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ce in English and Arabic television health programs

A B S T R A C T

This study deals with advising speech act from a polite point of view. Advising speech act implies that there is an expert who has knowledge of something and tries to share it with others for their own benefit. Since this study is concerned with health advice, it is very important to show the language used in health context which is medical language. The current study investigates the pieces of advice that are presented in TV health programmes 'The Doctors' and 'Green Apple'. This study aims at: (1) showing the difference between 'The Doctors' and 'Green Apple' programmes in presenting advising speech act with its strategies, (2) shedding light on health advice in T.V programmes and (3) showing the difference between English and Arabic health programmes with regard to politeness types and their strategies. To achieve these aims, the study hypothesizes that: (1) all advising speech acts in 'The Doctors' and 'Green Apple' are performed within a framework of politeness, (2) there is a difference between English and Arabic programmes concerning the employment of politeness types as the Arabic programme 'Green Apple' uses negative politeness more than the English program 'The Doctors' and (3) both

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النصح في برامج الصحة التلفزيونية الانكليزية والعربية
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الخلاصة

ان هذه الدراسة تهتم بالنصح وشروط صحته وأشكال تمثيله اللغوي .ويتضمن النصح أن هناك أشخاصا يمتلكون الخبرة و المعرفة بشيء معين فيحاولون أن ينقلوا هذه الخبرة لأشخاص آخرين لغرض نفعهم. ان هذه الدراسة

و برنامج 'التفاح الاخضر' في طريقة عرض النصيحة من 'The Doctors' تهدف الى : (1) بيان الفرق بين برنامج خلال التركيز على الاستراتيجيات المتبعة في النصح , (2) تسليط الضوء على النصائح الصحية في البرامج التلفزيونية (3) بيان الاختلاف بين العربية والانكليزية في أسلوب النصح فيما يخص نوعي التهذيب واستراتيجياتهما . وحتى يتم تحقيق و برنامج 'التفاح 'The Doctors' هذه الأهداف فقد افترضت هذه الدراسة : (1) كل نصوص النصح في البرنامجين الاخضر' قدمت باتباع التهذيب , (2) هناك اختلاف بين البرنامجين العربي والانكليزي فيما يخص اتباع أنواع التهذيب فقد استخدم البرنامج العربي النوع السلبي اكثر من البرنامج الانكليزي , (3) فيما يخص استراتيجيات النصح فكل البرنامجين ركز على الاستراتيجية المباشرة في النصيحة

1. Introduction

This study deals with advising speech act as one of the directive speech acts since it implies that the advisor has knowledge and experience that qualify him to tell the hearer that there is something beneficial for him to do. So in advising the advisor attempts to convince the hearer to perform an action.

Advising expressions should be chosen carefully and its language should be different from other types of speech acts since it attempts to convince the hearer to do an action.

The procedures of the study are:

1) A theoretical survey of speech acts theory and politeness will be presented, 2) directive speech acts will be clarified with focus on advising which is the concern of the study, 3) the relationship between speech act and politeness will be introduced, 4) data of analysis will be selected from TV programmes 'The Doctors' and 'Green Apple', 5) Data will be analysed according to pragmatic, sociolinguistic and syntactic levels based on politeness and speech acts theories and finally 6) conclusions will be presented.

The study is expected to be of value to every student who studies English as a foreign language. It is of a crucial value for those who are interested in pragmatic and in sociolinguistic topics. It gives a theoretical value showing the use of advising in texts especially texts of programmes on television.

This study is distinguished by its focus on advising in TV health programmes that are not dealt with in previous studies. And it investigates the way of advising production with its relation to politeness theory .

2. Searle's Speech Act Theory

Searle (1968:406) explains that it is very important to know that the "sentence may have different forces but one literal meaning" as in (I am going to do it), according to the context, can have the force of a threat, prediction, warning, promise and "it has one and only one literal meaning".

Mey (2001:96) states that speech acts are not merely words that are spoken, but

they are verbal actions that occur in the world .Uttering speech acts means that one does something by using words .Speech acts mean that the speaker performs an action that brings a change in the current state of affairs.

