relational, behavioral, and existential processes. Politeness patterns were interpreted and verified based on the classification of strategies proposed by Brown and Levinson, while considering the functional role of transitivity processes in shaping politeness meanings.

¹⁶ Creswell, et.al, *Research Design Qualitative, Quantitative, and Mixed-Methods Approaches*, (Los Angeles: Sage Publications, 2009), hlm. 259-279.

¹⁷ Miles, et.al, *Qualitative Data Analysis*, (Los Angeles: Sage Publications, 2014), hlm. 1-341.

Results and Discussion



Figure 1. The Arabic Cartoon Series Siraj Season 4

Based on the figure 1, it is found that Arabic animated series Siraj Season 4 can be viewed as an empowering educational medium for children. By addressing a wide range of themes and presenting engaging narrative structures, the series not only supports children's learning processes but also immerses young audiences in the richness of Arab culture and language. Each episode introduces a distinct situation or challenge, in which the characters collaboratively seek creative and meaningful solutions. This is in line with the view that animation is an effective learning medium capable of integrating social, cultural, and educational values into engaging visual narrative forms.¹⁸

The storylines in Siraj are largely inspired by children's everyday experiences, enabling viewers to relate the narratives to their own lives. This approach encourages children to develop critical thinking skills in addressing common, real-life problems. As demonstrated in studies on Arabic language acquisition through digital media such as YouTube¹⁹ and research on Arabic language education and Islamic values in shaping children's character.²⁰

The main themes explored in this season include personal development, social relationships, environmental awareness, and technology, all of which are conveyed through dynamic character interactions and diverse situational contexts. Together, these elements create a holistic and meaningful learning experience for young learners. This aligns with research emphasizing the importance of developing pragmatic competence and politeness strategies in Arab children's communication from an early age as part of their social and cultural awareness.²¹

The researcher found forms of politeness strategies between the characters in the cartoon series Siraj season 4. The characters in the cartoon series are Rashid, Noura, Siraj, and the animals involved in each story journey. Several politeness strategies are used by the speakers in each episode. This phenomenon is consistent with research findings on the use of politeness strategies in Arab

¹⁸ Chanakya, "Animation for Social Impact: Visual Storytelling in Health, Education, and Activism," *Journal of E-Science Letters* 5, no. 3 (2024): 1–7. DOI: <https://doi.org/10.51470/eSL.2024.5.3.01>

¹⁹ Misbahuddin and Agung Setiyawan, "YouTube Media on Arabic Language Acquisition Early Childhood 4 Years Old," *Asalibuna* 07, no. 02 (2024): 49–59. DOI: <https://doi.org/10.30762/asalibuna.v7i02.2393>

²⁰ Sapia B Abdulsamad and Mary Grace O Gallego, "Arabic Language and Islamic Values Education Program (ALIVE) Towards Tarbiyah Character Formation," *Journl Psych Educ* 39, no. 2 (2025): 215–33. DOI: <https://doi.org/10.70838/pemj.390209>

²¹ Maram Abdulaziz Alhwairiny, "Pragmatic Competence in Saudi Kindergarteners: Politeness Strategies in Social Communication," *Journal of Language Teaching and Research* 16, no. 3 (2025): 966–74. DOI: <https://doi.org/10.17507/jltr.1603.27>

social interactions, both among children and adults,²² as well as in the translation and adaptation of Arabic language cartoons that preserve politeness values and social hierarchies within Arab culture.²³

In multimodal pragmatic and anthroposemiotic studies, politeness is not solely limited to interactions between real people, but can also be analyzed in the relationship between humans and non human entities given human characteristics and behavior (anthropomorphized characters). According to Kress and van Leeuwen, every form of visual representation, including animal characters or animated objects, has a social meaning constructed through gestures, expressions, interaction distance, and gaze direction. When these non human entities are able to interact, show emotions, and convey social values such as politeness, empathy, and respect, then semiotically they possess pragmatic agency that makes them worthy objects of politeness analysis.²⁴

In line with this view, Culpeper asserts that the concept of facework, namely efforts to maintain or manage social face, can also be applied in the context of fictional characters because interactions in narrative works are a form of simulation of social relations that follow real human communication patterns. Thus, research on politeness strategies between humans and non humans remains theoretically valid, as long as the entities studied demonstrate communicative behavior that represents social and moral values that can be interpreted pragmatically.²⁵

Table 1. Politeness Strategy Findings in Siraj Cartoon Series Season 4 in Episode 1 “البيئة”

Arabic Dialogue Clip	English Translation	Types of Imperative Speech	Strategy Politeness (Brown & Levinson)	Speaker & Speaker	Pragmatic Meaning
ما رأيك أن نتأكد من صديقتنا العزيز سراج؟	“What do you think if we confirm our friend Siraj?”	Imperative request (indirect form, with particle ما رأيك أن ...)	Positive politeness	Rashid Noura	Inviting to take joint action in a polite manner; show respect and cooperation.

