Cross-Cultural Pragmatics: Analysing Speech Acts in Different Cultures

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Abstract

Cross-cultural communication entails understanding the nuanced differences in speech acts across diverse cultural contexts. This study aimed to explore these variations, focusing on pragmatic differences and similarities in speech acts among participants from various cultural backgrounds. Employing qualitative methods, communicative scenarios were devised to elicit speech acts, and interactions were recorded for analysis. The participants' cultural backgrounds were diverse, representing a range of ethnicities, languages, and socio-cultural contexts. Data analysis involved categorizing and comparing speech acts across cultures, identifying patterns, and examining cultural influences on speech act usage. Results indicated significant variations in the frequency, form, and interpretation of speech acts among different cultural groups. Cultural norms, values, and communication styles were found to shape participants' understanding and enactment of speech acts, highlighting the intricate relationship between language and culture in communication. These findings have important implications for intercultural communication, language education, and international business. Understanding cultural differences in speech act usage can enhance communication effectiveness in diverse settings, fostering mutual understanding and reducing misunderstandings. Overall, this study contributes to the growing body of research on cross-cultural pragmatics, emphasizing the need for culturally sensitive approaches to communication in an increasingly globalized world.

1. INTRODUCTION

1.1. Background of the study

Cross-cultural pragmatics is a field of study that focuses on how language acquires relevance through its surroundings through cultural integration. Speech actions, or communication activities that transmit a planned linguistic operation, are a significant topic of practicality (Alghazo *et al.* 2021). Speech actions comprise activities such as demands, apology recommendations, and instructions, provide suitable replies to these types of performances. Learning the fundamentals of communicating across cultures is the first step toward

surmounting obstacles and preventing miscommunication (Jalilifar *et al*. 2021). They are transparency, humour, spoken language, understanding, and readiness.

Intercultural pragmatics concentrates on interactions between people who speak various tongues and come from various backgrounds, whereas international practicality contrasts various civilizations by the study of specific language usage aspects including speech acts, patterns of behaviour, and speech behaviour (Moafian *et al*. 2022). The research field of pragmatics, which focuses on the way speech is utilized in societal settings, includes the theory of speech acts. The three main components of pragmatic interaction are the use of language, language change, and rule compliance. The ability to use a language to accomplish goals is closely associated with speech act theory (House, 2022, Ahmed, 2021). This study explores the complex field of cross-cultural pragmatics, focusing on the examination of speech acts in various cultural contexts. Employing a secondary qualitative technique, the study tries to emphasize the slight cultural variances in communication practices. Since speech acts are essential to language exchange, they are crucial for the transmission of information, and cultural differences have a significant impact on how they are received.

1.2. Rationale

An expression that has a purpose when communicating is called a speech act. While extending apologies, an introduction, a request, a grievance, a request for assistance, a compliment, or a denial, we are engaging in speech actions. In all communities, language serves the same ever-changing function of facilitating interaction. Yet, the values and customs of that society might influence the way that conversation is conducted. In addition to the above phonetic variations, lexicon—the vocabulary unique to a language—also exhibits a great deal of variation (Alhusban, 2022). Culture is expressed through speech at its core. It serves a significant social role in fostering a sense of collective identification and cohesion by serving as a vehicle for the communication of principles, opinions, and practices. It serves as a way to transmit and maintain culture, along with its customs and common principles.

In addition to that, it discusses compliment transfers, which are among the most significant categories of speech actions. The paper suggests multiple tasks to be carried out during instruction to help increase the students' consciousness of the value of enhancement of effective interaction, visible them with the normal structures, subjects, and societal particulars of remarks, familiarize learners with potential interaction dangers, and give those options for how to respond to appreciation (Ahmet, 2021). This is carried out due to the crucial part that complements appropriateness and perceived reactions play in cross-cultural communication. The suggested activities are not limited to ordinary foreign language learners; they are additionally appropriate for students pursuing specialized foreign language courses, including interactions, and interpretation.

