

APOLOGY STRATEGIES IN SCREAM QUEENS (2015)

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Abstract

The aim of this undergraduating thesis is to classify and identify apology strategies proposed by Cohen and Olshtain (1983) and its combinations in television series *Scream Queens* (2015), as a television series that illustrates how U.S. college students apologize. The data used in this research are utterances of *Scream Queens* (2015) season 1.

The apologies found in the television series are classified based on the apology strategies proposed by Cohen and Olshtain (1983) which consist of: Expression of Apology (EA), Explanation of Account (EAc), Offer of Repair (OR), Acknowledgement Responsibility for Offense (ARO), and Promise of Forbearance (PF). Each apology speech act is classified based on the first strategy used. Utterances with two or more apology strategies are then identified and classified again according to the combinations. In this research, the total of apology strategies found throughout their data source are 124. The most used apology strategy is EA with 59 utterances. There are 26 combinations and 4 standalone apology strategies in the television series. The most used combination is EA-EAc with 21 utterances. While the most used standalone apology strategy is EAc with 34 utterances.

Key Words: Pragmatics, Speech Acts, Apology Strategies, *Scream Queen*, TV series

Intisari

*Penelitian ini bertujuan untuk mengklasifikasi dan mengidentifikasi strategi permintaan maaf yang diusulkan oleh Cohen dan Olshtain (1983) dan kombinasinya dalam televisi seri bernama *Scream Queens* (2015) musim satu. Hal tersebut dikarenakan televisi seri *Scream Queens* (2015) dapat menggambarkan mahasiswa berminta maaf. Data yang dipergunakan dalam ucapan dari semua karakter dalam *Scream Queens* (2015).*

Ucapan permintaan maaf yang ditemukan dalam televisi seri merupakan strategi permintaan maaf yang diusulkan oleh Cohen dan Olshtain (1983), yang terdiri dari: Ekspresi Permintaan Maaf, Penjelasan Kejadian, Penawaran Perbaikan, Pengakuan Bertanggungjawab untuk Kesalahan, dan Perjanjian untuk Bertoleran. Setiap tindak tutur permintaan maaf diklasifikasi berdasarkan strategi pertama yang digunakan oleh karakter dalam televisi seri tersebut dan diklasifikasi berdasarkan kombinasinya. Dalam penelitian ini, strategi permintaan maaf ditemukan 124 kali dari seluruh data sumber. Strategi permintaan maaf yang paling sering digunakan adalah Ekspresi Permintaan Maaf dengan 59 ucapan. Adapula 26 macam kombinasi permintaan maaf serta 4 strategi permintaan maaf yang berdiri sendiri yang ditemukan dalam penelitian ini. Kombinasi permintaan maaf yang paling sering ditemukan adalah Ekspresi Permintaan Maaf dengan Penjelasan Kejadian yang digunakan 21 kali. Penjelasan Kejadian sebagai strategi permintaan maaf yang berdiri sendiri ditemukan 34 kali.

Kata Kunci: Pragmatik, Tindak Tutur, Strategi Permintaan Maaf, televisi seri *Scream Queens*

INTRODUCTION

Communication is an essential act of human beings to maintain a relationship. Vallence and McWilliam (Dimmick, 1995:21) believes that in every relationship, communication is a fundamental factor. This is because through communication, society can have a mutual understanding of each other, learn to adjust and cope, influence and trust, start or end relationships, and flourishes how they see themselves. It is through communication that human beings can fulfill their need as a social being. It is also through language that people are able to communicate. According to Sapir (1921), language “is a purely human and non-instinctive method of communicating ideas, emotions and desires by means of voluntarily produced symbols.” Languages are built by thousands of signs, which also consist of forms and meaning. These forms are different from one another. They are spoken, written, and sign languages. In spoken language, an arrangement of sounds are the forms. While in written and sign language, it is combination of letters and gestures that make up the forms (Eifring and Theil, 2005:3).