A speech act is an utterance which constitutes a social action. For example, (collect all these) is a directive speech act in which the speaker directs the receiver to perform an act (Fought, 2006:225).

3.Speech Act of Advising

Searle (1969:67) defines the speech act of advising as "telling you what is best for you" .In his classification of speech acts, Searle puts advising within the directive category so as a directive speech act, advising means that the addressee is required to perform an action according to the speaker's want ,but this action is of benefit to the addressee.

Advising speech act implies the speaker's authority and expertise and the addressee's need for advising .In this way advising is different from other speech acts as command because it leaves the acceptance up the addressee (Bouwmeester,2010:57) .

3.1 Felicity Conditions of Health Advising

In a monograph entitled "Anticipating Resistance to Health Advice: A Speech Act Perspective", Van Poppel (2013:55) specifies the following felicity conditions for health advising :

1.Essential Condition :is the condition in which advising is considered as an attempt by the advisor to make the receiver perform an act which is beneficial for him to treat or prevent a problem that may affect the receiver's health.

2. Propositional Condition :represents the condition in which the advisor predicates a future act that is beneficial to the receiver's health .

3. Preparatory Conditions :

- a. the advisor has reasons to believe that the act will be beneficial to the receiver's health by treating , preventing or detecting a healthy problem .
- b. the advisor believes that the receiver is willing to perform the action .
- c. the advisor believes that the receiver is able to perform the action .
- d. the advisor is a health authority and has a knowledge of the action and its effect .
- e. it is not obvious to the advisor and the receiver that the receiver will perform the action in the normal course of events.
- f. the advisor believes that the receiver has not yet performed or is not yet performing the action .

4. Responsibility Conditions:

- a. the advisor wants the receiver to perform the action
- b. the advisor believes that the action benefits the receivers health .

3.2 Linguistic Realization of Advising

Thomson and Martinet (1986:118–128) show that advising speech act can be expressed by using different expressions and linguistic forms:

1. Must (1) You must be humble.

2. Why don't you often used to indicate advising or suggesting

(2) Marry: I wonder if Jessica is coming.

b. Andy: Why don't you ask her?

3. advise + object + infinitive

(3) She advises her son to study hard.

Martinez–Flor (2003:144) points out that there are three kinds of strategies that are used to express advising speech act which are **direct, conventionally indirect and non–conventionally indirect** .

1. The direct strategy is divided into four realizations :

a. imperatives as in:

(4) Put these in the second drawer.

b. negative imperatives as in:

(5) Don't put these in the second drawer .

c. declaratives by using modals such as : *should* and *ought to* as in

(6) You should put these in the second drawer.

d. declarative with performative verbs as in

(7) I advise you to put these in the second drawer.

e. declarative with the noun advice as in:

(8) My advice to you is to put these in the second drawer.

2. The second kind is **indirect conventionalized** strategy which includes the following realizations as follows:

a. conditional as in :

(9) If I were you ,I would put these in the second drawer.

b. Probability as in:

(10) It might be better for you to put these in the second drawer.

c. specific formulae as mentioned by Hinkel(1997) in hedged advice as in:

(11) What about putting these in the second drawer?

3. **Indirect non-conventionalized** strategy in which advising is directed implicitly by using hints as in :

(12) You want to put these in the second drawer, don't you?(Martinez-Flor, 2003:144)

4. **Politeness Theory**

Holmes (1995:3) defines politeness as "an expression of concern for the feelings of others" and people can express concern for others in different ways :linguistically and non-linguistically .Apology for interruption ,the use of courtesy titles like *madam ,sir ,opening the door for others and the invitation of a new neighbour in*, could all be dealt with as examples of polite behaviour .In everyday usage ,politeness is a term that is used to describe formal and distancing behaviour in which the intention is not to impose or intrude ,as in the following example:

A young man talks to a strange man in a street :

(13) I am so sorry to bother you, but my pen has been lost and if you don't mind might you give me yours ? (Holmes ,1995:3)

As a matter of fact ,the criteria on which one depends in defining polite behaviour as being so are not easy as many people might think since if you ask people how to define a polite behaviour ,they may present different ideas. To reach an agreement, many general statements can be identified as in the following utterances:

(14) The workers always show respect to their manger.

