CHAPTER 5

CONCLUSION AND DISCUSSION

This chapter summarizes and discusses the findings of the study reported in Chapter 4 with reference to the research questions presented in Chapter 1. First, we will discuss the semantic formulas used by all eight patterns in the 40 situations. Next, the similarities and differences concerning the frequency of the pragmatic strategies employed in greetings and replies to greetings in the hotel business will be examined.

5.1 Summary of the Main Findings

The present study investigated the speech act strategies in greetings and replies to greetings in the hotel business. This study compared social factors in strategies used of greetings and replies to greeting. The participants consisted of 40 interlocutors of hotel staff and hotel guests. Participants were recorded of their voice while talking occurring in the front desks in the hotel business around Thailand. The conversations from recorded-machine were transcribed and coded according to the greetings and replies to greetings taxonomy. The data were then analyzed and compared according to the frequency of the semantic formulas used by the four different groups (MHS, FHS, MHG and FHG) of participants.

The results of the study were divided into four points. Firstly, the strategy used most in greetings employed by the hotel staff and hotel guests in eight patterns in 40 situations was "To meet people", followed by "To request for information", "To greet

people", and "To introduce people and to be introduced", respectively. Secondly, the strategy used most of replies to greetings by hotel staff and hotel guest in eight patterns in situations was "The word that cannot be analyzed into meaningful subparts" was used as the highest number, then "The identifiable subparts", and "The utterance at special occasions such as words of congratulation or condolence", respectively. Thirdly, the difference strategies found that FHG was used the highest number, then MHG, FHS and FHG, respectively. The statistically "To meet people" and "To request for information" were significant difference at .01 level. Lastly, the strategy used most of replies to greetings of the hotel staff and hotel guests classified by gender indicated that FHG was used the highest number, then MHS, MHG and FHG, respectively and there were not different in strategies used among four groups. From the result of the study, it can be concluded as followings;

5.2 Discussion of the Findings

The researcher discusses the finding of the study reported in Chapter Four with reference to the research questions presented in Chapter One. Firstly, the strategies of greetings and replies to greetings employed by the hotel staff and hotel guests are presented. Next, the differences when the hotel staff and hotel guests used the strategies in greetings and replies to greetings if the social factors are related will be considered.

5.2.1 Strategies Used of Greetings by Hotel Staff and Hotel Guests

Generally, there are four main strategies used to greetings: "To greet people", "To meet people", "To introduce people and to be introduced" and "To request for information", based on the theory of Van Ek and Alesander (1996), Schegloff (1972),

Schegloff and Sacks (1973). In addition, 40 conversations were recorded from the front desks, and then were transcribed and coded following the greetings taxonomy. After cording, the experts shared the idea to complete through the greeting semantic formula. The strategies used of greetings by hotel staff and hotel guests in the present study are categorized as follows

The findings revealed that the most frequently used strategy was "To meet people", followed by "To request for information", "To greet people" and "To introduce people and to be introduced", respectively. Interestingly, "To meet people" was used in the first ranking in all situations by all 8 patterns. The instances of this strategy are "Have a nice stay.", "You're welcome.", "Enjoy Sangran day.", "How are you?.", "How are you doing?.", and "It's been a pleasure to seeing you". It seems that both hotel staff and hotel guest employed this strategy to draw the interlocutor's attention to acknowledge and accept the utterance that they have talked to each other. In addition, they would like to thank their interlocutors of their helping. Moreover, they want to take a part of conversation and they also employed this strategy when they would like to show good feeling with the interlocutors.

"To request for information" is the strategies used in the second ranking in all situations by all 8 patterns. The instances of this strategy includes "Can I help you?", "If you need anything else, please let me know.", "How can I help you?", "Excuse me sir, do you have a reservation?", "If you need further assistance please contact the reception at any time.", "Please call me if you want anything more.", "I've booked a room here.", "Can you give me a good room?", "Do you have room available for tonight?", "Do you have internet assess?", and "What time is checking?". It seems that both hotel staff and hotel guests used this strategy to provide the interlocutor with

help and to make sure that the unfavorable circumstances were taken care with sincerity. In addition,, they would like to make obviously about the reserved room, to make sure that the room is available, asking about the price, time leaving, and also to ask their interlocutors to help them to do something about the hotel facilities.