In linguistics, understanding how a listener interprets the speaker is the study of pragmatics. According to Yule, pragmatic “is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or a reader)” (1996: 3). While, Leech believes that pragmatic is “the purpose of linguistics, as the study of meaning in relation to speech situations” (1975:6). Mey also defines the study of pragmatics as “the use of language in human communication, as determined by the society” (1993:6). Therefore, pragmatics is understanding the meaning of human communication between the listener (or reader) with the speaker (or the writer). An essential element of pragmatics is speech act. According to Searle, speech act is “characteristically performed in the utterance of sounds or the making or marks” (1969:42). One major difference between speech act and utterance is how speech act gives a meaning.

A type of expressive speech act is apology. Oxford (2015) dictionary defines it as an “express of regret for something that one has done wrong.” While Brown and Levinson (1987) states that “an apology is primarily and essentially a social act. It is aimed at maintaining good relation between participants. To apologize is to act politely, both in vernacular sense and in more

technical sense of paying attention to the addressee’s face needs” (Brown and Levinson, 1987). Therefore, apologizing is an essential part of human interactions as the addresser have done something wrong to the addressee and in order to maintain the relationship the addresser expresses an apology.

This study focuses on the apology strategies proposed by Olshtain and Cohen (1983) that are found in television series *Scream Queens* (2015). It also identifies the frequency of standalone apology strategies and its combinations as a realization speech act found in the popular dark comedy television series. The researcher believes that apology strategies in a recent television series such as *Scream Queens* (2015) gives advantage on similar apology strategies used in reality. Because *Scream Queens* (2015) is a series about college students, the researcher believes that people can understand what apology strategies are used by college students alike. Not only that, but the researcher believes *Scream Queens* (2015) is an interesting object to conduct a research on as it circles upon dangerous situations but still maintaining a light-comedy atmosphere. This research will use the first season of the television series, which consists of 13 episodes. The first season is chosen because it has only aired one season as of early 2016.

The data of the research are utterances in *Scream Queens* (2015), specifically those that contain apology strategies. The series *Scream Queens* first aired on Fox on September 22, 2015. It is directed and produced by Ryan Murphy, Brad Falchuk, and Ian Brennan. It is a dark comedy that tells about a murderer in Wallace University. He is killing for revenge of the death of the his mother in the sorority, Kappa Kappa Tau. The main characters are Grace, Wes, Chanel, Chanel #3, Chanel #5, Chanel #6 or Hester, Cathy, Zayday, Jennifer, Sam, Denise, Chad, and Boone. This series mainly takes place in campus grounds, specifically the Kappa Kappa Tau sorority house and Dickie Dollar Scholars fraternity house. In the beginning, the sorority and fraternity are looked upon as the popular clique. However, as the story progresses, it is revealed that the sorority and fraternity members are rich and privileged students that discriminate other students for being poor and unpopular. One by one, the members of the sorority and fraternity are killed by the Red Devil Killer.

The data source is from transcript of the *Scream Queens* (2015) series. This transcript is taken from a popular subtitle website called addic7ed.com. This website offers free subtitles for various television series, created by the users of the website. The author of the

subtitle *Scream Queens* (2015) season one episode 1-13 is Louis Alexander, by the username kinglouisxx. Besides the transcript, the researcher also uses the video as a data source in synchronizing the transcript with the situation of the show, however this is to help understand the transcript better.

In this research, the writer will use two types of data: primary data and secondary data. Primary data are from the transcripts of *Scream Queen* (2015) season one episode 1 until 13 that are available in the Internet. The research will also then compare and look at the transcripts found in Addic7ed.com with the television series to make sure that the data is reliable. The researcher will also use the transcript and observe the television series to understand the correlation of the conversations between characters. The following is the steps of gathering the primary data:

1. Downloading subtitle *Scream Queens* (2015) season one episode 1-13 from Addic7ed.com.
2. Reviewing the subtitle with the downloaded television series to check whether or not the data is reliable.
3. Identify the apology strategies used by underlining the transcript and observing the situation when it used by watching the series.
4. Screening out the apology strategies that do not fulfill Searle's felicity conditions.
5. Classifying the data with data-coding the apology strategies found in each series.

