

## **CHAPTER 4**

### **RESULTS**

This chapter presents and describes the research findings, which are organized in order to achieve the purposes of the study as mentioned in Chapter 1. The first part of this chapter concerns the analysis of the 40 situations in 8 patterns towards the speech acts of greeting semantic formulas and replies to greetings in the hotel business among the gender of interlocutors. The information included in this chapter centers on the essential findings of the study, which have been related to the research questions of the present investigation. This chapter is divided into four major parts:

4.1 The strategies used in greetings employed by the hotel staff and the hotel guests.

4.2 The strategies used in replies to greetings employed by the hotel staff and the hotel guests.

4.3 The similarities and differences of the strategies used in greetings when social status of the hotel staff and the hotel guests are considered.

4.4 The similarities and differences of the strategies used in replies to greetings when social status of the hotel staff and the hotel guests are related.

#### 4.1 Strategies used in Greetings and Replies to Greetings

The analysis of speakers intent, or what speakers mean to convey when they use a structure in context, is called the analysis of pragmatics, which is necessary to understand concerned with speech act study (Levinson. 1983). A pragmatic strategy is defined as a word, phrase, clause, or sentence that meets a specific semantic criterion necessary to perform a speech acts (Shea. 2003).

This part of the study presents an analysis of the frequencies of speech acts employed by 40 interlocutors: 5 situations of the male hotel staff greets and the male hotel guest replies (MHS - MHG), 5 situations of the male hotel staff greets, the female hotel guest replies (MHS – FHG), 5 situations of the female hotel staff greets, the male hotel guest replies (FHS – MHG), 5 situations of the female hotel staff greets, the female hotel guest replies (FHS – FHG), 5 situations of the male hotel guest greets, the male hotel staff replies (MHG – MHS), 5 situations of the male hotel guest greets, the female hotel staff replies (MHG – FHS), 5 situations of the female hotel guest greets, the male hotel staff replies (FHG – MHS) and 5 situations of the female hotel guest greets, the female hotel staff replies (FHG – FHS). All the data collected were coded according to the greetings taxonomy developed from Van Ek and Alesander (1996), Schegloff (1972), Schegloff and Sacks (1973) and replies to greetings taxonomy developed from Suzuki (1968; cited in Wongkhomthong. 1986 ). The strategies of greetings and replies to greetings employed in the present study are categorized as follows:

#### 4.1.1 Overall Strategies Used in Greetings

To answer research question one, the strategies used by the hotel staff and hotel guests were counted. The 40 situations of eliciting the greeting strategies were coded by the taxonomy of Van Ek and Alesander (1996) Schegloff (1972), and Schegloff and Sacks (1973). The greeting semantic formulas used by the hotel staff and hotel guests were as follows:

**Table 4.1**

Frequency and Percentage of Greetings Strategies Employed by Hotel Staff and Hotel Guests

Strategies	Frequency	Percentage
1. To greet people	39	20.97
2. To meet people	73	39.24
3. To introduce people and to be introduced	17	9.14
4. To request for information	57	30.65
<b>Total</b>	<b>186</b>	<b>100.00</b>

As shown in Table 4.1, it reveals that there were 4 strategies used in greetings the hotel staff and hotel guests employed in 40 situations. It was found that “To meet people” occurred most frequently ( $f=73$ , 39.24%), followed by “To request for information” ( $f=57$ , 30.65%), “To greet people” ( $f=39$ , 20.97%), and “To introduce people and to be introduced” ( $f=18$ , 9.14%), respectively.

After the overall categories of the strategies used of greetings presented above, the followings are presented the strategies used of greetings in 8 patterns:

#### **4.1.2 Strategies used in Greetings Classified by Patterns**

Greetings is an act of communication in which human beings (as well as other members of the animal kingdom) intentionally make their presence known to each other, to show attention to, and to suggest a type of relationship or social status between individuals or groups of people coming in contact with each other. While greeting customs are highly cultural and situation-specific and may change within a culture depending on social status and relationship, they exist in all known human cultures. Greetings can be expressed both audibly and physically, and often involve a combination of the two. This topic excludes military and ceremonial salutes but includes rituals other than gestures.