Speech acts have challenges to carry out within a second language since individuals might believe that the regulations and customs of their mother tongue apply equally to the second language, they may not also be aware of the colloquial terms or social conventions of the language they are studying. Language learners have a natural propensity to rely upon what they believe works in their first language, consequently, every action they carry out in that country identifies what can be translated into (Alghazo *et al.* 2021). In all communities,

language serves a similar ever-changing function of facilitating interaction. Yet, the values and customs of that society might influence the way that conversation is conducted.

In addition to all these acoustic variations, lexicon—the language unique to a language—also exhibits a great deal of variation. Learning the syntax and vocabulary of a foreign language is not the only requirement for pronouncing it. Instructors of foreign languages should therefore have this consideration and take into account factors other than those listed. Pragmatism and cultural concerns have to be taken into consideration, among other things. The purpose of this article is to emphasize how critical it is to increase foreign language learners' understanding of both domestic and global linguistic as well as cultural norms. It provides a brief overview of the study of cross-cultural pragmatics, emphasizing speech actions and the particular aspects that are culturally sensitive.

1.3. Aim and Objectives

The section on cross-cultural pragmatics delves into the intricate analysis of speech acts within diverse cultural contexts. Its primary aim is threefold: firstly, to identify the variations in the use and interpretation of speech acts across different cultures; secondly, to evaluate the impact of cultural norms, values, and social hierarchies on the performance of speech acts; and thirdly, to explore the implications of these findings for effective intercultural communication. By examining how language users navigate linguistic and cultural differences in speech acts, this section contributes to a deeper understanding of communication patterns and social dynamics in a globalized world.

1.4. Research questions

This section delves into the multifaceted realm of cross-cultural pragmatics, which examines speech acts in diverse cultural contexts. It aims to unravel the intricate patterns of directness and indirectness prevalent in speech acts across various cultures, shedding light on how communication strategies differ globally. Additionally, this study seeks to underscore the significance and impact of speech acts across diverse cultural landscapes, elucidating their role in shaping social interactions and interpersonal relationships. Moreover, it delves into the complexities of cross-cultural pragmatics, aiming to identify the nuances of speech acts within different cultural frameworks, evaluate their implications for effective communication, and explore strategies for navigating intercultural interactions adeptly. Through these endeavours, this study contributes to a deeper understanding of communication dynamics in a globalized world.

1.5. Significance of the study

This research delves into the intricate domain of cross-cultural pragmatics, emphasizing the analysis of speech actions across many cultural settings. Utilizing a secondary qualitative method, the study aims to highlight the minor cultural variations in communication habits. Speech actions are vital for the transfer of information since these fundamental components of linguistic trade, and cultural peculiarities greatly influence the way they are understood. Using a qualitative method allows for a full examination of the context-specific variables that affect the way people communicate in many cultural situations.

2. LITERATURE REVIEW
2.1. Introduction

This research delves into the intricate domain of cross-cultural pragmatics, focusing on the analysis of speech actions across different cultural settings. The present of has attempted to provide a base of knowledge and understanding regarding the subject in discussion. The task has been done through an extensive review of existing sources of literary information. Specific aspects relevant to the aspect in the discussion have been studied along with the alignment of the subject with viable theoretical viewpoints. Furthermore, theoretical viewpoints associated with the subject in discussion have been considered and discussed. In addition, certain gaps within the reviewed literature have been identified and stated as well.

2.2.Empirical Findings

According to Su (2023), communicating what someone is contemplating is known as direct communication. Indirect communication does not convey what a person is considering. Rather, they convey their true significance through their facial expressions and movements. A word or phrase that has a purpose to convey information is called a speech act. In the event extend apologies, an introduction, an inquiry, a grievance, a request for assistance, an acknowledgment, or a denial, people are engaging in speech actions. Within the fields of analysis of conversations, communication research, as well as speech-act theory, indirection refers to the use of cues, queries, movements, assertions, and circumlocutions to deliver an intention.

As per the view of Abdelhady (2023), the notion of "cross-culture" acknowledges the distinctions between businessmen from other countries, ethnic origins, and experiences, as well as the significance of overcoming these disparities. Cross-cultural training has grown vital to company achievement when creating and sustaining fresh markets as a result of globalization. Learning the fundamentals of intercultural interactions is the initial step toward surmounting obstacles and preventing miscommunication. They are openness, humour, language, awareness, and readiness. It is well recognized that direct communication is a hallmark of Western societies, which are frequently unique, egalitarian, and analytical. Eastern civilizations, which are often authoritarian and communal, prefer to communicate indirectly. There are five basic purposes of speech acts: directing, expressive, eloquent declarative, as well as representational.