Secondary data in this research will focus on theories and relevant information to strengthen the researcher's ideas. The collection of these data will be conducted by library research and internet research.

Therefore, this research is about apology strategies in *Scream Queens* (2015) as a television series that is an illustration of how college students alike apologize. It will demonstrate how college students will use standalones and combinations of apology strategies as a form of realization speech acts.

Identification of Apology Strategies

The following table is the classifications of all the apology strategies found in *Scream Queens* (2015) episode 1-13. The table shows that the television series has Expression of Apology (EA) as the most used apology strategies with 59 findings and 11 different combinations of the apology strategy as speech act sets. The second most used apology strategy is explanation

of account (EAc) as a standalone with 34 occurrences and 5 different combination speech acts sets throughout the television series. The third most used apology strategy is acknowledgement responsibility for offense (ARO) with 13 occurrences and 7 different combinations of speech act sets. The two of the least used apology strategies are offer of repair (OR) and promise of forbearance (PF) with 8 and 1 occurrence(s) in the television series respectively.

No	Type of Apology Strategies	Total		
		No	%	
1.	Expression of Apology	EA-EAc	21	16.9
		EA	16	12.9
		EA-ARO-EAc	9	7.2
		EA-ARO	3	2.4
		EA-ARO-OR	3	2.4
		EA-EAc-ARO-EAc	1	0.8
		EA-PF	1	0.8
		EA-OR	1	0.8
		EA-OR-EAc	1	0.8
		EA-EAc-OR	1	0.8
		EA-ARO-PF-EAc	1	0.8
	EA-ARO-EA-EAc	1	0.8	
Total		59	46.2%	
2.	Offer of Repair	OR	3	2.4
		OR-EAc	3	2.4
		OR-ARO	1	0.8
		OR-EAc-EA-EAc	1	0.8
Total		8	6.40%	
3.	Explanation of Account	EAc	34	27.4
		EAc-EA	5	4
		EAc-ARO	2	1.6
		EAc-PF	1	0.8
		EAc-EA-EAc	1	0.8
		EAc-ARO-PF-EAc	1	0.8
Total		40	36.2%	
4.	Acknowledgement Responsibility for Offence	ARO-EAc	5	4
		ARO-EA	2	1.6
		ARO-EA-EAc	2	1.6
		ARO	1	0.8
		ARO-OR	1	0.8
		ARO-EA-PF	1	0.8
		ARO-OR-EAc	1	0.8
Total		13	10.40%	
5.	Promise of Forbearance	PF-EAc	1	0.8
Total		1	0.80%	
TOTAL		124	100.00%	

Realization of Apology Strategies

According to Olshtain and Cohen, the concept of “speech act set” is considered to be a realization of speech act. This means that an apology can be compiled of many range of apology strategies (citation from Blum-Kulka and Olshtain, 1984: 207). This is because in reality, speech act rarely stands by itself, but uses two or more speech acts creating speech act set. According to Murphy and Neu speech act set “contribute in a specific way to a global scenario representing a ‘sequentially’ emergent complete speech act” (cited from Váľková (2004). The data found in *Scream Queens* (2015) proves that this theory is true with 26 different combination sets in total. The following will discuss one sample for each category of apology strategy combinations and standalone.

Expression of Apology

This strategy shows a common characteristic considered as IFID or Illocutionary Force Indicating Device. In definition, IFID is the use of words such as “sorry”, “apology”, and “regret”. In the television series, the use of expression of apology as a standalone in a speech act are found 16 times as the third most used apology strategy in the series. However, the combination EA-EAc (expression of apology with expression of account) are found more in the series.

(1) SQ.Ep3.EA-EAc

00:37:06,761 --> 00:37:15,667

This scene takes place in the Kappa Kappa Tau's dining room. Wes, Gigi, and Cathy was just having dinner date in the sorority house, when Zayday is going to leave to a study group. Wes asks Zayday where they were going, but she corrects him with saying that she will be going alone. Wes then asks where Grace was, but Zayday answers by saying that Grace was not in the sorority house the whole day. Wes panics and tells Zayday that Grace's phone tracking location states that Grace was in the house. Zayday believes that what Wes is doing is creepy and leaves. Wes then apologizes for leaving the dinner date as he has to find his daughter.