(15) Mary is helpful and honest.

(16) Rami always gives his seat for ladies .

Some people think that politeness refers to socially ideal behaviour; others regard it as a property of the cultivated person. Some might characterize a polite person as always being considerate towards other people; others might consider him as self-effacing (Watts,2003:1) .

Cruse (2006:131) says that politeness as a linguistic behaviour, tries to lessen the negative influence of one's speech on the addressee's feelings and increases the positive influence "negative politeness and positive politeness" .

5. **Politeness and Speech Acts**

Brown and Miller (2013:412) distinguishes between direct and indirect speech acts ,especially in expressions that refer to requests, suggestions and the issuing of commands. The speech act of commanding is assumed to be associated with imperative sentences such as:

(17) Put your bag on the table.

Other constructions are often used by speakers to issue commands:

(18) You should put your bag on the table .

(19) Why not put your bag on the table?

These expressions are indirect and more polite to express a command .

Fotion (2000:70) states that Searle says that the main reason behind the employment of indirect speech acts is politeness .In other words, the more indirect ,the more polite is the speech because when the speaker presents his request in question form he in fact gives the addressee freedom whether to perform the action or not .The same words can be said with the speech act of advising .If the advisor presents his advice in indirect way that does not threaten the addressee's face it will be more acceptable and more desirable by the addressee. If the speaker asks the addressee for help and he refuses, he can utter some words to advise the addressee indirectly in order to lessen the effect of his request on the addressee ,for example by saying:

(20) If I were you ,I would help him because I might need his help in future.

Indirectness serves much to be expressed by few words .For example, you are in a theatre and you say to a lady "Lady your hat is blocking my view of the whole stage" ,one may think that the words conflict with politeness concept, but in fact they serve two purposes: they tell the lady to take of her hat and why she should do so (Fotion ,2000:70)

6.Positive Politeness

Positive politeness is the redress that is directed to the hearer's positive face ,his desire for his wants to be desirable by others. Redress is implied in satisfying this desire by communicating the idea that the hearer's wants are similar to that of the speaker (Brown and Levinson ,1987:101).

Mills (2003:59) explains that positive politeness is concerned with affiliation and closeness (like the use of compliments) .It is concerned with being nice and friendly with others . Positive politeness is used as a type of metaphorical extension of intimacy, to imply sharing of wants or common ground between strangers who behave as if they are of close relationship for interaction purposes. Positive politeness techniques are used not only for redressing face threatening act but as a kind of social accelerator in which the speaker claims that he wishes to be closer to the hearer.

Positive Politeness Strategies

Brown and Levinson (1987:103–129) produce fifteen strategies for the positive politeness. In this paper all these strategies will be referred to in order to. Only the

strategies that are used in data analysis will be explained in order to avoid unnecessary details :

Table (1)Positive Politeness Strategies(adopted from Brown and Levinson ,1987:103-129)

NO	Strategy	Example	Contextual Hints
1	Notice, attend to H, his interests, wants, needs, goods	What a lovely suit this is! when do you buy it?	The speaker notices the state of the hearer, remarkable possessions, noticeable changes and anything that the hearer wants the speaker to notice.
2	Exaggerate interest, approval, sympathy with H	What a beautiful party you have made !	This strategy is done with exaggerated stress, intonation, and other elements of prosodies ,in addition to intensifying modifiers.
3	Intensify interest to H	(26) Burger I like. I used to eat more than I do now, I very seldom eat it now .I ate it with sauce, and when I eat it my mother prevents me saying 'Ah'. But Linda likes it, she feels it looks very delicious. But when my mother notices it she said: 'oh it is not healthy ,you have to eat fruits and vegetables .	The speaker can communicate his wants to the hearer by a way in which he intensifies the interest of his contributions in the conversation by "making a good story".
4	Use in-group identity markers		
5	Seek agreement		
6	Avoid disagreement		
7	Presuppose/raise/asser		