According to Elasfar et al. (2023), even in a professional context, giving out bad news openly is considered disrespectful and uncivilized in indirect cultures. While two people are not aware of each other's way of speaking, there may be intense conflict. Preserves peace and prevents conflict: humans may protect relations and prevent needless confrontations by employing indirect communication techniques. It enables individuals to solve problems without putting people in danger or facing them directly. Relational concord and averting conflict may both be achieved through indirect communication. Additionally, it can facilitate the more nuanced articulation of ideas and emotions. It can be especially useful in cultural circumstances where straightforward communication might be interpreted as impolite or resentful.

As per the view of Oktaviaet al. (2023), the field of languages known as pragmatics studies the concepts that a speaker offers in addition to what a listener infers from many factors, including the situational environment, the parties' mental states, the nature of their prior interactions, and others. Investigating the role that context and custom, in the broadest sense,

play in understanding and making sense is one of the main goals of pragmatics. In this regard, successful cross-cultural interaction is therefore essential to bridge possible gaps in work environments, including variations in the subsequent areas: utterly distinct tongues, variations within a single dialect, and even strong accents from particular regions.

House and Kádár (2021) stated the concept of cross-cultural pragmatics was established in 1980 has a great influence towards human communication. It has been identified that cross disciplinary relevance is one of the most significant characteristics of cross-cultural pragmatics which refers to the application of this particular framework in different areas such as translation, linguistic politeness and others. The study helps to gain knowledge about some of the key principles of cross-cultural pragmatics which are bottom-up research, multi method approach, focusing on distinct as well as interrelated units of analysis, variation, focusing on the principle of comparability and corpora, application of linguistically based terminology.

According to McConachy and Spencer-Oatey (2021), directness in speech acts is an influenced by 5 specific factors such as "degree of addressee's obligation to carry out the act, the speaker's right to demand compliance, the level of the speaker's dominance over the hearer, the estimated likelihood for compliance, and the estimated difficulty". The study identifies that "Cross-Cultural Study of Speech Act Realisation Patterns (CCSARP)" is the first book on cross-cultural pragmatics which majorly focused on investigating speech acts regarding request and apologies. Specific situational variations of cross-cultural pragmatics have been identified in language frequency.

Geurts (2019) states, speech acts refer to the terminologies and observations of communication. There are three types of speech acts such as commissures which refer to promises, constatives which refer to assertions and directives which refer to requests. Speech acts are divided into three specific types in cross-cultural pragmatics which are direct speech acts, indirect speech acts, and nonliteral speech acts. Direct speech acts refer to the expression of the clear intention of the speaker through openly stated statements. On the other hand, indirect speech acts involve politeness strategies and unclear intentions of the speaker influenced by context and cultural norms. Apart from that, different factors influence the interpretation of speech acts in cross-culture language structure, power dynamics, politeness strategies, social norms, and contextual cues.

2.3. Literature gap

The study includes data about cross-cultural pragmatics and speech acts. Different articles and journals have been reviewed for improving adequate knowledge about these concepts. Categories of speech acts and factors that influence cross-cultural pragmatics have been evaluated in this section. Hence, the evaluation of directness and indirectness of speech acts in cross-cultural pragmatics has not been included here which remains a gap.

3. METHODOLOGY

This includes the description of particular methods and techniques that have been adopted for conducting this study. Choosing the appropriate methods that help to collect relevant and subjective data is an important part of any research. Considering this, the specific methods, philosophical approach, and design that have been chosen are discussed with appropriate justification.

3.1. Research design

Adopting a particular research design is important for conducting a research paper in an organized way. There are two categories of research designs such as quantitative design and qualitative design. Application of the quantitative design refers to the collection of numerical data and statistical analysis. On the other hand, qualitative design is all about collecting nonnumerical data and narrative analysis (Morawska et al. 2021). The study has been conducted based on **qualitative design** because the topic suits subjective information. Collecting numerical data about cross-cultural pragmatics is not relevant and because of that qualitative design has been chosen for this particular study.