Wes: I'm sorry, ladies, but I have to go find her. This was really great, though.

Example (1) uses two apology strategies: expression of apology (EA) and explanation of account (EAc). In this case, Wes feels that he would hurt Cathy and Gigi

if he stops the dinner date to find Grace. Wes, as the addresser, feels the need to apologize. He uses IFID (Illocutionary Force Indicating Device) of “I'm sorry.” He then uses the apology strategy EAc (explanation of account) to state the reason for him doing to the mistake. In this case, he tells that he must find Grace.

In example (1) uses the variants of address terms of the listener. In this example, Wes uses the word “ladies” to refer both Cathy and Gigi. Wes had to leave Gigi and Cathy to check on his daughter Grace. When Wes left the two it would also mean ending the date as both Gigi and Cathy asked Wes to have a three-people dinner date. The situation of ending a dinner date with girls influence the way the speaker chooses the noun referring to the addresser. In this case, “ladies” is used to refer both Cathy and Gigi in a politer manner. Not only that, but the closeness of the speaker (Wes) and the listeners (Gigi and Cathy), also influence the term “ladies” to refer the addresser. As Wes is not close to Gigi and Cathy, he uses a politer term to address them within his apology. This is because Oxford dictionary defines lady, “as polite or formal way of referring to a woman”.

(2) SQ.Ep5.EA-OR

00:18:48,076 --> 00:18:54,013

This scene is taking place in Wes' temporary stay in campus. Grace finds out that Wes and Gigi were having sex. She confronts to them and Gigi explains the situation. However, Grace ignores the awkwardness and tells both of them that Zayday is still missing. On the other hand, Wes who is Grace's father still felt bad for what Grace had seen.

Wes: I'm really...I'm really sorry, honey. We should talk about this.

Grace: Hey, Dad, I'm cool, I promise.

Example (2) uses two apology strategies: expression of apology (EA) and offer of repair (OR). In this case, the speaker, Wes, uses direct speech act of “sorry” in his utterance. This is a clear characteristic of expression of apology (EA) as it uses the IFID (Illocutionary Force Indicating Device). He also uses another apology strategy with stating an offer of repair, to which he states that Wes and Grace should talk it over. This speech act is considered as offer of repair (OR).

Example (2) shows the variant of intensifiers with the word of “really” in the first apology strategy used

by the speaker. The intensifiers identify the speaker's emphasizing how apologetic or regretful he is towards his wrongdoing. In this speech act, the speaker goes beyond stating "really" once, but twice. Wes utters "I'm really...I'm really sorry". This intensifies the speech act apology of his regret on his action towards the listener.

This also shows a variance of proper names. In example (2), Wes refers Grace as "honey", which the Oxford dictionary defines as, "darling, sweetheart". In this case, Wes uses the term "honey" to address Grace because of the close father-daughter relationship. He tries to mend the relationship with stating "honey" instead of stating her name or other names to address her.

(3) SQ.Ep1.EA-ARO-OR
00:00:40,123 --> 00:00:50,865

It is in the year 1995, where a Kappa Kappa Tau party is taking place. Amy, Bethany, Coco, and Mandy goes to one of the bathrooms and finds Sophie, a pledge of the sorority, laying in the bathtub with a new born baby. She gave birth and Bethany became furious with her.

Bethany: Who told you you could have a baby here tonight?

Sophie: Guys, I'm so sorry. Obviously, I'm as upset as anyone about this. I'm sure I can walk, if I can just get some Gatorade.