	t common ground		
8	Joke		
9	Assert or presuppose S's knowledge of and concern for H's wants		
10	Offer, promise		
11	Be optimistic	Wait a minute ,you have not carried your umbrella (The mother wants the son to carry his umbrella before leaving the house by expressing this idea in terms of assuming that her son wants it too, so she presses him to cooperate with what she wants)	The speaker assumes that "the hearer wants the speaker's wants for the speaker or for both the speaker and the hearer and will help him to obtain them
12	Include both S and H in the activity		
13	Give (or ask) for reasons	We will leave now. The gate will be closed	The speaker can include the hearer in the activity by giving reasons why he (the speaker) wants something
14	Assume or assert reciprocity		
15	Give gifts to H (goods, sympathy, understanding, cooperation)	I advise you to be hard working.	Gift giving is a classic positive politeness action, gift does not mean tangible gifts only, but there are other wants e.g to be understood ,liked, cared about, listened to and so on

7. Negative Politeness

Brown and Levinson (1987:129) explain negative politeness as a redressive action that is directed to the hearer's negative face embodied in his want to be free of imposition. Thus negative politeness aims at minimizing the imposition of face threatening act .

Mills (2003:59) shows that negative politeness is concerned with distance and formality "for example, by the use of hedges apologies and mitigation"

Negative Politeness Strategies

Brown and Levinson (1987:132-210) put ten strategies to negative politeness .All these strategies will be referred to and only the strategies that are utilized in data analysis will be explained.

Table (2) Negative Politeness Strategies(adopted from Brown and Levinson ,1987:132-210)

NO	Strategy	Example	Contextual Hints
1	Be conventionally indirect	Could you give me that cup.	Indirect speech acts are used for politeness purpose, so Brown and Levinson label them as one of negative politeness strategies and they claim that there are two points behind using indirect speech acts. First is the speaker conveys an assumption that the hearer is not probably doing the act. The second is that the speaker is not sure whether the hearer can do the action or not so he produces the utterance in a question form.
2	Question, hedge		
3	Be pessimistic		
4	Minimize the imposition, Rx		
5	Give deference		
6	Apologize		

7	Impersonalize S and H	Go with him	This means that pronouns 'I' and 'you' should be avoided. Imperatives are example of this strategy. Most languages omit the pronoun 'you' in face threatening act of commanding. In English, it is rude to mention 'you' as a subject
8	State the FTA as a general rule		
9	Nominalize		
10	Go on record as incurring a debt, or as not indebting the hearer		

8. Medical Language

Bloom (1982:1) defines the word ‘medicine’ as the science of treating , preventing and diagnosing diseases. It also refers to the drug that is used to treat any disease or injury .Mićić (2013:218) shows that the medical language is a register of doctors and so it seems an odd language outside the context of medicine .

The development of medicine and the existence of new drugs, and new instruments, medications and doctor programmes lead to difficulty for ordinary people regarding medical language (Pei, 1966:345) .

Mey (2009:593) shows the following characteristics of medical language:

- 1.The extensive use of words that are largely related to subject matter .In other words each word ,phrase or sentence uttered in medical context is special and refers to medical jargon .
- 2.Medical language is characterized by the use of passivization and impersonal style to be more objective. So the specialists use third person pronouns rather than first person pronouns .

9.Data Analysis

The model of analysis will be mentioned in this section, then the selected data will be

analysed beginning with 'The Doctors' programme.

9.1 The Model Adopted

In this study three models will be followed .Firstly, Searle's (1969) model in identifying the texts that are produced with advising speech act since he defines advising as "telling you what is best for you". Secondly, Brown and Levinson's model of politeness (1987) especially its classification of politeness types into positive and negative and their strategies. Thirdly, Martinez–Flor's (2003) model of classification of advising strategies into: direct, conventionally indirect and non–conventionally indirect. .These models are applied to two T.V health programmes 'The Doctors' and 'Green Apple' because they present various healthy pieces of advice .

