

**POLITENESS STRATEGIES OF MR. PEANUTBUTTER IN THE ADULT
ANIMATED TV SERIES *BOJACK HORSEMAN***



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ABSTRACT

Being polite is of significant importance in communication and relationship-building. This study investigates how Mr. Peanutbutter, a character from the animated series *Bojack Horseman*, employs various politeness strategies. Utilizing Brown and Levinson's (1987) framework, the research identifies the types of strategies used, the most dominant strategy, the influence of context on his choice of politeness, and the impact on his relationships. Data were collected through detailed episode analysis and transcript examination. The findings reveal that positive politeness is the most frequently used strategy by Mr. Peanutbutter. Sociological factors are the foremost influence on his choice of politeness strategies. In addition, the study concludes that Mr. Peanutbutter's use of politeness strategies to some extent has a positive impact on his relationships, fostering goodwill and minimizing conflict. However, the findings suggest that in long-term relationships, factors beyond politeness might play a more influential role, potentially overshadowing the impact of politeness itself.

Keywords: animated tv series, Mr. Peanutbutter, politeness strategies

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