Example (4) is has three strategies in a single apology: expression of apology (EA), acknowledgement responsibility of offense (ARO), and offer of repair (OR). In this case, the addresser's fault towards the addressee was having a baby inside the sorority house, without asking the sorority authorities beforehand. The addresser, Sophie, tries to mend her relationship with the Kappa Kappa Tau sisters, especially to Bethany, the president of the sorority. The first apology strategy used is expression of apology, with the use of "sorry" as the clear identification of that apology strategy. The addresser also uses acknowledgement responsibility of offense (ARO) by stating that what she has done has made her and others "upset". This is an indication of the addresser admitting to her mistake. The last apology strategy used is offer of repair (OR) in which the addresser tries to make-up for her offense towards the addressee. In this case, she tries to bargain with them by stating that she can walk out of the sorority house, if only can she get some Gatorade.

Offer of Repair

The second strategy by Olshtain and Cohen is offer of repair, where the addresser offers to do something in an attempt for the addressee to accept his or her apology. This strategy is usually the utterance of wanting to do something towards the addressee. In the series *Scream Queens* (2015), the most used combination of OR-EAc (offer of repair with explanation of account) and the standalone of OR. Both of these combinations are found three times.

(4) SQ.Ep8.OR-EAc
00:35:58,007 --> 00:36:10,752

This scene takes place in Wes's apartment. Grace confronts to Wes about him lying to her about her mother. Grace demands for the truth.

Grace: About you literally having to sue to get me away from her?

Wes: Well, all of that is mostly true. I was gonna tell you the truth eventually, but you just got so attached to the fake story. I figured, why upset the apple cart?

Example (4) shows two strategies being used: offer of repair and explanation of account. The addresser, Wes, tries to explain himself to the addressee, Grace. He utters "I was going to tell you the truth eventually" as the offer of repair. However, the addresser admits that although he wanted to tell the addressee the truth, he did not do so. In an attempt to mend the addresser's relationship with the addressee, he explains his reason for why he has not told Grace the truth. This is an explanation of account.

(5) SQ.Ep1.OR
00:06:55,265 --> 00:07:04,672

The scene goes back to last spring. Chanel is trying to climb up the sorority hierarchy class with doing Melanie's laundry, the president of Kappa Kappa Tau. However, Chanel was not able to get Melanie's laxundry on time, causing Melanie to be bad. She then breaks the bad news to Chanel that she is not able to come to Punta Mita for spring break. However, Chanel tries to fix it by spray-tanning Melanie.

Chanel: No. Please don't do this to me. Don't you want me to spray-tan you? I have it all ready.

Melanie: No, Chanel. I would honestly rather not have you around.

Example (5) is a speech act that just shows the strategy offer of repair. In this case, Chanel, the addresser, tries to apologize to Melanie, the addressee, because Chanel was not able to get Melanie's laundry done on time. She tries to mend her offense towards the addressee by offering to spray-tan her. The addresser states, "don't you want me to spray tan you? I have it already". This utterance uses the offer of repair.

(6) SQ.Ep2.OR-ARO

00:21:38,648 --> 00:21:46,354

Chanel goes to the Dickie Dollar Scholars fraternity house and wants to apologize to Chad. She is talking to Chad who is in his room, and she is about to barge in his room.

Chanel: Chaddy, I'm here. I think we should talk. Perhaps I was a bit too rash or...

Example (6) is a clear example of the use of both offer of repair (OR) and acknowledgement responsibility of offense (ARO). The addresser tries to mend her relationship with Chad, the addressee, as they got into a fight before. Chanel uses the strategy offer of repair (OR) by offering to Chad to talk over their fight before. The addresser also uses another strategy, acknowledgement responsibility of offense (ARO), in which the addresser admits to have been too hard on Chad. Therefore, this speech act uses two apology strategies to make the addresser's apology more accepting to the addressee.

Explanation of Account

Explanation of account (EAc) strategies are seen frequently in the *Scream Queens* (2015) with 43 occurrences. However, it differs with expression of apology (EA), as it is an indirect way of apologizing. In this strategy, the addresser tries to mend his or her relationship with the addressee by reasoning or justifying the addresser's fault or offense towards the addressee. The following are some examples of how the strategy have been used in the television series:

(7) SQ.Ep1.EAc

00:43:16,803 --> 00:43:26,778

The scene takes place in the university coffee shop, where Chanel asked Grace to talk in private without the other Kappa Kappa Tau sisters and pledges there. Chanel offers Grace a spot to be one of the Kappa Kappa Tau sisters,

but Grace rejects. She says to Chanel that she should change how she leads the sorority. She then confronts her by saying Chanel is mean to everyone. Chanel then answers by telling how depressing her life really is.