9.2 A Brief Introduction to The Doctors

The doctors is a one of the most important medical programmes and it is introduced by a group of medical professionals who discuss various health–related topics , answer viewers questions and advise to take care of their health .Those doctors are : Travis Stork, Andrew Ordon and Nita Landry.
<http://www.imdb.com> .

9.3 Analysis of The Doctors

The following spoken texts of English programme 'The Doctors' are taken from:
<http://www.mbc.net>.

Text (1): Put your mouth over his mouth to blow a puff of air while occluding the good side.

Contextualization, Dr.Travis asks the audience : "Has your child stuck something up there nose ever? "

"Well a mother's kiss technique"

If you feel like you have something stuck on one side of your child's nose , put your mouth over his mouth to blow a puff of air while occluding the good side. And the idea is that foreign body on that lodged side should pop out because your child will reflexively close off his airway when you do that and that air that your blowing into the nose will go towards the back ,come out the nose of the palate the oral cavity and come back out, forcing that object.

Analysis, Dr.Travis here presents an idea for the audience to follow a "mother's kiss technique" for the benefit of their own children so it is advice in this sense and it is produced with imperative ,positive politeness is used here because dr.Travis shows his interest and sympathy with the audience, clarifies his idea by making his audience in the

middle of events and he gives reasons behind the application of this technique.

Sentence type	Advising strategy	Politeness type	Politeness strategies
imperative	direct strategy	Positive	"Strategy 2: Exaggerate interest, approval, sympathy with H". "Strategy 3: Intensify interest to H". "Strategy 13: Give (or ask) for reasons".

Table (3) analysis of text (1)

Text (2): "You don't need to be in battle or at war with your body"

Contextualization, A woman in the programme talks to other women: "For years, society has been telling women to be beautiful as if that's the most important thing they can be. After I had my three children, I ended up hating my body so I trained hard and hope I'm standing there in my perfect body but, I'm not happy, because I waste too much time and I scarify too much and the result has just not worth it. I think health is not only physical ,but it's emotional, its mental, it's spiritual. So You don't need to be in battle or at war with your body" .

Analysis, the type of the sentence is declarative but it implies an advice to the women to be self-confident and to accept their bodies however they are fat because health is not only physical but it is emotional and spiritual. Thus it is a positive politeness and it implies a benefit to the audience .

Table (4) analysis of text (2)

Sentence type	Advising strategy	Politeness type	Politeness strategy
declarative	direct strategy	Positive	"Strategy 3: Intensify interest to H" "Strategy 11: Be

			optimistic" "Strategy 13: Give (or ask for) reasons"
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Text (3): Start with where you are.

Contextualization, "Woman Paralyzed by Domestic Violence" advises others: "To be perfect in everything is not possible .So start with where you are ,to move forward for your own good and if you find yourself in situation like mine and you're disabled ,you will not defined by that disability and you can do what you really want".

Analysis, the woman here talks to others to behave as they are and to be optimistic and not to be controlled by their disability so she shows other women something which is of benefit for them so it is advice .And this advice is presented with positive politeness because this woman shows her interest and sympathy with other women , tells them to be optimistic when she tells them that disability will not define them .

Table (5) analysis of text (3)

Sentence type	Advising strategy	Politeness type	Politeness strategy
imperative	direct strategy	Positive	"Strategy 2: Exaggerate interest, approval, sympathy with H" "Strategy 3: Intensify interest to H" "Strategy 11: Be optimistic"

The following units are from : <https://www.youtube.com> .

Text (4) Stop using your kids as an excuse.

Contextualization, A mother who lost 113 Pounds tells others: "I have three little boys and for me I used to use them as my excuse as to why I would be unhealthy as to why I didn't have time to work out or time to eat healthy and I really fell into the mother rut I fell into the mother ray of eating; eating the macaroni, doing quick easy foods and I tell you if you want to lose weight and if you want to get healthy, stop using your kids as an excuse , you can step out and saying that they're not going to be my excuse they're going to be my

motivation , that's what it was for me".