The strategies used for greetings by the hotel staff and hotel guests in each pattern are shown in the tables below. Each pattern was clarified in 5 greetings situations. The frequency and percentage of each pattern are shown in Table 4.2 – 4.9 as follows:

**Table 4.2**

Frequency and Percentage of Greeting Strategies Used in Pattern MHS - MHG

<b>Strategies</b>	<b>Frequency</b>	<b>Percentage</b>
1. To greet people	6	35.29
2. To meet people	5	29.41
3. To introduce people and to be introduced	1	5.89
4. To request for information:	5	29.41
<b>Total</b>	<b>17</b>	<b>100.00</b>

According to Table 4.2, pattern MHS – MHG demonstrates the strategies used in greeting situations which are the male hotel staff greets, the male hotel guest replies the strategies used in greeting. It was found that “To greet people” was most found (f=6, 35.29%), followed by “To meet people” (f=5, 29.41%), and “To request for information” which were in the same frequency (f=5, 29.41%) and “To introduce people and to be introduced” (f=1, 5.89%), respectively.

**Table 4.3**

Frequency and Percentage of Greeting Strategies Used in Pattern MHS - FHG

Strategies	Frequency	Percentage
1. To greet people	5	35.71
2. To meet people	2	14.29
3. To introduce people and to be introduced	2	14.29
4. To request for information	5	35.71
<b>Total</b>	<b>14</b>	<b>100.00</b>

As shown in Table 4.3, pattern MHS – FHG shows the greetings strategies used in 5 situations of the male hotel staff greets, the female hotel guest replies. It revealed that “To greet people” and “To request for information” were used in the same frequency as the most found (f=5, 35.71%), followed by “To introduce people and to be introduced” (f=2, 14.29%), and “To meet people” (f=2, 14.29%), respectively.

**Table 4.4**

Frequency and Percentage of Greeting Strategies Used in Pattern FHS - MHG

<b>Strategies</b>	<b>Frequency</b>	<b>Percentage</b>
1. To greet people	5	38.50
2. To meet people	5	38.50
3. To introduce people and to be introduced	0	0.00
4. To request for information	3	23.00
<b>Total</b>	<b>13</b>	<b>100.00</b>

Table 4.4 which is pattern FHS - MHG depicts the overall frequency of strategies used in greetings of the female hotel staff greets, the male hotel guest replies. The instance of greetings strategies was most frequently employed by “To greet people” and “To meet people” (f=5, 38.50%), followed by “To request for information” (f=3, 23.00%). However, “To introduce people and to be introduced” was not found.

**Table 4.5**

Frequency and Percentage of Greeting Strategies Used in Pattern FHS - FHG

<b>Strategies</b>	<b>Frequency</b>	<b>Percentage</b>
1. To greet people	5	45.45
2. To meet people	3	27.27
3. To introduce people and to be introduced	2	18.19
4. To request for information	1	9.09
<b>Total</b>	<b>11</b>	<b>100.00</b>

Table 4.5, presents the overall frequency of the strategies used in greetings of pattern FHS - FHG in 5 situations. The most frequency use of the strategy was “To greet people” (f=5, 45.45%), followed by “To meet people” (f=3, 27.27%), “To introduce people and to be introduced” (f=2, 18.19%), and “To request for information” (f=1, 9.09%), respectively.

**Table 4.6**

Frequency and Percentage of Greeting Strategies Used in Pattern MHG - MHS

<b>Strategies</b>	<b>Frequency</b>	<b>Percentage</b>
1. To greet people	3	13.04
2. To meet people	9	39.13
3. To introduce people and to be introduced	5	21.74
4. To request for information	6	26.09
<b>Total</b>	<b>23</b>	<b>100.00</b>

According to Table 4.6, pattern MHG – MHS illustrates the total number of the strategies used in 5 greetings situations, which is the perspective of the male hotel guest greets, the male hotel staff replies. It indicated that “To meet people” was most found ( $f=9$ , 39.13%), followed by “To request for information” ( $f=6$ , 26.09%), “To introduce people and to be introduced” ( $f=5$ , 21.74%), and “To greet people” ( $f=3$ , 13.04%), respectively.