Chanel: My boyfriend compulsively cheats on me. All of my friends work for me. My parents didn't even call me on my birthday because they were too busy hosting a fundraiser for Jeb Bush.

Example (7) shows how explanation of account (EAc) can be uttered by the addresser. In this case, the addresser, Chanel, tries to justify her wrongdoings to the addressee, Grace, by explaining to her why she is mean. Chanel tells Grace that she is mean to everyone because everyone in her life is mean to her. This includes her boyfriend, her friends, even her parents. This utterance states how Chanel tries to mend her relationship with Grace by explaining to her the reasons of her mean character.

(8) SQ.Ep8.EAc-EA

00:20:24,634 --> 00:20:46,588

This scene takes place in front of the University Office, where Cathy Munsch is having a press conference. Another student had just been murdered, and Cathy, as the dean, announces news of closing down the University.

Cathy: Good evening. It is with a very heavy heart that after the continued deaths on this campus and the mounting evidence that they are, in fact, the work of a serial killer, I regret to announce the suspension of all operations here at Wallace University, effective immediately.

Example (8) shows the combination of explanation of account (EAc) and expression of apology (EA). This case, the addresser, Cathy, uses these two strategies to apologize to the addressee(s), the staff and students of Wallace University, as she is responsible towards deciding the university's suspension. The addresser uses the explanation of account (EAc) as the first strategy used in her apology, as she explains the situation of the current deaths in campus. Then she utters another apology strategy, expression of apology (EA), as she regrets to suspend all the staffs and students from work and college. The word "regret" is a characteristic of IFID (illocutionary force indicating device) of direct apology, and because of that the second strategy used is expression of apology.

This combination differs from the speech act set of expression of apology (EA) and explanation of account (EAc), because in this case, the addresser uses the explanation of account (EAc) strategy first. This is related to the situation of the offense, where the addresser is having a press conference announcing her decisions. The addresser must utter her explanation of her offense first for the addressee(s) to accept the whole apology because not all of the addressee(s) understand the situation and circumstances of Cathy's decision in suspending the university. Therefore, in order for the apology speech act to be clear and understood, the addresser uses expression of account (EAc) first.

(9) SQ.Ep8.EAc-EA-EAc
00:36:40,516 --> 00:36:52,894

This scene takes place in Wes's apartment. Grace confronts to Wes about him lying to her about her identity. Wes tries to explain herself to Grace.

Wes: All I ever wanted was for you to have your own wonderful life. I worked my ass off for that, and I'm sorry if that included me lying to you, but I am your father. Okay? And I got to decide what I thought was best for you.

Example (9) shows three apology strategies being used: explanation of account (EAc), expression of apology (EA), and explanation of account (EAc). In this case, the addresser, Wes, tries to apologize to the addressee, Grace, for not telling her the truth about her mother. The apology strategy that he used first is the explanation of account (EAc), as he explains his reason for his offense to the addressee. He utters "All I ever wanted was for you to have your own wonderful life. I worked my ass off for that..." This shows that the addresser tries to justify his wrongdoings to the addressee. He then uses expression of apology (EA) in order for Grace, the addressee, to accept his apology. In this case, he uses the word "sorry" as IFID (illocutionary force indicating device). He then explains himself again with "...but I am your father... I got to decide what I thought was best for you." This is an attempt by the addresser to explain himself to the addressee. He adds reasons for his offense from the first use of explanation of account (EAc). Therefore, the last strategy used by the addresser is explanation of account.

Acknowledgement Responsibility for Offense

This apology strategy applies when the addresser admits to his or her mistake to the addressee. In *Scream Queens* (2015), acknowledgement responsibility of offense (ARO) occurs 13 times with 7 different combinations of speech act sets and a standalone. Here are some of the following examples of the strategy in the television series.