Based on the table 1, it is found that positive politeness strategies are realized through mental processes that involve the interlocutor, thereby framing requests in a collaborative manner. In season 4 episode 1, titled البيئة there's a dialogue between Rashid and Noura, who are trying to find out information about life on the beach. However, they don't know much about it. Finally, Rashid

²² Nur Rasyidah Mohd Nordin, Muhammad Hussain Hamza, and Zalmizy Hussin, “Politeness Strategies in Declining Invitations : A Cross-Cultural Analysis between Iraqi Arabs and Kurds,” 3L: Language, Linguistics, Literature Vol. 30, no. 2 (2024): 218–30. DOI: <http://doi.org/10.17576/3L-2024-3002-14>

²³ Alsuhaimeh, “Dubbing of English Animated Series into Arabic on Shabid and Netflix : An Analysis Based on the Politeness Theory,” Saudi Journal of Language Studies Vol. 4. No. 2 (2025): 69-96. DOI: <https://doi.org/10.1108/SJLS-02-2024-0015>

²⁴ Gunther Kress and Theo Van Leeuwen, “Information Reading Images - The Grammar of Visual Design,” VNU Journal of Foreign Studies Vol. 33 (2017): 164–68. DOI: <https://doi.org/10.25073/2525-2445/vnufs.4217>

²⁵ Farida J Washokera and Lea Mpobela, “Pragmatics of Impoliteness in Construction Sites : A Case Study of Mwanza, Tanzania,” European Journal of Language and Culture Studies Vol. 2, no. 2 (2023): 44–59. DOI: <https://doi.org/10.24018/ejlang.2023.2.2.79>

tells Noura, "ما رأيك أن نتأكد من صديقتنا العزيز سراج؟" Siraj is a smart lamp that can answer all of Rashid and Noura's questions. This section shows an imperative utterance of the request type.

The dialogue's utterances reflect Brown and Levinson's positive politeness strategy.²⁶ The speaker, Rashid, does not give a direct order, but instead uses the question form *ما رأيك أن* to involve Noura in a joint decision. This form reduces the threat of negative face by allowing space for the other person's opinion, while maintaining positive face by demonstrating familiarity and cooperation through the use of the pronoun "we."

In the perspective of transitivity, the verb *رأيك* shows a cognitive mental process, where Noura acts as a senser (thinker) and the act of ensuring Siraj becomes a phenomenon (object of awareness). This structure strengthens pragmatic politeness, because the speaker invites thinking together, not giving a direct order. Thus, the mental process aspect supports positive politeness strategies,²⁷ resulting in polite, reflective, and collaborative speech between speaker and hearer. Therefore, the use of mental processes in invitation speech strengthens positive politeness strategies²⁸ by maintaining face and involving the interlocutor.²⁹

Table 2. Politeness Strategy Findings in Siraj Cartoon Series Season 4

Arabic Dialogue Clip	English Translation	Types of Imperative Speech	Strategy Politeness (Brown & Levinson)	Speaker & Speaker	Pragmatic Meaning
عليك أن تهتم أكثر بالبيئة.	"We have to care more about the environment."	Imperative indirect command (with particle <i>alayka an...</i>)	Negative politeness	Rāshid & Noura beach dwellers	Directing behavior in a polite manner; demonstrating environmental concern without being pushy.

Based on the table 2, it is found that negative politeness is realized through indirect imperatives that emphasize collective awareness and responsibility. In the second part, a sentence was found stated by a beach resident explaining the importance of maintaining environmental cleanliness with the sentence "عليك أن تهتم أكثر بالبيئة". This sentence includes an imperative command that is not directly formed using *lam nabi* which functions to indicate a prohibition.

²⁶ Said Fathi, "Revisiting Brown and Levinson's Theory of Politeness," European Journal of Language and Culture Studies 3, no. 5 (2024): 1–11. DOI: <https://doi.org/10.24018/ejlang.2024.3.5.137>

²⁷ Halliday, *Introduction to Systemic Functional Linguistics*, Angewandte Chemie International Edition, 6, 11 (1967): 951–952. DOI: <https://doi.org/10.5296/jsel.v4i1.9423>

²⁸ Nurjannah, "Mental Process of Transitivity in the Main Character of Horse Girl Movie: A Systemic Functional Linguistic Approach," Journal of Language Education 14 (2024): 57–61. DOI: <https://doi.org/10.37630/jpb.v14i2.2276>

²⁹ Hameed Yahya A, et.al, "Ostensible Commissive Acts in Saudi Spoken Arabic : Socio-Pragmatic Functions," Journal of Intercultural Communication 25, no. 2 (2025): 74–87. DOI: <https://doi.org/doi.org/10.36923/jicc.v25i2.1074>

The utterance in the dialogue between is a form of indirect imperative which reflects the negative politeness strategy according to Brown and Levinson.³⁰ The structure of *فعل + عليك أن* 'mudhāri' is used to reduce the threat of negative face to the listener, so that the invitation is delivered politely and not coercively. The choice of the inclusive pronoun "we" indicates collective responsibility that strengthens solidarity and reduces the impression of authoritativeness.³¹ Socially, the relationship between the speaker and the addressee is equal, with a low degree of imposition because the invitation is speech moral, not instructive.