"To greet people" is the strategy used in the third ranking in all situations by all 8 patterns. The instances consist of "Hello.", "Welcome to my place.", "Welcome sir.", "Sawatdee krap", "Yindeetonrap krap.", "Good morning, Madam.", "Sawatdee ka.", "Good evening.", and "Hi.". It seems that the hotel staff and hotel guest employed this strategy when they act or an instance of welcoming or saluting of opening conversation between each other. In addition, 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 taking is began.

"To introduce people and to be introduced" was used in the forth ranking. The instances are "Excuse me, Madam.", "Are you Lily Watson?", "Your name?", "Your name, please?", "My name is Toby.", "I am Donzel.", and "I am from room 315.". It seems that the hotel staff and hotel guest employed this strategy when they want to show their personal informal to introduce oneself or their information.

In conclusion, the four strategies used in greetings were employed by the hotel staff and the hotel guests. It takes a big important as well as frequent in everyday social interactions all over the world. The strategies used in greetings are important ways that they can make impression between the speaker and the listener. This result is consistent with those of previous studies which linguists classify greetings as formulaic expressions, in actual use, their own vitality, their own characteristic, and are flexible in any real situation both the importance and the convenience of greetings

in society (Fujiwara. 1980). All strategies including "To greet people", "To meet people", "To introduce people and to be introduced" and "To request for information" are the language functions that used to interact with other people in society (Van Ek & Alesander. 1996). Sociolinguistic perspective that characterize greetings exchanges as access rituals consisting of two types: passing greeting and engaging greeting. The other hand, greetings have observable physical behavior like open or close relations. In short, greetings are composed of several interlinking behaviors: salutation or the verbal linguistic form, term of address, body language and social context. (Goffman 1971 cited in Kenneth 2008).

5.2.2 Strategies Used of Replies to Greetings by Hotel Staff and Hotel Guests

There are three main strategies used to replies to greeting. First one is the word that cannot be analyzed into meaningful subparts. Second is the identifiable subparts, or to put it another way those which have literal as well as pragmatic meanings and than greetings of this type have the characteristics or ritualized convention formulas such as the word ohayoo (good morning; literally, it is early) and English word "good-bye". These types of words are function as ritualized conventions and are removed from the literal meaning. Third one is the utterance at special occasions such as words of congratulation or condolence based on the theory of Wongkhomthong (1986). In addition, 40 conversations were recorded from the front desks, and then were transcribed and coded followed greeting taxonomy. After cording, the experts shared the idea to completely through the replies to greeting semantic formula. The strategies used of greetings by hotel staff and hotel guests in the present study are categorized as follows:

In terms of the strategies used to replies to greeting, the findings revealed that the three most frequently used strategies among the 8 patterns in each situation were "The word that cannot be analyzed into meaningful subparts such as yaayaa (Hi), in Japanese, and "hello" in English, followed by "The identifiable subparts, or to put it another way those which have literal as well as pragmatic meanings and than greetings of this type have the characteristics or ritualized convention formulas such as the word ohayoo (good morning; literally, it is early) and English word "good-bye" , and "The utterance at special occasions such as words of congratulation or condolence," respectively. Interestingly, "The word that cannot be analyzed into meaningful subparts" such as yaayaa (Hi), in Japanese, and "hello" in English" which was used in the first ranking. The instances are "O.K.", "Yes.", "Thanks.", "Hello.", "Hi.", "Sawatdeeka.", "Okays.", "Sure.", "Krap.", "Sawatdeekrap.", "Fine.", and "Great.". It seems that both the hotel staff and hotel guests always used this strategy in replies to greetings to make directly utterances. However, the words that they used in their speaking always short and precise. "The identifiable subparts", or to put it another way those which have literal as well as pragmatic meanings and than greetings of this type have the characteristics or ritualized convention formulas" since those situations was used in the second ranking. The instances are "Thank you.", "Yes, no problem.", "Yes, you can.", "Good morning.", "O.K. we can check?"," Yes, we have a reservation.", "Sure, please.", "I want you help me.", "Thank you very much.", "Good evening.", "Of course.", and "Just a moment.". It seems that both hotel staff and hotel guests used their intention to answer more that the step of the conversation different from Thai people that always answer the questions followed their function book such as if I say "how are you?" the answer "I'm fine, thank you. And you?" In contrast, the hotel staff and hotel guests who always used English in

