

## **CHAPTER IV: CONCLUSION**

The book "The Pragmatics of Politeness" by Geoffrey Leech provides a deep insight into the concept of politeness in the context of language and social interaction. Through careful analysis, Leech outlines the basic principles that shape politeness behavior, such as kindness, humility, and mutual respect.

By combining the linguistic approaches of pragmatics and social theory, Leech presents a rich understanding of how language is used to obtain communicative goals while maintaining harmonious social relations.

As such, this book not only provides insight into the concept of politeness in language, but also reveals the complexity of the social dynamics behind everyday human interactions. In conclusion, "The Pragmatics of Politeness" makes an important contribution to our understanding of how language reflects and shapes politeness culture in society.