Research approach is an important part which helps a researcher structure the research paper. Inductive and deductive are the two types of approaches with different structures. Inductive approach refers to the observation of published information, application of theoretical view and interpretation of conclusion regarding a research topic (Varpioet al. 2020). Whereas deductive approach is all about testing hypotheses, developing theories and interpretation of conclusions based on objective data. It has been previously stated that the study is based on qualitative design which generally leads to observation of different sources and gathering authentic information. Considering this, an **inductive approach** has been applied to the study and observed information has been interpreted from a theoretical view.
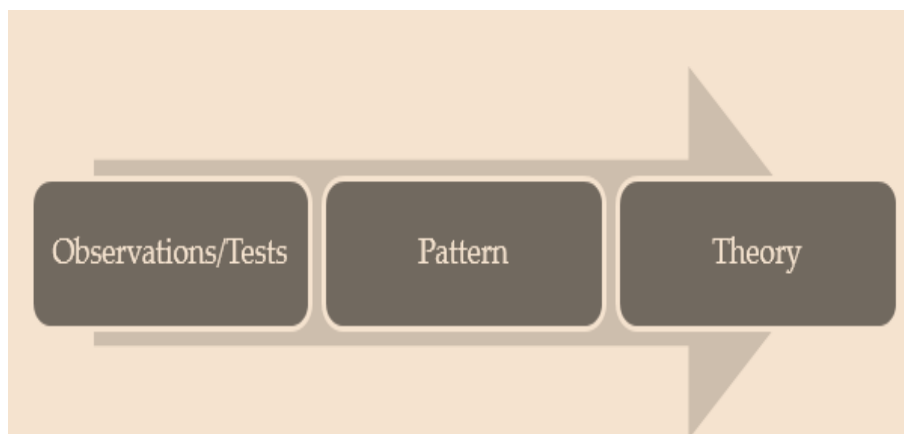

Figure 1: Inductive approach
(Source: Varpioet al. 2020)

The application of research philosophy is a significant part that helps to understand the research topic from different perspectives. There are four categories of philosophy such as interpretivism, realism, positivism, and pragmatism. Interpretivism philosophy is generally used for understanding qualitative data whereas positivism philosophy is used for improving knowledge about quantitative data (Alharahsheh and Pius, 2020). Realism philosophy is used when experimental data is applied as well as pragmatism philosophy is used when both qualitative and quantitative data are used in a study. As previously mentioned, qualitative design has been used, therefore **interpretivism philosophy** has been applied to this research study.

3.2. Data collection method

Data collection is one of the most important segments that ensure adequate collection of authentic data regarding a research topic. The study is based on qualitative design which involves two types of sources such as primary and secondary sources. Primary qualitative sources refer to conducting interviews among knowledgeable people as well as secondary qualitative which refer to observing published papers, articles, and journals (Byrd, 2020). Conducting an interview is not suitable to the research topic and considering this, **secondary sources** have been used for collecting data here. Different published papers have been observed to gather qualitative yet authentic data about cross-cultural pragmatics.
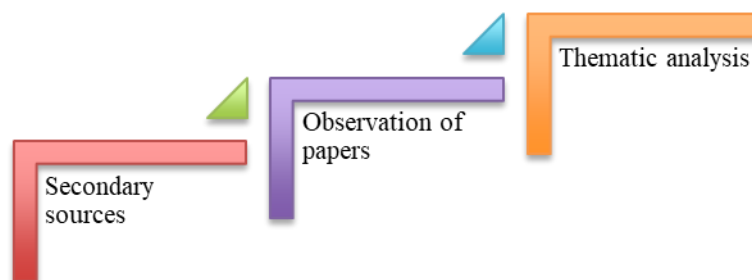

Figure 2: Primary qualitative sources
(Source: Self-developed)

3.3. Data analysis method

Interpretation of data is the most vital part of a paper which needs the use of an appropriate method. Different techniques are used for secondary qualitative data analysis such as narrative analysis; analysis, thematic analysis, and others. All of these methods are quite effective in conducting secondary data analysis; the thematic analysis process has been used for this study. **Thematic analysis** refers to the creation of a few themes based on the key findings and interpretation of all the collected data meaningfully (Lochmiller, 2021). This is one of the most effective and relevant processes to analyse data in a descriptive and meaningful way.