communication so it is not necessary to indirect of their utterance that the intention. "The utterance at special occasions such as words of congratulation or condolence" was used the third ranking. The instances compose of "Have a nice stay.", "Happy new year too.", "You're welcome.", "Have a nice staying.", "Enjoy your stay.", and "And welcome to Surin have a good permanence.". It seems that this utterance was lack to speaking between hotel staff and hotel guests as a result in greetings situation make a small important of their attention which the speaker and the listener have their own idea to get through their intention more than the word that they said. Also, the relationship between hotel staff and hotel guests must be stronger than host and guest such as they know about the special day, birthday date, anniversary date, reminding date, etc, of the interlocutor. For that reason, this strategy dues quite not see of their replies to greetings of this study.

In conclusion, the strategies used in replies to greetings in all three strategies were employed by the hotel staff and the hotel guest. This result is consistent with those of previous studies which the frequency of 'Hi' as a greetings exchange did not correspond between authentic situations and ESL texts. In real life, "Hi" is the most frequent linguistic form used; in texts, it is the least frequent (Kenneth, 2008 : 60)

5.2.3 Comparison of Strategies Used in Greetings of Hotel Staff and Hotel Guests Classified by Gender

This section presents the differences of strategies used in greetings by MHS (male hotel staff), FHS (female hotel guest), MHG (male hotel guest) and FHG (female hotel guest) groups in terms of frequently used strategies. As shown in Table 4.2 of Section 4.2.1 in Chapter Four, the findings revealed that in terms of the

quantity of frequently used strategies, the FHG group employed the highest instances of strategies (f=58), followed by the MHG (f=46), MHS (f=32) and FHS groups (f=24), respectively. However, the first three strategies, namely, "To meet people" (f=60), "To request for information" (f=43), and "To greet people" (f=39) were found. It could be explained that the first strategy was used when the hotel staff and the hotel guest would like to make real purposes of their intention and they wanted to make of their interlocutor see that they are really interested in each other during the conversation. In addition, the second strategy was needed when the hotel staff wanted to request for information about names, rooms, the hotel information, etc. whereas, the last one was employed when the hotel staff and hotel guest needed to greet people and always found in the first of conversation and also used the greetings to open of their utterances.

Therefore, it reveals that the strategies used in greetings all four strategies were employed by all four groups. In addition, it was clearly used by each strategy as followed "To greet people" was used as the highest number by MHS. It may said that male hotel staff used this strategy with their guests when see each other for the first time and presumed they were very polite. "To meet people" was used as the highest number by FHG. It can be said that female hotel guests showed their empathy or sincerely to their interlocutors while talking in the hotel situations. Therefore, they always made this strategy happened. "To introduce people and to be introduced" was used as the highest number by MHG. It could be said that the male hotel guests used this strategy with their interlocutors when they wanted to show themselves to be getting in the hotel. "To request for information" was used as the highest number by FHS. It could be said that the female hotel staff used this strategy with their interlocutor when they wanted to request for information. This result is consistent

with those of previous studies that greetings is a mandatory expression which serves as a kind of social etiquette, and which one employs upon meeting someone whom one knows already or has et before, such as an acquaintance, friend, junior, peer, colleague, or superior. (Wongkhomthong. 1985: 188). Greetings and parting as signs of the establishment or continuation of a social relationship, the recognition of a person as social entity, a personal element in a common social situation (Firth. 1972 : 299).

5.2.4 Comparison of Strategies Used in Replies to Greetings of Hotel Staff and Hotel Guests Classified by Gender

This section presents the comparison of strategies used in replies to greeting by MHS (male hotel staff), FHS (female hotel guest), MHG (male hotel guest) and FHG (female hotel guest) groups in terms of frequently used strategies. As shown in Table 4.2 of Section 4.2.2 in Chapter Four, the findings revealed that in terms of the quantity of frequently used strategies, the FHG group employed the highest instances of strategies (f=40), followed by the MHS (f=31), MHG (f=30) and FHS groups (f=24), respectively. However, the first three strategies, were, "That the word that cannot be analyzed into meaningful subparts such as "yaayaa" (Hi), in Japanese, and "Hello" in English." (f=63), "The identifiable subparts, or to put it another way those which have literal as well as pragmatic meanings and than greetings of this type have the characteristics or ritualized convention formulas." (f=45), and "The utterance at special occasions such as words of congratulation or condolence." (f=17). Moreover, the first strategy was used when the hotel staff and the hotel guests make a short of their utterances and the word that they say must be unique and direct meaning to the interlocutors. On the other hand, the second strategy was needed when the hotel staff