**Table 4.7**

Frequency and Percentage of Greeting Strategies Used in Pattern MHG - FHS

Strategies	Frequency	Percentage
1. To greet people	5	21.74
2. To meet people	9	39.13
3. To introduce people and to be introduced	4	17.39
4. To request for information	5	21.74
<b>Total</b>	<b>23</b>	<b>100.00</b>

Table 4.7 presents pattern MHG – FHS which depicts the overall frequency of strategies used in greetings of the male hotel guest greets, the female hotel staff replies. The strategy most frequently employed was “To meet people” ( $f=9$ , 39.13%) followed by “To greet people” and “To request for information” ( $f=5$ , 21.74%), and “To introduce people and to be introduced” ( $f=4$ , 17.39%), respectively.

**Table 4.8**

Frequency and Percentage of Greeting Strategies Used in Pattern FHG - MHS

<b>Strategies</b>	<b>Frequency</b>	<b>Percentage</b>
1. To greet people	5	14.70
2. To meet people	14	41.18
3. To introduce people and to be introduced	1	2.94
4. To request for information	14	41.18
<b>Total</b>	<b>34</b>	<b>100.00</b>

According to Table 4.8, pattern FHG - MHS depicts the overall frequency of strategies used in greetings of the female hotel guest greets, the male hotel staff replies. The instance of strategies most frequently used was “To meet people” and “To request for information” (f=14, 41.18%), followed by “To greet people” (f=5, 14.70%), and “To introduce people and to be introduced” (f=1, 2.94%), respectively.

**Table 4.9**

Frequency and Percentage of Greeting Strategies Used in Pattern FHG - FHS

<b>Strategies</b>	<b>Frequency</b>	<b>Percentage</b>
1. To greet people	5	9.62
2. To meet people	27	51.92
3. To introduce people and to be introduced	2	3.84
4. To request for information	18	34.62
<b>Total</b>	<b>52</b>	<b>100.00</b>

As shown in Table 4.9, pattern FHG - FHS shows the 5 situations in the aspect of the female hotel guest greets, the female hotel staff replies. It was found that the most frequently strategy used in greetings was "To meet people" (f=27, 51.92%), followed by "To request for information" (f=18, 34.62%), "To greet people" (f=5, 9.62%), and "To introduce people and to be introduced" (f=2, 3.84%), respectively.

As presented above four greeting strategies were found in all patterns in the hotel business. The most strategy used was "To meet people", followed by "To request for information", "To greet people", and "To introduce people and to be introduced", respectively. To illustrate the utterances of each strategy used, the followings are the examples of each strategy:

### 1. To greet people

This strategy was observed to be the third most frequently used strategy for the two different groups (hotel staff and hotel guests) to greet people. It revealed that both of the groups used Thai and English language. Also, they always used the polite words, such as greeting salutations, for example, sir, madam, Mr./Mrs. and ka/krap. “To greet people” found in this situation can be divided into two subcategories: “Expression of greeting” and “Welcoming”. The findings found that “Expression of Greeting” was used 33 times while “Welcoming” was employed 6 times to greet people. “Expression of greeting” was used when they want to show their relations whenever meeting each other for the first time such as in the instances (1) - (5) below:

- (1) Hi, madam (MHG30)
- (2) Hello. (MHS1)
- (3) Good morning, Madam. (MHS9)
- (4) Good evening. (FHS19)
- (5) Sawatdee ka/krap. (FHS16)

In contrast, “Welcoming” was used when the hotel staff and hotel guests would like to make good feeling, warming among each other just like they are an important people while first talking is began. The dominant examples of the “Welcoming” which were found in the hotel staff and hotel guest groups are shown in the instances (6) - (10).