3.4. Ethical considerations

Maintenance of ethics and regulations while conducting a study is essential for avoiding any kind of legal issues. The study has been conducted by maintaining several ethics. All the information and data are collected from authentic sources and properly cited in this study. In simple words, credits to the original author of the relevant information have been given properly. Apart from that, the use of third-party applications for gathering data has been avoided which ensures the collection of authentic information only and that enhances the significance of this study. In addition, papers and articles that were published between 2019 and 2024 have been used only to ensure the validity of this paper.

4. DATA ANALYSIS AND DISCUSSION
4.1. Introduction

Speech actions comprise activities such as demands, apology recommendations, instructions, provides, and suitable replies to these types of performances. Learning the fundamentals of communicating across cultures is the first step toward surmounting obstacles

and preventing miscommunication. They are transparency, humour, spoken language, understanding, and readiness. The present aims to analyse the overall findings of the study. This study explores the complex field of cross-cultural pragmatics, focusing on the examination of speech acts in various cultural contexts. Employing a secondary qualitative technique, the study tries to emphasize the slight cultural variances in communication practices.

4.2. Findings and Analysis
4.2.1.   The importance and impact of speech acts across diverse cultures

Speech acts, such as requests, apologies, or compliments, hold immense significance across diverse cultures, serving as vital tools for communication and social interaction. Their impact transcends linguistic boundaries, influencing relationships, power dynamics, and social norms. In some cultures, directness in speech acts may be valued, reflecting clarity and honesty, while in others, indirectness might be preferred to preserve harmony and social cohesion. Understanding cultural nuances in speech acts is crucial for effective cross-cultural communication, as misinterpretations can lead to misunderstandings or even offense. Moreover, speech acts often carry deep cultural meanings and symbolism, reflecting values, beliefs, and societal structures unique to each culture. Recognizing and respecting these differences fosters intercultural understanding and enhances interpersonal relationships in an increasingly globalized world. In this section, the first research questions have been met with a broad base of required information.

When it comes to removing obstacles from international contact, language is essential. It serves as our main means of exchanging concepts, emotions, and ideas with other people. It may be challenging, yet not unattainable, to relate to and comprehend individuals from diverse cultures lacking a shared language (House, 2022). Culture is expressed through language at its core. It serves a significant social role in fostering a sense of collective identification and cohesion by serving as a vehicle for the communication of principles, convictions, and practices. The listener's usage of a poncho before exiting the house or their decision to stay inside till the drizzle stops is elocutionary conduct in this instance.

There are several basic purposes of speech acts: directing, eloquent evocative, explicit, and representational. Speech actions are a crucial indicator of the student's ability to communicate since they serve as crucial instances of language and nonverbal communication while the speaker's purpose has to be understood inside the context of a specific culture. It is essential to pay attention to what the other person is saying, how they are saying it, and their nonverbal signs while communicating across cultural boundaries. This enables people to comprehend their points of view, principles, and convictions. One may provide a comfortable environment for candid communication and show an appreciation for their customs by carefully paying attention to them.

A speech act is a phrase used in communication that has a purpose. We are using speech actions when we apologize, introduce ourselves, make a request, voice a complaint, ask for help, give a compliment, or refuse something. Language facilitates interaction, an ever-changing function, in all groups. However, how that discourse is conducted may be influenced by the values and conventions of that community. Lexicon, or a language's specific vocabulary, varies greatly in addition to the phonetic changes mentioned above (Alhusban, 2022). Speech is fundamental to the expression of culture. By acting as a channel for the exchange of values,

viewpoints, and practices, it plays a vital social function in promoting a feeling of group identity and cohesiveness. It serves as a way to transmit and maintain culture, along with its customs and common principles.

