

Dhisa Yutdha-seri 2012: The Comparative Study of the Politeness Strategies in Refusals between Private Corporation and Government Sector. Master of Arts (Applied Linguistics), Major Field: Applied Linguistics, Department of Linguistics. Thesis Advisor: Miss Pananda Lerlertyuttitham, Ph.D. 123 pages.

The objective of this research were to study firstly, politeness strategies in refusal of request, suggestion, and caution in a private corporation and the government sector; secondly, a comparison of the politeness strategies in refusals between a private corporation and the government sector, and thirdly, the relationship of politeness strategies used and the social status of the interlocutors.

The data was collected from 120 respondents from both private and government officials by analysis the linguistic form which is the interpretation of respondents.

The findings reveal that politeness strategies in refusal of request, suggestion, and caution in a private corporation and the government sector are displayed in different ways such a strategy is a privately held corporation in the 10 strategies: expressing desire to help, giving reason, suggesting, giving deference, offering postponing, expressing agreement, thanking, apologizing, promising, and stating desire. The government sector of the 11 politeness strategies except for asking for permission, are not found in private corporation. Moreover, the relationship between politeness strategies used and the social status of interlocutors is related to the politeness strategies used in refusal, which is likely caused by the focus on the social status of the interlocutors rendered by officers in both the private and government sectors.

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