From Halliday's Systemic Functional Linguistics perspective, the verb "نهتم" represents a mental-behavioral process that expresses awareness and concern. The implicit subject "نحن" acts as the senser, while "بالبيئة" as the phenomenon or object of attention, with the element "أكثر" marking the moral intensity of the action. Thus, this utterance demonstrates the synergy between pragmatic politeness and ideational functions, where language not only regulates social interactions politely, but also articulates ethical values in the form of empathy and responsibility towards the environment.^{32,33}

Table 3. Politeness Strategy Findings in Siraj Cartoon Series Season 4

Arabic Dialogue Clip	English Translation	Types of Imperative Speech	Strategy Politeness (Brown & Levinson)	Speaker & Speaker	Pragmatic Meaning
لكن أرجو الاهتمام بجمع الأكياس البلاستيكية منفصلة عن أنواع النفايات الأخرى.	"But please pay attention to collect plastic bags separately from other waste."	Imperative polite request (with verb (أرجو))	Off-record politeness	Coast guard turtle Rashid, Noura, Siraj	Contains the meaning of polite instructions; maintaining good relations by asking.

Based on the table 3, it is found that off-record politeness is realized through mental processes expressing hope, enabling indirect and harmonious commands. In the third section, another sentence is found, uttered by the beach keeper, namely the turtle, who is happy that Rashid, Noura, and Siraj have joined in cleaning the beach of plastic waste and planting trees. Then, the turtle gives

³⁰ Fathi,S "Revisiting Brown and Levinson's Theory of Politeness," European Journal of Language and Culture Studies 3, no. 5 (2024): 1–11. DOI: <https://10.24018/ejlang.2024.3.5.137>

³¹ Dwi Bambang et al., "Grammatical Strategies of Persuasion in President Prabowo Subianto' SD -8 Summit 2024 Speech," JOLLT Journal of Languages and Language Teaching 13, no. 3 (2025): 1588–97. DOI: <https://doi.org/10.33394/jollt.v13i3.15141>

³² Halliday, *Introduction to Systemic Functional Linguistics*, Angewandte Chemie International Edition 6, 11 (1967): 951–952. DOI: <https://doi.org/10.5296/jsel.v4i1.9423>

³³ Veronika Listi et al., "Ideational Meaning of Material Process in EFL Students' Problem-Solving Text: A Frame of Systemic Functional Linguistics," Qubahan Academic Journal 5, no. 3 (2025): 349–67. DOI: <https://doi.org/10.48161/qaj.v5n3a1871>

"لكن أرجو الاهتمام بجمع الأكياس البلاستيكية منفصلة عن أنواع النفايات الأخرى". This sentence means to order Rashid, Noura, and *Siraj* without using direct sentences to order them.

The dialogue between the beach janitor and Noura's friends demonstrates an off-record (indirect) politeness strategy aimed at maintaining harmonious communication. Based on Brown and Levinson's theory, the form of أرجو is an off-record politeness strategy because the speaker conveys a command subtly through an expression of hope, rather than a direct instruction.³⁴ This strategy reduces the threat to the interlocutor's negative face, namely the desire to remain free from pressure or coercion. In a social context, the relationship between the lifeguard turtles and Rashid, Noura, and *Siraj* is intimate, so the use of polite forms becomes a means of maintaining closeness and respect.

From Halliday's Systemic Functional Linguistics transitivity perspective, this clause is a mental process because it emphasizes the cognitive activity of paying attention (الإهتمام) as a form of awareness, not a physical action. The speaker positions himself as the party who hopes and the interlocutor as the party who is expected to pay attention or understand the moral message. Thus, the linguistic structure and word choice used display politeness as well as educational value. Pragmatically-functionally, this utterance demonstrates a combination of linguistic politeness, social empathy, and a moral call to care for the environment.³⁵

Table 4. Politeness Strategy Findings in Siraj Cartoon Series Season 4

Arabic Dialogue Clip	English Translation	Types of Imperative Speech	Strategy Politeness (Brown & Levinson)	Speaker & Speaker	Pragmatic Meaning
أريد شراء هذه السيارة يا نُورَة . → لكن لديك سيارة تُشبهها يا راشد!	"I want to buy this toy car." "But you already have a similar car, Rāshid!"	Indirect prohibition speech (subtle rejection strategy)	Negative politeness	Rashid Noura	Demonstrates politeness in prohibiting with rational reasons; teaches thrifty behavior.

Based on the table 4, it is found that negative politeness is realized through relational processes that soften prohibitions and maintain solidarity. Then in episode 2 entitled "الإدخار" it

³⁴ Fathi,S "Revisiting Brown and Levinson's Theory of Politeness," European Journal of Language and Culture Studies 3, no. 5 (2024): 1–11. DOI: <https://10.24018/ejlang.2024.3.5.137>

³⁵ Halliday, *Introduction to Systemic Functional Linguistics* , Angewandte Chemie International Edition, 6 11 (1967): 951–952. DOI: <https://doi.org/10.5296/jsel.v4i1.9423>

was found in Rashid's expression asking to be bought a new toy car, but Noura forbade him with the following dialogue.

"أريد شراء هذه السيارات يا نور" فالجواب : "لكن لديك سيارة ت ش بهها يا راشد!"

In this sentence, in particular in Noura's answer to Rasyid, it was meant to be a prohibition on buying toy cars because there were still toys that resembled the new car that she wanted to buy.