4.2.2. The complex field of cross-cultural pragmatics, focusing on the examination of speech acts in various cultural contexts

The term "cross-cultural pragmatics" refers to a branch of research that focuses on the way language obtains sense through its cultural embedding as well as context. The research field of communication between cultures focuses on whether people with diverse cultural origins interact with one another and the way individuals try to communicate through cultural boundaries. The academic field of pragmatics, which concentrates on how speech is utilized in social contexts, includes speech act theory (Ahmet, 2021). Each of the three main components of pragmatic communication is the utilization of language, modification of language, and compliance with rules. The ability to use speech to accomplish goals is closely associated with speech act theory.

Direct speech, as used in pragmatics, is a speech act in which the purpose of the phrase and its kind are directly related. On the other hand, indirect speech actions happen when the purpose and phrase type have an indirect link. In direct communication, the speaker repeats their first remarks to the listener. The individual who spoke used precisely the identical terms. To indicate that the individual who spoke has stated the phrases, brackets are placed around them (Alghazo et al. 2021). Writing or reading during conversation is the most effective way to teach direct and indirect speaking. Instructors can demonstrate the distinction between speaking directly and indirectly by reading the conversation before going through instances. While someone is cited, the individual is speaking directly. While speech that is indirect is used to communicate what somebody says to another person without always utilizing their precise words, direct language is utilized to convey or instead replicate what is stated by the person who is speaking or writing in the manner in which that they are given.

Cross-cultural pragmatics delves into the intricate analysis of speech acts across diverse cultural landscapes. It scrutinizes how language users employ speech acts like requests, apologies, and compliments within different cultural frameworks. This field investigates how cultural norms, values, and social hierarchies influence the interpretation and performance of speech acts. By exploring linguistic and cultural nuances, cross-cultural pragmatics sheds light on communication patterns and social dynamics worldwide. It highlights variations in directness, politeness strategies, and conversational styles across cultures, uncovering the subtle intricacies of interpersonal communication. In this section, the second research question has been met. Understanding cross-cultural pragmatics is essential for effective intercultural communication, as it facilitates the recognition of cultural differences in speech acts and promotes mutual understanding and respect. Embracing the complexities of cross-cultural pragmatics enriches our ability to navigate diverse cultural contexts and fosters harmonious interactions in an interconnected global society.

4.2.3. Patterns of directness and indirectness in speech acts across diverse cultures

To put it simply, direct speech acts are speech acts where phrases or utterances are employed in line with their customary purpose. Conversely, an indirect speech act happens when the statement is no longer meant to achieve its goal. Cultural foundations of

communication—direct versus indirect. It's common knowledge that Western cultures—which are often individualized, democratic, and analytical—are known for their open communication. Eastern civilizations, which are often hierarchical and communal, tend to communicate indirectly (Su,2023). Communicating what someone has in mind is known as a direct connection. Expressing what one is thinking is not what is meant by indirect communication. Rather, they convey their genuine meaning through their facial expressions and movements.

Speech acts in languages other than English can be difficult to do because speakers could assume the rules and traditions of their native tongue translate to the dialect that they are learning, or they might not be familiar with the slang words and social customs of the country that they are learning. Due to tongue trainees' innate tendency to rely on what they perceive to be effective in their native language, whatever they do in that nation can be translated into (Alghazo et al. 2021). Language facilitates interaction and has a comparable ever-changing role in all cultures. However, how that discourse is conducted may be influenced by the values and conventions of that community.

Intercultural pragmatics focuses on the interactions between individuals who speak different languages and come from different backgrounds, while international practicality compares and contrasts different civilizations through the study of particular language usage elements like speech acts, behaviour patterns, and speech behaviour. In this section, the third research questions have been met. The theory of speech actions is part of the discipline of pragmatics, which studies how speech is used in social contexts. The use of language, language modification, and rule compliance are the three primary facets of pragmatic interaction. Speech act theory is intimately related to the capacity to utilize language to achieve objectives.

Speech actions include directives, offers, and suggestions for an apology, directions, and appropriate responses to these kinds of performances. The first step to overcome challenges and avoid misunderstandings understand the principles of cross-cultural communication. They are preparedness, comprehension, spoken language, humour, and transparency. The goal of this is to analyse the study's general conclusions. This research delved into the intricate domain of cross-cultural pragmatics, emphasizing the analysis of speech actions across many cultural settings. The study made use of a secondary qualitative approach in an attempt to highlight the minor cultural differences in communication behaviours.

