



Compliment and Compliment Response Strategies from Photo Comment Sections as used by Filipino Facebook Users

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ABSTRACT

Compliments and compliment responses are prevalent in Social Networking Sites (SNS), like Facebook. This study was conducted to investigate the compliment and compliment response strategies produced by Facebook users in photo comment sections. This study used the qualitative and quantitative design in spotting and analyzing the felicity conditions of compliment and compliment response strategies produced by thirty participants. Using Zhang's (2013) taxonomy for compliment strategies, the results showed that the most used approach in complimenting is Explicit compliment, in which the complimenter used adjectives that carry positive values. Meanwhile, using Yu's (2004, cited in Tamimi Sa'd', 2015) taxonomy for categorizing compliment response strategies, the Face Relationship-related Response Strategy is the most common strategy used by the complimentees in responding to the received compliments. Most of the complimentees chose not to accept, amend, or reject the compliment. Instead, they dealt with the compliment implicitly within the interaction, preferring not to directly address the prepositional content of the compliment. It was revealed that the use of strategies depends on the relationship between the complimenter and the complimentee. Their relationship may influence the kind of strategies and words the complimentees use in their responses. The social media users, as they read this study, will be aware of how compliments and compliment responses function and are structures in this online setting, which may incite them to use these two social acts more strategically.

Keywords: compliment strategies; compliment response strategies; complimenter; complimentee; Facebook; politeness; Social Networking Sites

INTRODUCTION

Information and communication technologies are rapidly developing as time passes by, which led language researchers to examine language use as produced and interpreted in Computer-Mediated Communication (CMC). CMC can be defined as the interaction between two or more people via connected computers using chatrooms, Emails, Social Networking Sites (SNS), text messages, etc. SNS have become a means for communication and self-expression that bring together users beyond borders. This is clearly manifested in the expression of compliment and compliment responses.

Moreover, compliments (Cs) and compliment responses (CRs) are prevalent in SNS, like on Facebook. Compliments are used to start a conversation that reinforces interaction between the interlocutors. As stated by Holmes (1998), a compliment is a speech act that explicitly or implicitly attributes credit to someone. It is an expression of positive evaluation that commonly occurs in everyday conversational encounters among people. Most definitions of compliments specify two conditions, namely: (1) and expression of admiration towards (2) possessions, accomplishments, or personal qualities of the complimenter.

As technology grows, communication does not only happen on face-to-face encounters anymore; most of the people are now using CMC. Communicating through social networking sites happens most of the time.

Therefore, in the present paper, the researchers want to explore computer-mediated communication to investigate the Cs and CRs strategies found in the Facebook photo comment section, produced by Filipino users.

Furthermore, it is crucial to address the compliment and compliment response strategies in CMC, most specifically in the Facebook photo comment section, because this area has not been studied yet. Therefore, the goal of this study is to fill the gap in that area and produce an elaborate investigation of the strategies of Cs and CRs in CMC.

REVIEW OF LITERATURE

Communication under Facebook Conditions

A compliment is an everyday speech act frequently exchanged among interlocutors. Compliments and compliment responses are encountered everywhere, even in social networking sites such as Facebook, Instagram, Twitter, and other social media applications. According to The Statistics Portal, Facebook was the first social network to outdo 1 billion registered accounts and currently at 2.2 billion monthly active users. This makes it the most popular means of communication and self-expression. This has also become a platform where people recurrently compliment other people and also respond to the compliments they

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receive.

Cavalli et al.'s (2011) study on Facebook Influence on University Students' Media Habits illustrated how chatting and video conferencing in Facebook satisfies requirements of face-to-face conversation, and the requirements that are essential for conversational analysis: context (online), time, environment, participants, metalinguistic features such as personality and so on. Needless to emphasize, Facebook chat/messenger and comment sections allow the practice of ordinary conversation dynamics such as turn-taking, repair, humor or banter, sarcasm, and mutual praise.

Additionally, Facebook discourse is a rich source of language practice that serves as a bean pod for research. Communication between persons in the chatroom (which is not different in the Facebook chat platform) conveys lexical, syntactic, and semantic information that compromised written forms, which is in turn is analyzed under pragmatics of social media (Hoffmann & Bublitz, 2017). The performance/interpretation of social acts via written statements correspond the ones performance by utterances in face-to-face communication.

Moreover, according to Silverman (2001, as cited in Peräkylä & Ruusuvouri, 2015), it is best to use 'naturally occurring empirical materials' instead of turning to tape-record conversation. Indeed, the Facebook comment section is a good example of naturally occurring empirical materials since it corresponds to the conditions of face-to-face encounters.