(10) SQ.Ep5.ARO-EAc
00:01:06,184 --> 00:01:13,128

This scene is taking place in Kappa Kappa Tau's sorority house. Chanel Oberlin and the rest of the Chaneles are talking to Cliff Wu, the party organizer for the Pumpkin Patch Party. Cliff is describing his plans for the party. However, Chanel dislikes the corn maze idea.

Chanel: I'm sorry. Corn maze?

Cliff: I know. It's just that doing an exact replica maze from *The Shining* would have taken us way over budget on man power alone.

Example (10) shows the use of two strategies: acknowledgement responsibility of offense (ARO) and explanation of account (EAc). In this case, the addresser, Cliff, offends the addressee, Chanel, as he gave bad ideas for her Pumpkin Patch Party. However, Cliff tries to mend his relationship with Chanel, by first using the acknowledgement responsibility of offense (ARO). He admits that his ideas were not the ones that Chanel would liked, so he utters "I know", in accepting his offense to Chanel. He also uses another apology strategy, in which he tries to explain his reasons behind his offense. He utters "It's just that doing an exact replica maze from *The Shining* would have taken us way over budget on man power alone." This speech act is the addresser's way in justifying himself.

(11) SQ.Ep3.ARO-EA-EAc
00:06:13,308 --> 00:06:24,351

The scene takes place outside of the Kappa Kappa Tau's sorority house, where students are hearing an announcement from Cathy, the university's dean. Chanel and Chad sees each other. Chanel tells him how she feels sorry for his loss, and wants to get back together with him. However, Chad has second thoughts about it and recalls of how she acted when they were dating.

Chad: Well, uh, you had your chance, Chanel, and you ruined it, when you started freaking out when I said I want to have sex with your corpse.

Chanel: I know, okay, and I am so sorry. I just... I want us to be together.

Example (11) shows three apology strategies: acknowledgement responsibility of offense (ARO), expression of apology (EA), and explanation of account (EAc). In this case, the addresser, Chanel, states her apology to the addressee, Chad, because she knows she has offended him in their last argument. In order to mend her relationship with Chad, she apologizes using acknowledgement of responsibility (ARO), by admitting to her mistakes. In this conversation, Chad states to Chanel, "...you ruined it, when you started freaking out when I said I want to have sex with your corpse." Chad, directly states Chanel's offense towards him, and she admits to it as an apology strategy with the utterance "I know." She then uses another apology strategy, expression of apology. The addresser uses the IFID (illocutionary force indicating device) "sorry", with the utterance "I am so sorry." To add to her apology, the addresser explains herself with the utterance "I just... I want us to be together." This strategy, explanation of account (EAc), is an attempt of the addresser to justify herself.

(12) SQ.Ep6.ARO-EA
00:14:57,309 --> 00:15:01,946

This is a telephone conversation between Chad and Chanel. Chanel calls Chad for help because the doors of the sorority house is all locked. Chad says he will get there as soon as possible. However, he says he has something to get off his chest and admits his wrong doings.

Chad: Uh, I had sex with the dean.

Chanel: What?

Chad: Look, I'm prepared to say I'm sorry I did that.

Example (12) shows two apology strategies: acknowledgement responsibility of offense (ARO) and expression of apology (EA). In this case, the addresser, Chad, tries to mend his relationship with Chanel, the addressee. His offense towards Chanel is that he cheats her girlfriend. With that, he tries to apologize with the use of acknowledgement responsibility of offense (ARO). He directly utters the truth to Chanel, "Uh, I had sex with the dean." He also uses another apology

strategy expression of apology (EA) with the IFID (illocutionary force indicating device) of this strategy, "sorry." He utters "...I'm sorry I did that."

Promise of Forbearance

The strategy of promise of forbearance (PF) is when an addresser promises to never do the offense again to the addressee. This is an indirect apology, where the addresser, tries to mend his relationship with the addressee by assuring to the addressee that he or she will never do the same mistake. In this television series, *Scream Queens* (2015), the use of the this strategy is found only once, with the combination promise of forbearance (PF) and explanation of account (EAc).