- (6) Welcome, sir. (MHS3)
- (7) Welcome to my place. (MHS2)

(8) Welcome Mr. and Mrs. Neville. (MHS3)

(9) Yindeetonrap krap. (MHS8)

(10) Welcome to the hotel. (FHS11)

From the instances, it simply explicates that both the hotel staff and hotel guests always use this strategy at the beginning of the utterances. In addition, they always use the polite words when they want to welcome their interlocutors.

## **2. To meet people**

This strategy was the first most frequently used by two different groups (hotel staff and hotel guests). This strategy was employed when the hotel staff and hotel guests showed their mind to make sincerity of their intention. "To meet people" found can be divided into four subcategories: "Expression of greeting", "Acknowledgement of greeting", "Gratitude", and "Blessing". The findings found that "Expression of greeting" was used 3 times while "Acknowledgement of greeting" was employed 24 times, "Gratitude" was employed 42 times and "Blessing" was used 4 times. The respondents employed "Expression of greeting" when they wanted to talk shortly with their interlocutors such as in the instances (11) - (12) below:

(11) How are you? (MHG26)

(12) How are you doing? (FHS17)

In addition, "Acknowledgement of greeting" is the strategy to draw the interlocutor's attention to acknowledge and accept the utterance that they have talked to each other.

The utterances used to accept a greetings are:

(13) Fine. (FHG39)

- (14) That's good. (MHG22)
- (15) O.K. (MHG23)
- (16) I am OK. (MHG26)
- (17) Yes. (FHS12)
- (18) Of course. (FHG33)
- (19) Yes, please. (FHG35)
- (20) Sure. (FHG37)
- (21) Perfect! (FHG38)
- (22) That's right. (FHG38)
- (23) That sounds good. (FHG40)
- (24) Yes, we do. (FHS16)
- (25) No matter, thanks. (FHG31)

More interestingly, "Gratitude" strategy is used when they would like to thank their interlocutors for having informed him or her of the unfavourable circumstance. Also, an expression of gratitude is employed when the conversation is ended such as in the instances (26) - (32) below:

- (26) Thank you. (MHS1)
- (27) Thanks a lot. (MHS2)
- (28) Thank you so much. (MHG22)
- (29) Thank you Mr. and Mrs. Neville, please enjoy your stay. (MHS3)
- (30) You're welcome. (MHS7)
- (31) Here you are. (FHG37)
- (32) It's been a pleasure to seeing you. (MHG22)

However, “Blessing” is a strategy that they would like to say something to make happy with their interlocutors. Also, it was used to finish the conversation like “Gratitude” such as in the instances (33) - (35) below:

(33) Enjoy Songkran day. (FHS14)

(34) Have a nice stay. (MHS4)

(35) Don't worry. (FHG40)

From the evidence, it simply means that both the hotel staff and hotel guests always used this strategy to show their intention to meet people. As shown in the instances (11) - (35), when the hotel staff and hotel guests speak they used the polite words to accept, thank and bless with their interlocutors and also these polite words were used when they want to take a parting.

### **3. To introduce people and to be introduced**

This strategy was employed when the hotel staff and hotel guests showed their intention to make a short conversation to introduce people and to be introduced. This strategy can be divided into two subcategories: “To introduce” and “To be introduced”. The findings showed that “To introduce” was used 12 times while “To be introduced” was employed 5 times. The respondents employed “To introduce”, when they wanted to introduce their names and also they would like to correct information when the room is reserved such as the instances (36) - (41) below:

(36) Toby. (MHG21)

(37) Mr. Hardy. (MHG23)

(38) My name is Toby. (MHG21)

(39) My name is Terfe Soerensen. (MHG22)

(40) I am Donzel. (MHG24)

(41) I am from room 315. (MHG27)

On the other hand, “To be introduced” is the strategy to acquire more information concerning their names, surnames and also to make sure that their names, surnames are correct. The followings were as the instances of (42) - (46) below:

(42) Your name? (MHS10)

(43) Your name, please? (FHS20)

(44) Are you Lily Watson? (MHS9)

(45) May I have your name please? (FHS19)

(46) Excuse me, Madam. (MHS9)

From the instances, it is clear that both the hotel staff and hotel guests always used this strategy to introduce oneself to show their identity when they want to get the room. In addition, they used to confirm that the booking information is correct.