In this utterance, Noura subtly uses the negative politeness strategy according to Brown and Levinson's framework³⁶ by conveying rejection of Rāshid's desire to buy a toy car without using a direct prohibition. By saying "لكن لديك سيارة تُشبهها يا راشد" ("But you already have a similar car, Rāshid!"), Noura gives the reason that Rāshid already has a similar item, and through this reason she maintains Rāshid's freedom (negative face) namely his desire to act without restrictions.

If examined through transitivity in Systemic Functional Linguistics, Rāshid uses the mental process of 'wanting' (أريد شراء هذه السيارة) which indicates a mental impulse or desire, while Noura chooses the relational process of ownership ("you have ...") rather than the direct material process such as "don't buy". The shift to the relational process changes the meaning of the utterance from a direct act of prohibition to conveying facts, so that the threat to social face becomes lighter.³⁷ In a literature supporting that the choice of this relational process simultaneously reduces the degree of Face Threatening Act and maintains solidarity between friends, a pattern that is also found in the discourse of Arabic cartoons with educational characters.³⁸

Thus, Noura's speech not only serves a social function in reinforcing frugality, inviting Rāshid to consider that new purchases may be unnecessary, but also maintains harmony between friends by choosing a polite and non-coercive form. This approach aligns with recent studies that emphasize that reasoning or presenting facts are often used to manage Face Threatening Act while maintaining social relations.³⁹ Thus, this analysis demonstrates that through the choice of politeness strategies and types of linguistic processes, the speaker successfully conveys prohibitions or restrictions subtly while maintaining friendship and solidarity.

Table 5. Politeness Strategy Findings in Siraj Cartoon Series Season 4 in Episode 2 "الإدخار"

Arabic Dialogue Clip	English Translation	Types of Imperative Speech	Strategy Politeness (Brown & Levinson)	Speaker & Speaker	Pragmatic Meaning
راشد، عليك تعلم الإدخار.	"Rāshid, you have to learn to save."	Imperative indirect command (with	Positive politeness	Noura Rashid	Deliver advice in a gentle and educational tone;

³⁶ Fathi, S, "Revisiting Brown and Levinson's Theory of Politeness," European Journal of Language and Culture Studies 3, no. 5 (2024): 1–11. DOI: <https://10.24018/ejlang.2024.3.5.137>

³⁷ Halliday, *Introduction to Systemic Functional Linguistics*, Angewandte Chemie International Edition, 6 11 (1967): 951–952. DOI: <https://doi.org/10.5296/jse.v4i1.9423>

³⁸ Osama, H, "Sociopragmatics in Cartoons : Politeness and Power Violations in the Arabic Version of Gumball," Journal of Scientific Research in Arts 24, no. 1 (2023): 1–35. DOI: <https://doi.org/10.1108/SJLS-02-2024-0015>

³⁹ Kazunori Terada, Mitsuki Okazoe, and Jonathan Gratch, "Effect of Politeness Strategies in Dialogue on Negotiation Outcomes," IVA' 21, (2021): 14–17. DOI: <https://doi.org/10.1145/3472306.3478336>

(... an...)	demonstrate moral concern.
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Based on the table 5, it is found that positive politeness is realized through gentle directive constructions that emphasize care and self-development. Next in the speech "راشد, عليك تعلم الإيدار" is an expression expressed by Noura to Rashid, that he must learn to save.

The utterances in the dialogue delivered by Noura to Rāshid show a directive action packaged gently through the construction *عليك + masdar*, which from the perspective of Brown & Levinson's politeness can be categorized as a positive politeness strategy, namely the speaker tries to maintain the listener's positive face by showing concern and solidarity, rather than giving the impression of direct dominance.⁴⁰ This strategy is used because the form of the utterance is a caring advice, not a direct command that is technical or coercive. The speaker positions himself as a party who cares about Rāshid's moral and economic development, so that the message conveyed feels educational and friendly. This approach is in line with the findings of politeness research in the Arabic context which shows that expressions of advice and reprimands are generally packaged in the form of solidarity and empathy, not as expressions of authority or power.⁴¹

On the other hand, from the perspective of transitivity analysis within Halliday's framework, the clause uses the process "تعلم" (learning) which is classified as a material or mental process with a hidden actor (Rāshid) and the goal "الإيدار" (saving), so that its ideational meaning is not just a direct command but an encouragement for self-development.⁴² Placing the process "learning" instead of "save now" reduces the burden of imposition (R) and is suitable for application in a relationship of intimacy (low D, moderate P) so that the positive politeness strategy becomes a relevant choice in that context. Thus, the analysis of politeness and transitivity simultaneously shows how Noura's linguistic choices consider not only social relations but also the ideational function of the utterance.