5. DISCUSSION

The discussion of the study on cross-cultural pragmatics analysing speech acts in different cultures highlights the significance of cultural influences on communication patterns. The findings underscore the importance of understanding cultural norms, values, and communication styles in interpreting speech acts accurately across diverse cultural contexts (Moafian et al. 2022). Recognizing the variations in speech act usage between cultures can lead to more effective intercultural communication, reducing the likelihood of misinterpretation and misunderstandings. Moreover, the study emphasizes the relevance of promoting cultural sensitivity and competence in language education and intercultural training programs to enhance individuals' ability to navigate cross-cultural interactions successfully. In professional contexts, such as international business negotiations, awareness of cultural differences in speech acts can contribute to building stronger relationships and fostering collaboration across

borders (Jalilifar, 2021). Overall, the discussion highlights the practical implications of the study's findings for improving communication effectiveness in diverse cultural settings.

6. CONCLUSION AND RECOMMENDATIONS
6.1. Conclusion

It can be concluded that the interaction between language and culture can be studied with clarification to understand the significance of communication in terms of various aspects. The study of cross-cultural pragmatics is particularly helpful in this regard. Various essential components of communication such as apologies, instructions, requests, offers, and other such speech acts are studied in this context. Acquisition of mastery of cross-cultural communication can be ensured by gaining competence with spoken language nuances and comprehension. Understanding humour, honesty, adaptability and other relevant aspects of spoken languages aid in better interpretation of interpersonal communications. Intercultural pragmatics primarily focuses on studying the interactions between individuals from varied cultural and linguistic origins. The present study is based on analysis of speech across various cultural contexts through the adaptation of secondary qualitative methods.

In conclusion, the study on cross-cultural pragmatics analysing speech acts in different cultures illuminates the intricate interplay between language and culture in communication. The research findings demonstrate that speech act usage varies significantly across cultural boundaries, influenced by cultural norms, values, and communication styles. Understanding these variations is crucial for fostering effective intercultural communication and reducing misunderstandings in diverse contexts. By recognizing and respecting cultural differences in speech act interpretation and enactment, individuals can navigate cross-cultural interactions more successfully.

The implications of this study extend beyond academic research to practical applications in various domains, including language education, intercultural training, and international business. Cultivating cultural sensitivity and competence in communication can facilitate smoother interactions, build trust, and enhance collaboration across cultural divides. Moving forward, continued efforts to promote cross-cultural understanding and communication competence will be essential for fostering harmony and cooperation in an increasingly interconnected world.

6.2. Linking with Objectives
Objective 1

The first objective is **"**To identify and analyse patterns of directness and indirectness in speech acts across diverse cultures". This objective aims to elaborate the patterns of directness and indirectness in speech acts across diverse cultures. This objective has been met in theme 3 "Patterns of directness and indirectness in speech acts across diverse cultures". In this theme, all the required data regarding this objective has been explained and critically evaluated.

Objective 2

The second objective is "To evaluate the importance and impact of speech acts across diverse cultures" which aims to evaluate "the importance and impact of speech acts across diverse cultures". This objective has been met in theme 1 "the importance and impact of speech

acts across diverse cultures". In this theme, all the required data regarding this objective has been explained and critically evaluated.

Objective 3

The third objective is "To explore the complex field of cross-cultural pragmatics, focusing on the examination of speech acts in various cultural contexts" aims to explore the complex field of cross-cultural pragmatics, focusing on the examination of speech acts in various cultural contexts. This objective was met in theme 2 "The complex field of cross-cultural pragmatics, focusing on the examination of speech acts in various cultural contexts". In this theme, all the required data regarding this objective has been explained and critically evaluated.

6.3. Future scopes

This study explores the complex field of cross-cultural pragmatics, focusing on the examination of speech acts in various cultural contexts. Employing a secondary qualitative technique, the study tries to emphasize the slight cultural variances in communication practices. Since speech acts are essential to language exchange, they are crucial for the transmission of information, and cultural differences have a significant impact on how they are received. The present study has been done with a secondary qualitative study. Further study can be done in the primary quantitative method.

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