#### **4. To request for information**

This strategy was employed when the hotel staff and hotel guests ask for some facts that are suitable ways in which to get information. This strategy can be divided into three subcategories: “To offer help”, “To clarify” and “To ask for help”. The study found that “To offer help” was used 12 times, “To clarify” was used 39 times, and “To ask for help” was employed 6 times. The respondents employed “To offer help” to provide the interlocutor with help and to make sure that the unfavourable circumstance were taken care of with sincerity such as in the (47) - (52) below:

(47) Can I help you? (MHS1)

(48) May I help you? (MHS9)

- (49) How can I help you? (MHS2)
- (50) If you need anything else, please let me know. (MHS1)
- (51) Please call me if you want anything more. (MHS8)
- (52) If you need further assistance, please contact the reception at any time.  
(MHS3)

On the other hand, "To clarify" is used to sort out the reserved room, to make sure that the room is available, asking about the price, time leaving, such as the instances (53) - (66) below:

- (53) Excuse me sir, do you have a reservation? (MHS3)
- (54) I've booked a room here. (MHG22)
- (55) What time is breakfast? (FHG32)
- (56) I have a reservation. (MHG23)
- (57) Do you have a room available for tonight? (MHG25)
- (58) Do you have available room tonight? (MHG28)
- (59) I like to make a reservation, please. (MHG29)
- (60) What time is checking? (MHG28)
- (61) Can I pay now? (FHG38)
- (62) Do you have a voucher? (MHS8)
- (63) Oh! just to know, how much per night? (FHG31)
- (64) Could I pay by Visa? (FHG31)
- (65) How much is it? (FHG35)
- (66) What about the payment? (FHG40)

More interestingly, “To ask for help” strategy is used when the hotel staff and hotel guests would like to ask their interlocutors to help them to do something about the hotel facilities as shown in the instances (67) - (72) below:

- (67) Can you give me a good room? (MHG22)
- (68) Do you have internet access? (MHG28)
- (69) Could I have a wake up call at seven o'clock, please? (MHG30)
- (70) Do you have safety box? (FHG32)
- (71) Could you call a taxi for me? (FHG38)
- (72) Which way to the lift? (MHG23)

From the instances, it shows that both the hotel staff and hotel guests always used this strategy when they want to request for information. In addition, they always used the formal speaking with their interlocutors.

#### **4.1.3 Overall Strategies Used of Replies to Greetings**

To answer research question one and again, the strategies used by the hotel staff and hotel guests were counted. The 40 situations of eliciting the replies to greeting strategies were coded by the taxonomy developed from Suzuki (1968; cited in Wongkhomthong, 1986). The replies to greeting semantic formulas use by the hotel staff and hotel guests were as follows:

**Table 4.10**

Frequency and Percentage of Replies to Greeting Strategies Employed by Hotel Staff and Hotel Guests

<b>Strategies</b>	<b>Frequency</b>	<b>Percentage</b>
1. The word that cannot be analyzed into meaningful subparts.	63	50.40
2. The identifiable subparts:	45	36.00
3. The utterance at special occasions such as words of congratulation or condolence.	17	13.60
<b>Total</b>	<b>125</b>	<b>100.00</b>

As shown in Table 4.10, it reveals that there were 3 strategies used in replies to greetings the hotel staff and hotel guests employed in 40 situations. It was found that “The word that cannot be analyzed into meaningful subparts” occurred most frequently (f=63, 50.40%), followed by “The identifiable subparts” (f=45, 36.00%), and “The utterance at special occasions such as words of congratulation or condolence” (f=17, 13.60%), respectively.