Analysis, the type of the sentence is imperative which implies advice for the women to deal with the state of having kids positively. It is presented with positive politeness where this woman is interested with others and she tells them to be optimistic.

Table (6) analysis of text (4)

Sentence type	Advising strategy	Politeness type	Politeness strategy
imperative	direct strategy	Positive	"Strategy 3: Intensify interest to H "Strategy 11: Be optimistic"

Text (5): "It's so important to keep track of these things"

Contextualization, Dr.Nita tells the audience : "Though it is a little button battery this magnet seems ,but it has a negative effect on your child's body if he swallows it , and you may not notice this effect until it's too late and that's why it's so important to keep track of these things" .

Analysis, the type of the sentence is declarative. The doctor advises parents to take care of their children by putting battery apart from them because they may swallow it and it is dangerous so the action is of benefit to the parents and the doctor is interested in the needs of parents and that label this advice with positive politeness .

Table (7) analysis of text (5)

Sentence type	Advising strategy	Politeness type	Politeness strategy
declarative	indirect (non-conventionalized) strategy	Positive	"Strategy 1: Notice, attend to H, his interests, wants, needs, goods" "Strategy 13: Give (or ask for) reasons"

9.4.Green Apple

Green apple is a programme introduced by Howayda Abu Heif on MBC channel in Arabic. It deals with health and feeding matters and every episode in this programme consists of many reports that give different pieces of advice for healthy life. Green apple is concerned with persuading people to get more healthy life by mixing between medical

information and healthier life. <http://www.mbc.net>

9.5 Analysis of Green Apple

The texts of 'Green Apple' pieces of advice will be analysed in this section and there is an important note here (all the pieces of advice are presented by the same person to the audience, in the same item, but in different episodes).

Text (6) أفضل وقت لتأكله هو خلال الصباح و فترة الظهيرة

Translation, the best time for it to be eaten is during the morning and at noon .

Contextualization, chickpeas cannot be digested at evening and it needs a long time to be digested ,so the best time for it to be eaten is during the morning and at noon in order to get the enough time to be digested and not to cause flatulence .

Analysis, the type of the sentence is declarative. The advisor here presents an idea about the appropriate time for having chickpeas for the benefit of the audience .So he presents advice for their benefit without using 'you' pronoun when he addresses the audience and that labels this speech within negative politeness.

<https://shahid.mbc.net>

Table (8) analysis of text (6)

Sentence type	Advising strategy	Politeness type	Politeness strategy
declarative	indirect (non-conventionalized) strategy	Negative	"Strategy 1: Be conventionally indirect" "Strategy7: Impersonalize S and H"

The following units are taken from: <https://www.youtube.com>

Text (7): Translation, spit the remains of toothpaste or use mouth lotion as an alternative to water .

Contextualization, there are many mistakes that we are used to ,and one of these mistakes is (washing mouth with water after teeth brushing). As a matter of fact , washing your mouth with water after brushing your teeth is unhealthy because water can remove fluoride ,a mineral that is added to toothpaste to reduce teeth decay, then the result will be as if you don't brush your teeth so only spit the remains of toothpaste or use mouth lotion as an alternative to water .

Explanation, the type of the sentence is imperative. The speaker shows the appropriate way of teeth brushing for the audience's benefit with giving the reasons behind that and this reflects the advisor's sympathy with the audience in this sense it is advice that is presented with positive politeness type .

Table (9) analysis of text (7)

Sentence type	Advising strategy	Politeness type	Politeness strategy
imperative	direct strategy	positive	"Strategy 13: Give (or ask for) reasons" "Strategy 15: Give gifts to H (goods, sympathy, understanding, cooperation)"

Text (8): إن تناول البرتقال يبقي الشخص بحالة شبع لفترة اطول

Translation, orange eating helps in making one feel satiate for a long time.

Contextualization, orange eating helps in making one feels satiate for a long time since it contains carbohydrates which help to fulfil the need of body for sugar in the morning and that keeps one's body healthy and never to be fat.