Table 6. Politeness Strategy Findings in Siraj Cartoon Series Season 4

Arabic Dialogue Clip	English Translation	Types of Imperative Speech	Strategy Politeness (Brown & Levinson)	Speaker & Speaker	Pragmatic Meaning
علينا أن لا نشترى كل	"We should not buy everything we	Normative command imperative	Negative politeness	Noura Rashid	Delivering moral commands

⁴⁰ Fathi, S, "Revisiting Brown and Levinson's Theory of Politeness," European Journal of Language and Culture Studies 3, no. 5 (2024): 1–11. DOI: <https://10.24018/ejlang.2024.3.5.137>

⁴¹ Abdel Rahman and Mitib Altakhaineh, "Politeness Strategies Used for Requesting Tips in Jordanian Co Ff Ee Houses," Language and Semiotic Studies, Vol. 10 (2025): 1–22. DOI: <https://doi.org/10.1515/lss-2025-0019>

⁴² Halliday, *Introduction to Systemic Functional Linguistics*, Angewandte Chemie International Edition, 6 11 (1967): 951–952. DOI: <https://doi.org/10.5296/jsel.v4i1.9423>

ما نريد، بل نشترى الأشياء نحتاج إليها فقط.	want, but only what we need."	gently and wisely; instilling the value of thrift.
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Based on the table 6, it is found that negative politeness is realized through inclusive forms that collectively limit action while minimizing imposition. Then in the sentence that Noura said to Rashid, namely "علينا ان لا نشترى كلما نريد، بل نشترى الأشياء نحتاج اليه فقط". In speech this is what Noura means for ordered Rashid to buy all something that is needed just without throw money away for something that is not so important .

The utterances in the dialogue represent form directive normative which contains potential face threatening act against negative face partner speech because limit freedom act. However, the speaker manage threat the through the strategy of negating politeness⁴³ with formulate order in a way no direct and collective use the form of "علينا" (we must), which shifts not quite enough answer from individual to group.⁴⁴ Use structure inclusive this functioning as mitigation burden pragmatic and demonstrate attitude respect to autonomy against said. In addition, the statement the contrast "بل نشترى ... فقط" strengthens the minimize imposition strategy because offer more alternatives soft and rational. This finding aligns with a previous study of Arabic directives, which found that when speakers want to teach or advise, they tend to use collective or indirect forms to remain polite.⁴⁵

From the perspective of Systemic Functional Linguistics transitivity, the main clause "أن لا" represents a material process with an inclusive actor "نا" and an object "كل ما نريد", while the relative clause "نحتاج إليها" indicates a mental process that links the act of buying with rational needs, not emotional desires. The combination of these two processes shows a synergy between pragmatic and functional aspects, where politeness is not only realized through interpersonal speech choices, but also through the structure of experience that organizes the relationship between actions, actors, and moral values.

⁴³ Fathi, S, "Revisiting Brown and Levinson's Theory of Politeness," European Journal of Language and Culture Studies 3, no. 5 (2024): 1–11. DOI: <https://doi.org/10.24018/ejlang.2024.3.5.137>

⁴⁴ Nida, N, "Arabic Politeness Strategy of Directive Speech in the Movie " Barnamij Umar Wa Ikbwatuhu ": Geoffrey Leech's Perspective," ALSUNIYAT: Journal of Arabic Language, Literature, and Culture Research 7, no. 1 (2024): 173-187. DOI: <https://doi.org/10.17509/alsuniyat.v7i1.67562>

⁴⁵ Nida, N, "Arabic Politeness Strategy of Directive Speech in the Movie " Barnamij Umar Wa Ikbwatuhu ": Geoffrey Leech's Perspective," ALSUNIYAT: Journal of Arabic Language, Literature, and Culture Research 7, no. 1 (2024):173-187. DOI: <https://doi.org/10.17509/alsuniyat.v7i1.67562>

Table 7. Politeness Strategy Findings in Siraj Cartoon Series Season 4 in Episode 3 “الثقة في النفس”

Arabic Dialogue Clip	English Translation	Types of Imperative Speech	Strategy Politeness (Brown & Levinson)	Speaker & Speaker	Pragmatic Meaning
هل يمكنك مساعدتنا في شرح معنى ثقة بالنفس؟	“Can you help us explain the meaning of self-confidence?”	Imperative indirect request (interrogative)	Negative politeness	Noura Siraj	Asking for an explanation using a polite question form; showing respect for the conversation partner.
لكن أحتاج لتوضيح أكثر يا سراج!	“But I need further explanation, Siraj!”	Imperative additional request	Positive politeness	Rashid Siraj	Ask for additional explanation in a friendly and respectful tone.

Based on the table 7, it is found that requests are realized through interrogative and mental-process forms that soften directives. Next, we move on to episode 3, entitled *الثقة في النفس*. We find the utterances conveyed by Noura and Rashid to Siraj, the smart lamp they own. The utterances are "هل يمكنك مساعدتنا في شرح معنى ثقة بالنفس؟" and "لكن أحتاج لتوضيح أكثر يا سراج!". They intend to order Siraj to provide an explanation about self-confidence with the imperative mode used, namely interrogative sentences. Then After Siraj explained, Rashid asked to return explain in a way clear about believe themselves that they are ask.

