

The politeness maxim are utterance (2) positive politeness of interest strategy and utterance (4) positive strategy (13) of exaggerating strategy. Utterances (8) (10) (11) (15) show maxim of Agreement. Utterances (3) (6) (7) show negative politeness. Utterance (17) shows positive politeness of joking strategy.

As it was stated above, the speech event consists of 17 utterances with the following explanation: there are 3 speech acts of form with their different meanings; there are 4 utterances with positive politeness, and 4 utterances showing maxim of Agreement. There are 3 negative politeness of hedged performative.

The American value observed was achievement and ways towards success. The future job in fashion industry promises financial security. Materialism means both ownership of goods and power of money. This is undoubtedly inheriting the protestant ethic, that wealth is godliness.

This research has analysed the other four speech events, however, due to the space, they were not included and presented in this paper.

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