and hotel guests employed the words that the longer than one. Also, the utterances of their speaking can be separated whereas, the last one was employed when the hotel staff and hotel guests made the utterances of special occasion, the words that they say made an impression of the hearer. Therefore, it reveals that the all three strategies used in replies to greeting were employed by all four groups. In addition, it is clearly used by each strategy as followed; "That the word that cannot be analyzed into meaningful subparts such as "yaayaa" (Hi), in Japanese, and "Hello" in English." was used as the highest number by FHG; It is said that the female hotel guests employed this strategy to respond when greetings happened. "The identifiable subparts, or to put it another way those which have literal as well as pragmatic meanings and than greetings of this type have the characteristics or ritualized convention formulas." was used as the highest number by MHS; it could be said that the male hotel staff used this strategy in long utterances when they reply to greeting with their interlocutors. "The utterance at special occasions such as words of congratulation or condolence." was used as the highest number by FHS; it is said that the female hotel staff used this strategy when they reply to greetings with their interlocutors in special occasion and also they made a big impression of their interlocutors. This result is consistent with those of previous studies which the use of greetings words in either language varies depending upon the situation, rank, social status and relationship of the speaker and the listener (Wongkhomthong, 1985: 124)

5.3 Pedagogical Implications

There were both similarities and differences in the use of strategies in greetings and replies to greetings employed by the hotel staff and hotel guests. Also, the results of the study indicate that greeting strategies "To meet people" and "To request for information" could result in speech act failure when male hotel staff interact with their guests because the differences in the ways in which greetings are performed between of their social factors. This study, therefore, has important implications for the teaching and learning of English, especially in an EFL context concerning cross-cultural pragmatics which are as follows:

5.3.1 The study determined that in order to achieve the competence in a language it is imperative to understand its culture as well as the structure idiosyncrasies and nuancies particular to that language. It is important that the teacher has a sound understanding of the culture as well as an in-depth knowledge linguistically of the language. Needless to say the knowledge of English is no exception to this premise. For students to be successful in their study, teachers should make sure that students are made aware of how vocabulary or structures are used in contrast and relate to daily life interaction, with particular regards to greetings and replies and how they are welcoming.

5.3.2 There are a number of things the teachers should be aware of in teaching a language. The learning environment is important as it should be relaxing and comfortable, so that students can learn at their own pace. Teaching aids such as newspapers and movies can be used to allow students to practice the language by themselves. Students can also use the role playing based on these teaching aids.

5.3.3 There is a difference between linguistic and communicative competence and it is important for the teacher to help students distinguish between the two aspects. Differences in their own language identified by the teacher will help students become aware of those in the language they are learning. This will help students understand the culture as well as the language. To conclude, education and learning are infinite and it is this that enables the teacher to benefit his/her students.

5.4 Suggestions for Further Research

In order to gain a better insight into the strategies used in greetings and replies to greetings, the followings may serve as guidelines for further research.

5.4.1 The study will be effective if the researcher in the future investigates more subjects. Also, to analyze the differences in greetings and replies to greetings should include measures, such as the written DCTs, role-plays, self-reports and field notes to examine the learner's pragmatic knowledge.

5.4.2 This study mainly examined the strategies used in greetings and replies to greetings between the hotel staff and the hotel guests. Future studies should investigate many kinds of strategies used in greetings and replies to greetings in various situations, for example, strategies used in greetings and replies to greetings of airline business, tour business, restaurants, and entertainment, etc. This is because the strategies used in greetings and replies to greetings will see more in those situations.

5.4.3 The study will be effective if the researcher in the future investigates more patterns. Also, to analyze the differences in the strategies used in greetings and replies to greetings, they should compare among different groups in terms of nationality, age, education, a native and non- native English speakers, etc.

In conclusion, the researcher believes that the present study will help the hotel staff and the hotel guests who are different culture understand the "sociolinguistic rules of speaking' for Thai or English pragmatic formulas in greetings and replies to greetings. It is my hope that the present study has made a small but significant contribution to research in the field of sociolinguistic analyses of speech acts.