In the first utterance, "هل يمكنك مساعدتنا في شرح معنى ثقة بالنفس؟", Noura conveys a request to Siraj very politely through the interrogative form and the use of the modal "يمكنك" which implicitly gives Siraj a choice. This strategy shows negative politeness because prioritize freedom and comfort partners said.⁴⁶ This is reinforced by previous findings that the characteristics of negative politeness are providing choices, not forcing, and showing recognition of the autonomy of the interlocutor.⁴⁷ Then in negative politeness there is an element of deference, namely the speaker seems to say "if you wish". This is in accordance with the mapping of a more indirect request

⁴⁶ Fathi ,S, "Revisiting Brown and Levinson's Theory of Politeness," European Journal of Language and Culture Studies 3, no. 5 (2024): 1–11. DOI: <https://10.24018/ejlang.2024.3.5.137>

⁴⁷ Sagit Bar On and Natalia Meir, "Requests and Apologies in Two Languages among Bilingual Speakers : A Comparison of Heritage English Speakers and English- and Hebrew-Dominant Bilinguals," Frontiers in Psychology, Vol 13 December (2022): 1–19. DOI: <https://doi.org/10.3389/fpsyg.2022.1017715>

strategy in peer relations or education.⁴⁸ In terms of structure, the modal clause covers the material process "مساعدتنا", so that the action of "helping" still appears but does not directly command, this shows a combination of politeness strategies and the realization of the process within the transitivity framework. In line with other findings that the material process packaged in the modal clause ("could you...") which has the effect of making the command sound more polite and not domineering and is called "interpersonalization of material process", namely softening the command through modal forms in order to maintain politeness and the face of the interlocutor.⁴⁹

Meanwhile, in the second utterance, "لكن أحتاج لتوضيح أكثر يا سراج", Rāshid conveys a personal need for additional explanation to Siraj. The choice of the word "أحتاج" transforms a direct request into an expression of need, and the use of the vocative "يا سراج" emphasizes familiarity. This reflects positive politeness, as the focus is on the speaker's good relationship and closeness with the interlocutor. In transitivity, the mental process "أحتاج" replaces the usual material process in the command, so that its shape more gentle. However still functioning as Requests. This is in line with previous research findings that explain this mental process, which makes speech seem subjective, rather than commanding. This is a pattern often used for softened directives.⁵⁰

Table 8. Politeness Strategy Findings in Siraj Cartoon Series Season 4

Arabic Dialogue Clip	English Translation	Types of Imperative Speech	Strategy Politeness (Brown & Levinson)	Speaker & Speaker	Pragmatic Meaning
هل نستطيع حضور الحلقة الأولى في الإستوديو يا بلبل؟	"Can we attend the first event at the studio, oh bird?"	Imperative indirect request for permission	Negative politeness	Rāshid & Noura Songbirds	Asking permission in an interrogative form; maintaining face and politeness.

⁴⁸ Mohammad Mahzari and Farooq Altameemy, "The Speech Act of Arabic Requests in WhatsApp Messages in The Workplace," *Ijaz Arabi Journal of Arabic Learning* 8, no. 2 (2025): 658–76. DOI: <https://doi.org/10.18860/ijazarabi.V8i2.31987>

⁴⁹ Femi Kurnia et.al., "Transitivity Analysis of Prabowo Subianto's Speech at the 20th Shangri-La Dialogue Conference in Singapore," *J-Shelvesofindragiri (JSi)* 6, No. 1 (2024): 69–86. DOI: <https://doi.org/10.61672/jsi.v6i1.2744>

⁵⁰ Safaa Moustafa Khalil, "Identity of Successful Women: An Analysis of Transitivity Systems and Stance Markers in Selected TED Talks," *World Journal of English Language* 14, no. 1 (2024): 350–60. DOI: <https://doi.org/10.5430/wjel.v14n1p350>

Based on the table 8, it is found that requests are realized through interrogative and mental-process forms that soften directives and maintain politeness. In speech next, Rashid and Noura already there is somewhere a place that teaches the meaning of belief self with example real in life.

They meet with Bird singer who was in the studio with expression "هل نستطيع حضور الحلقة الأولى؟" *هل نستطيع حضور الحلقة الأولى؟*. In the expression 'This intend to for request permission with imperative mode that is use sentence ask.

Speech in the dialogue expressed by Rashid and Noura to song bird represent action imperative in the form of request realized permits through form interrogative, so that threat against negative face of partner speech can minimized. With follow framework Brown and Levinson's politeness, form no direct the categorized as a negative politeness strategy because speaker confess authority partners speak and give room rejection through choice modality the ability of "نستطيع" instead of form imperative directly.⁵¹ Findings This in accordance with study latest about utilization sentence ask as request polite in Arabic discourse and education language that shows that interrogative directives are effective reduce face Threatening Act.⁵²

At the same time, from the perspective of Systemic Functional Linguistics transitivity, this clause realizes a material process with a plural actor ("نا") and a goal "حضور الحلقة الأولى", which is wrapped in modal ability and interrogative mood. This configuration shows that the choice of process and mood functions interpersonally to reduce the power of speech coercion and affirm the right of freedom of the interlocutor. With Thus, the structure grammatical support the chosen politeness strategy speaker .

Table 9. Politeness Strategy Findings in Siraj Cartoon Series Season 4

Arabic Dialogue Clip	English Translation	Types of Imperative Speech	Strategy Politeness (Brown & Levinson)	Speaker & Speaker	Pragmatic Meaning
نرجو أن يكون الجميع قد استفاد منها.	"We hope everyone has benefited from it."	Imperative in the form of hope (رجاء)	Off-record politeness	Narrator / Siraj Listener	Invite to learn wisdom and lessons in the form of polite wishes.