Analysis, the type of the sentence is declarative. The speaker advises the audience to eat orange in indirect way when he claims that orange makes you feel replete for a long time and that will help you to keep your body healthy and never to be fat so positive politeness is used here.

Table (10) analysis of text (8)

Sentence type	Advising strategy	Politeness type	Politeness strategy
declarative	Indirect (non-conventionalized)	negative	"Strategy 1: Be conventionally indirect" "Strategy7: Impersonalize S and H"

Text (9): من الافضل المواظبة على النوم يوميا لسبع ساعات متتالية على الأقل

Translation, it had better used to sleep ,at least ,for seven hours every day.

Contextualization, After a long time of overwork and tiredness, the worker tries to compensate that with sleep for a long time at weekend and that behaviour is not healthy

because it increases the dangers of diabetes growth and heart diseases, so it had better used to sleep ,at least ,for seven hours every day.

Analysis, the advisor here gives the audience an advice that tells them instead of sleeping at weekend for a long time it had better to sleep seven hours every day .And the advisor talks to the audience without using 'you' pronoun so he used negative politeness.

Table (11) analysis of text (9)

Sentence type	Advising strategy	Politeness type	Politeness strategy
declarative	direct strategy	negative	"Strategy7:Impersonalize S and H"

Text(10) "إن التمر حل لمشكلة الإمساك"

Translation, Dates are a solution of constipation problem.

Contextualization, for the one who suffers from constipation he can have dates .Dates are a solution of constipation problem because of their richness with fibre; they contain fifteen types of mineral, and twenty three types of amino-acid which is not found in most kinds of fruit such as lemon, bananas and apples .

Analysis ,the declarative sentence here implies advice to the audience to eat dates in order to treat the problem of constipation .So it implies a benefit for the audience and the speech act here is indirect and the use of 'you' pronoun is avoided .

Table (12) analysis of text (10)

Sentence type	Advising strategy	Politeness type	Politeness strategy
declarative	Indirect (non-conventionalized) strategy	negative	"Strategy 1: Be conventionally indirect" "Strategy7:Impersonalize S and H"

Table (13) Percentages of The Doctors Analysis

Politeness types	Positive	100%
	Negative	0%
Sentence types	imperative	60%
	declarative	40%
Advising strategies	direct	80%
	indirect (non-conventionalized)	20%
	indirect (conventionalized)	0%
Positive politeness strategies	Strategy(1)	20%
	Strategy(2)	40%
	Strategy(3)	80%
	Strategy(11)	60%

Politeness types	Positive	20%
	Negative	80%
Sentence types	imperative	20%
	declarative	80%
Advising strategies	direct	40%
	indirect (non-conventionalized)	60%
	indirect (conventionalized)	0%
Positive politeness strategies	Strategy(13)	20%
	Strategy(15)	20%
Negative politeness strategies	Strategy(1)	60%
	Strategy(7)	80%

Table (14) Percentages of Green Apple Analysis

12. Conclusions

Based on the results of the current study, the following conclusions can be shown below :

1. All the pieces of advice in 'The Doctors' programme and 'Green Apple' are realized in polite expressions. This reflects the strong relationship between advising speech act and politeness.

2. There is a difference between English and Arabic programmes in advising with regard to the types of politeness employed. In 'The Doctors' positive politeness strategies have been used in all the texts. Whereas in Green Apple the negative politeness strategies have been used mostly.

3. It is noticed that direct strategies have been used more than indirect non-conventionalized strategies while indirect non-conventionalized strategies are more frequently used than the direct ones. Moreover indirect non-conventionalized strategies are not employed in both programmes

4. It is revealed that positive politeness strategies are used in all the selected data of *The Doctors* whereas only two positive politeness strategies and two negative strategies of politeness have been used.

5. Concerning the sentences types employed in *The Doctors*, imperative sentences are marked by a higher rate than declarative sentences while the data related to Green Apple show a preponderant use of declarative sentences in comparison with imperative sentences.

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