(13) SQ.Ep8.PF-EAc
00:27:45,826 --> 00:28:30,603

This scene takes place in Wes's apartment. Grace knows Wes's engagement to Gigi, she dislikes how he did not tell her first. She confronts him about it. Wes tries to explain the situation.

Gigi: Hey, would it be too much for you if I ran to the mall and picked up a couple things for this place? Nothing big. I just, I don't know, I feel like it could use a woman's touch.

Wes: Mm-hmm. Um, sure, yeah. Sounds nice.

Gigi: I don't... I don't want you to think. I'm, like, moving too fast or trying to cramp your bachelor lifestyle.

Wes: What? I'm not. No. Of course not. Who am I, Hugh Hefner?

Gigi: You're not Hugh Hefner.

Wes: I know. Please, I would love for you to do that. Cramp away. And then she came home with an engagement ring.

Example (13) shows the addresser, Wes, offending Grace, as the addressee. In this case, the addresser offends the addressee by not telling her the situation of his engagement to Gigi. He uses the apology strategy promise of forbearance (PF) with uttering "...I would never do that to you." In this speech, he tries to mend his offense by vowing to Grace that he will never hurt her by keeping important information like engagement from her. The addresser also tries to apologize with the addressee by explaining his offence to Grace. He tries to explain with uttering "... Look, I'm still a little confused about what happened, to tell you the truth..."

He also adds with “...And then she came home with an engagement ring.” These two utterances are attempts of the addresser in order to reason with the addressee and justifying his offense.

CONCLUSION

This research is to demonstrate how college students use apology strategies in *Scream Queens* (2015) as the television series illustrates how they interact with one another. Throughout all 13 episodes of season one, 124 apology speech acts are found. The findings show that expression of apology has 46.2%, explanation of account 36.2%, acknowledgement responsibility for offense 10.4%, offer of repair 6.4%, and promise of forbearance has 0.8%. This illustrates that the most and least used apology strategy is expression of apology and promise of forbearance respectively.

In the analysis, the findings also show that there are 26 different combinations of apology speech acts, while there are only 4 types apology strategies uttered as a standalone. However, the most used uttered apology strategy is the standalone of explanation of account with 34 utterances found. On the other hand, the most used combination of apology strategies is EA-EAc (expression of apology with explanation of account) with 21 utterances. This shows that although the standalone EAc is uttered the most, the variety of apology strategy combinations make up more of the finding than the standalone. This proves the thesis of the research.

For future research on the similar topic, researchers can go further in analyzing why the standalone explanation of account is used more often while the apology strategy, expression of apology, is found more as the first strategy used in apology combinations. This means that uttering “I’m sorry” and “I apologize is not enough in mending the addresser’s wrong doing towards the addressee, but stating his or her explanation on the causes of the action helps to create understanding. Because stating an expression of apology is not enough, it must be combined with other strategies to create an apology speech act that the addressee must accept.

In conclusion, all of the Olshtain and Cohain (1983) apology strategies are used in *Scream Queens* (2015). The most used apology strategy as the first strategy found is expression of apology with 46.2% of the data. While the most used apology strategy as

a standalone is expression of account with 27.4%. On the other hand, there are 26 different combinations of apology strategies. They are: (1) EA-EAc, (2) EA-ARO-EAc, (3) EA-ARO (4) EA-ARO-OR, (5) EA-EAc-ARO-EAc, (6) EA-PF (7) EA-OR, (8) EA-OR-EAc, (9) EA-EAc-OR, (10) EA-ARO-PF-EAc, (11) EA-ARO-EA-EAc, (12) OR-EAc (13) OR-ARO, (14) OR-EAc-EA-EAc, (15) Eac-EA (16) EAc-ARO (17) EAc-PF (18) EAc-EA-EAc, (19) Eac-ARO-PF-EAc (20) ARO-EAc (21) ARO-EA (22) ARO-EA-EAc (23) ARO-OR, (24) ARO-EA-PF, (25) ARO-OR-EAc, (26) PF-EAc. The most used combination apology strategy is EA-EAc with 21 occurrences found in the series.

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