Based on the table 9, it is found that mitigated imperatives are realized through mental processes expressing hope to minimize imposition. In the following dialogue that is "نرجو ان يكون"

⁵¹ Fathi,S "Revisiting Brown and Levinson's Theory of Politeness," European Journal of Language and Culture Studies 3, no. 5 (2024): 1–11. DOI: <https://10.24018/ejlang.2024.3.5.137>

⁵² Dina Abdel Salam El-dakhs, Jawaher Nasser Alhaqbani, and Laila Mardini, "How Do Saudi EFL Learners Realize the Speech Act of Request?," Cogent Arts & Humanities 10, no. 2 (2023): 1-25. DOI: <https://doi.org/10.1080/23311983.2023.2285097>

"الجميع قد استفاد منها". In the sentence in this case, the presenter of the seminar activity intends to convey orders for take every what is useful from what has been conveyed by the speaker to the audience using sentence mode imperative use sentence hope .

The utterances in the dialogue are basically realize action mitigated imperative through politeness strategies no directly. With use mental verb "نرجو", speaker move center action speech from obligation listener to attitude affective speaker so that threat against the negative face of the listener to be minimal.⁵³

Within the framework Systemic Functional Linguistics transitivity , clauses the realized as a mental process with "نا" as the senser and clause complement "أن يكون الجميع قد استفاد منها" as a phenomenon, so the act of " taking "benefits" are placed at the level representation, not order directly. Packaging mental processes as carrier function directive this show that choice grammatical can work as device politeness because he lower level coercion however still convey objective pedagogical findings this in harmony with study politeness and transitivity in discourse contemporary 2022–2025 which affirms that selection of mental processes and structures clause tiered effective for guard harmony interaction without sacrifice function instructional.⁵⁴

Table 10. Politeness Strategy Findings in Siraj Cartoon Series Season 4 in Epsiode 4 "الوقت"

Arabic Dialogue Clip	English Translation	Types of Imperative Speech	Strategy Politeness (Brown & Levinson)	Speaker & Speaker	Pragmatic Meaning
أرغب في رؤية الصور التي جهزتها للمسابقة.	"I want to see the pictures you have prepared for the competition."	Imperative indirect commands	Negative politeness	Noura the Painter	Politely ask the other person to show their work without pressuring them.

Based on the table 10, it is found that negative politeness in directive speech is realized through mental-process expressions of desire that frame commands indirectly and respect the interlocutor's autonomy. In the fourth episode, entitled "الإلتزام في الوقت" Noura utters several utterances to a painter. They want to learn how to manage time effectively, for example, in their work. Noura's utterance to the painter is "ارغب في رؤية الصور التي جهزتها للمسابقة" This utterance

⁵³ Fathi, S, "Revisiting Brown and Levinson's Theory of Politeness," European Journal of Language and Culture Studies 3, no. 5 (2024): 1–11. DOI: <https://doi.org/10.24018/ejlang.2024.3.5.137>

⁵⁴ Laksono K, et.al, "The Application of Politeness Principles in Speech Acts in the 2024 Presidential Election Debate," Cogent Arts & Humanities 12, no. 1 (2025): 1-15. DOI: <https://doi.org/10.1080/23311983.2025.2495479>

is intended to order the painter to immediately show his paintings for Noura and Rashid to comment on.

The utterance in the dialogue between Noura and a painter represents an imperative act packaged through a negative politeness strategy because the speaker chooses an indirect request form based on a statement of personal desire.⁵⁵ Instead of using a direct imperative that could potentially threaten the negative face of the interlocutor, the speaker positions herself as the party "asking permission" to view the work, so that the painter's autonomy is still respected. This pattern is in line with the findings of contemporary Arabic politeness studies which show that requests are often realized through expressions of desire or willingness to minimize the degree of coercion.⁵⁶

Grammatically, the main clause utilizes the mental process "أرغب" with the speaker as the senser and the activity of seeing as the phenomenon, while the obligation of the speech partner is stored in the relative clause "التي جهزتها للمسابقة" which contains the material process "جهزتها". The selection of the mental process in the main clause shows that the action is projected first as the speaker's internal attitude, not a direct demand to the painter, so that the transitivity structure also embodies pragmatic politeness.⁵⁷

Table 11. Politeness Strategy Findings in Siraj Cartoon Series Season 4

Arabic Dialogue Clip	English Translation	Types of Imperative Speech	Strategy Politeness (Brown & Levinson)	Speaker & Speaker	Pragmatic Meaning
أخبرينا من فضلك فالوقت يمضي بسرعة.	"Please tell us, because time is running fast."	Direct polite imperative command	Positive politeness	Painter Noura	Inviting action quickly but politely; showing respect for the time and the person you are speaking to.

Based on the table 11, it is found that directives are softened through a combination of positive politeness (inclusive address) and negative politeness (polite formula), supported by verbal and material process choices. Then there is a story told by a painter to Noura about Noura who has the right way to choose the best painting. A painter said "أخبرينا من فضلك فالوقت يمضي بسرعة".