After the overall categories of the strategies used of replies to greetings presented above, the followings are presented the strategies used of replies to greetings in 8 patterns:

#### 4.1.4 Strategies Used of Replies to Greetings Classified by Patterns

The overall frequency of strategies used in replies to greeting among the hotel staff and hotel guests are listed in percentage of the strategies used of replies to greetings in 40 situations that classified into 3 strategies developed from the Wongkhomthong (1986).

The strategy used in replies to greetings by hotel staff and hotel guests in each pattern are shown in the tables below. Each pattern was clarified in 5 greeting situations. The frequency and percentage of each pattern are shown in Table 4.11 – 4.18 as follows:

**Table 4.11**

Frequency and Percentage of Replies to Greeting Strategies Used in Pattern MHS - MHG

Strategies	Frequency	Percentage
1. The word that cannot be analyzed into meaningful subparts.	5	31.25
2. The identifiable subparts:	10	62.50
3. The utterance at special occasions such as words of congratulation or condolence.	1	6.25
<b>Total</b>	<b>16</b>	<b>100.00</b>

According to Table 4.11, pattern MHS – MHG demonstrates the strategies used in replies to greeting situations, which the male hotel staff greets, the male hotel guest replies the strategies used in replies to greetings. It was found that “The word

that cannot be analyzed into meaningful subparts” was most found ( $f=5$ , 31.25%), followed by “The identifiable subparts” ( $f=10$ , 62.50%), and “The utterance at special occasions such as words of congratulation or condolence” ( $f=1$ , 6.25%), respectively.

**Table 4.12**

Frequency and Percentage of Replies to Greetings Strategies Used in Pattern MHS - FHG

Strategies	Frequency	Percentage
1. The word that cannot be analyzed into meaningful subparts.	6	40.00
2. The identifiable subparts:	9	60.00
3. The utterance at special occasions such as words of congratulation or condolence.	0	0.00
<b>Total</b>	<b>15</b>	<b>100.00</b>

As shown in Table 4.12, pattern MHS – FHG shows the replies to greeting strategies used in 5 situations of the male hotel staff greets, the female hotel guest replies. It revealed that “The identifiable subparts” was the most frequent ( $f=9$ , 60.00%), followed by “The word that cannot be analyzed into meaningful subparts” ( $f=6$ , 40.00%). In contrast, “The utterance at special occasions such as words of congratulation or condolence” was not found in this pattern, respectively.

**Table 4.13**

Frequency and Percentage of Replies to Greeting Strategies Used in Pattern FHS - MHG

Strategies	Frequency	Percentage
1. The word that cannot be analyzed into meaningful subparts.	3	33.33
2. The identifiable subparts;	5	55.56
3. The utterance at special occasions such as words of congratulation or condolence.	1	11.11
<b>Total</b>	<b>9</b>	<b>100.00</b>

Table 4.13 which is pattern FHS - MHG depicts the overall frequency of strategies used in greetings of the female hotel staff greets, the male hotel guest replies. The instance of replies to greeting strategies was most frequently employed by “The identifiable subparts” (f=5, 55.56%), followed by “The word that cannot be analyzed into meaningful subparts” (f=3, 33.33%), and “The utterance at special occasions such as words of congratulation or condolence”. (f=1,11.11%), respectively.

**Table 4.14**

Frequency and Percentage of Replies to Greeting Strategies Used in Pattern FHS - FHG

<b>Strategies</b>	<b>Frequency</b>	<b>Percentage</b>
1. The word that cannot be analyzed into meaningful subparts.	7	46.67
2. The identifiable subparts:	6	40.00
3. The utterance at special occasions such as words of congratulation or condolence.	2	13.33
<b>Total</b>	<b>15</b>	<b>100.00</b>

Table 4.14 presents the overall frequency of the strategies used in replies to greetings of pattern FHS - FHG in 5 situations. The most frequency use of the strategy was “The word that cannot be analyzed into meaningful subparts” (f=7, 46.67%), followed by “The identifiable subparts” (f=6, 40.00%), and “The utterance at special occasions such as words of congratulation or condolence” (f=2, 13.33%), respectively.