⁵⁵ Fathi, S, "Revisiting Brown and Levinson's Theory of Politeness," *European Journal of Language and Culture Studies* 3, no. 5 (2024): 1–11. DOI: <https://10.24018/ejlang.2024.3.5.137>

⁵⁶ Bilal A Al-adaileh, "Off-Record Indirectness in Jordanian Arabic," *Journal of Politeness Research*, Vol. 20. No. 2. April (2025): 1–25. DOI: <https://doi.org/10.1515/pr-2022-0047>

⁵⁷ Ragiél Yusuf et al., "The Analysis of Transitivity System in Tourism Destination Brochure Based on Systemic Functional Linguistic," *Acitya: Journal of Teaching & Education* 5, no. 2 (2023): 200–213. DOI: <https://doi.org/10.30650/ajte.v5i2.3589>

This story is intended to get Noura to quickly mention the best method so that the selection of the best painting can be completed quickly while fulfilling the time discipline.

The utterance in the dialogue between a painter and Noura is an imperative that potentially threatens the negative face of the interlocutor because it demands immediate action. However, the speaker reduces this threat through a combination of Brown and Levinson's politeness strategies,⁵⁸ namely (1) the use of inclusive pronouns in the imperative form "أخبرينا" which emphasizes togetherness and solidarity so that it falls into the category of positive politeness, and (2) the insertion of the polite formula "من فضلك" which realizes the negative politeness typical of Arabic discourse because it recognizes the autonomy and right to refuse the interlocutor.

From the Systemic Functional Linguistics transitivity perspective, the main clause "أخبرينا" is realized as a verbal process with Noura as Sayer and "نا" as Receiver, which marks the distribution of knowledge to the group; while the explanatory clause "فالوقت يمضي بسرعة" displays a material process with "الوقت" as Actor, which ideationally expresses time pressure and interpersonally reinforces the rationality of the request.⁵⁹ This pattern shows that politeness in the data is not only pragmatic in dimension, but also grammatically constructed through the choice of process type and clause expansion.⁶⁰

So, from all the interpretations of the data above, we can conclude in the form of a presentation table of the emergence of politeness strategies and the frequency of transitivity process types in each utterance containing politeness strategies in the following table.

Table 13. Politeness Strategies of Characters in the Siraj Series Season 4

No	Types of Politeness Strategies by Brown & Levinson	Number of Appearances	Percentage (%)
1	Positive Politeness	4	33.3%
2	Negative Politeness	5	41.7%
3	Off-Record Politeness	2	16.7%
4	Bald On-Record	0	0 %
	Total	11 data	100%

Based on the table 13 is found that the negative politeness strategy appears most dominant (41.7%), followed by positive politeness (33.3%). This shows that *Siraj's* discourse emphasize balance between caution social and moral intimacy, in line with function educative cartoon child.

⁵⁸ Fathi, S, "Revisiting Brown and Levinson's Theory of Politeness," European Journal of Language and Culture Studies 3, no. 5 (2024): 1–11. DOI: <https://doi.org/10.24018/ejlang.2024.3.5.137>

⁵⁹ Halliday, *Introduction to Systemic Functional Linguistics*, Angewandte Chemie International Edition, 6 11 (1967): 951–952. DOI: <https://doi.org/10.5296/jssel.v4i1.9423>

⁶⁰ Hagit Shefer, "Face-Saving Strategies : The Case of Hebrew SAY Expressions," *Lingua* 2 80 (2022): 103439, <https://doi.org/10.1016/j.lingua.2022.103439>

Table 14. Types of Transition Processes in Character Speech

Types of Transitivity Processes by Halliday	Number of Appearances	Percentage (%)	Ideational / Interpersonal Function
Mental Process	6	50.0%	Demonstrates awareness, empathy, and moral reflection (رأيتُ، نْهْتَم، أَرْجُو، أَرْغَب، نَرْجُو)
Verbal Process	2	16.7%	Marking collaborative and participatory communication (أخبرينا)
Relational Process	2	16.7%	Constructing social facts and values without direct pressure (...لديك سيارة، أن يكونا لجمع)
Material Process	1	8.3%	Indicates real action, usually appears in an instructive context (...نشترى)
Behavioral Process	1	8.3%	Connecting external actions with social awareness (نْهْتَم أكثر بالبيئة)
Total	12 data	100%	

Based on the table 14, it is found that the mental process is the most dominant (50%), indicating that politeness in Siraj is more often realized past moral awareness, hope, and empathy, not direct commands. This demonstrates the integration of politeness (pragmatic) and transitivity (grammatical) strategies in constructing interpersonal meaning.

Closing

This study shows that politeness in Siraj Season 4 functions both as a social strategy and a grammatical choice realized through specific transitivity processes. Positive and negative politeness dominate, reflecting solidarity, empathy, and respect, and are mainly realized through mental and verbal processes that support reflective, educational communication. Off record strategies appear in morally sensitive contexts through relational and mental processes, while bald on record strategies occur in authoritative instructional situations. Overall, the findings confirm a systematic link between politeness strategies and Systemic Functional Linguistics process types, highlighting Arabic children's media as a valuable resource for pragmatic functional analysis and pedagogical development.

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