Compliment Strategies

There are plenty of ways to compliment. Zhang (2013) dealt with two strategies in complimenting someone. These strategies are:

(1) Explicit Compliments, which are utterances that attribute credit to someone other than the speaker for some good, which is positively valued by the speaker (Holmes 1998, cited in Boyle, 2000), and that they contain a semantically positive adjective, verb, or adverb.

Examples: a) Terrific presentation this morning!
b) I like your hair short like that.

(2) Implicit Compliments are those in which the value of judgement is presupposed and, or implicated by Gricean maxims (Herbert, 1997, cited in Zhang 2013).

Examples: a) I wish I could manage my work like you do.
b) Your husband is a very lucky man.

Moreover, Ye (1995, cited in Xiang, 2013) called explicit compliment as a direct compliment, and it refers to the compliment giver who can express praise or admiration to someone without any context. Ye (1995, cited in Xiang, 2013) called implicit compliment as an indirect compliment, and it refers to the compliment giver who cannot express praise or admiration to someone directly.

Compliment Response Strategies

There are many ways of responding to compliments. Yu (2004 in Tamimi Sa'd', 2015), identified six (6) strategies in responding to compliments. These strategies are:

(1) Acceptance Strategies are utterances that recognize the status of a preceding remark as a compliment.

(2) Amendment Strategies involve speakers who try to amend the complimentary force of the compliment offered.

(3) Non-acceptance strategies refer to when the speakers "deny, question, or joke about the compliment's content or avoid responding directly to the praise" (Yu, 2004 as cited in Tamimi Sa'd', 2015, p. 92).

(4) Face relationship-related response strategies are strategies that do not appear to, as in the above main strategies, accept, amend, or reject the compliment. Instead, they deal with the compliment within the interaction, not with the prepositional content of the compliment. Example: "Yeah, that's what one is supposed to do in such situations."

(5) Combination strategies constitute two or more of the compliment response strategies mentioned above. Example: "Thank you. But I don't think so." (Acceptance + Disagreement)

(6) No acknowledgement refers to where the person might choose not to respond to the compliment addressed to him or her.

The following are the related studies:

First, Suketi (2014) studied the compliment response strategies used by university students of Wacana Christian University and how they responded to the compliment given in academic consultation. He found out that most of the participants tend to use acceptance strategies. In accepting compliments, his participants tend to utter the word 'thank you' to replace 'yes, I agree.' He noticed that 'thank you' was used in accepting the compliment rather than showing gratitude.

Moreover, Suketi's (2014) study was supported by In Yu (2004, cited in Chung and Chen, 2010). The study focused on compliment response strategies employed by Taiwanese EFL young learners in two situations. The compliment was given by people with a higher and equal status on their performance. According to Yu (2004, cited in Chung and Chen, 2010), the results showed similarities and differences in compliment response strategies between Taiwanese EFL young learners and native English speakers. When a compliment was given by someone higher than the participant's status, the participants feel honored and appreciated. However, when the compliment came from their peers, they mostly become alert and will not accept the compliment right away as it is regarded as arrogant.

Another study that supports Suketi's findings was conducted by Herbert & Phoocharoensil (2012, cited in Suketi, 2014), who took a comparative research on American and South Africa compliment responses used by university students. The study showed that Americans display a high frequency of compliment expressions and a low frequency of compliment acceptance. However, South Africans give a relatively smaller number of compliments than Americans but accept compliments with higher rate.

Studying compliments and compliment responses in an academic setting plays a significant role

as this is the most common speech act used in every-day communication. Therefore, the current researchers focused on computer-mediated communication centring the Facebook photo comment section by Filipino users because this area has not been explored more by the previous researchers mentioned in this paper.

This study aimed to investigate on the compliment strategies and compliment response strategies in the Facebook photo comment section from the participants. Specifically, this study sought to answer the following questions:

1. Following Zhang's (2013) taxonomy, what are the compliment strategies found in the Facebook photo comment section?
 - 1.1. Explicit Compliment
 - 1.2. Implicit Compliment
 - 1.3. or both
2. Following the taxonomy of Yu (2004, cited in Tamimi Sa'd', 2015), what are the compliment response strategies used by the complimentee found in the Facebook photo comment section?
 - 2.1. Acceptance Strategies;
 - 2.2. Amendment Strategies;
 - 2.3. Non-Acceptance Strategies;
 - 2.4. Face Relationship-related Response Strategies;
 - 2.5. Combination Strategies; and
 - 2.6. No acknowledgement

METHODOLOGY

Research Participants

Using the purposive non-probability sampling, a total of Filipino 30 participants was recruited for this research. The criteria used in selecting the participants were as follows: (1) each of the participants posted a photo and for which he/she received a compliment in the comment section from other users and (2) this same participant replied the comment including a compliment.

Research Data

The data were the compliments and compliment responses found in the photo comment section of the 30 Filipino participants. Only a pair of Cs and CRs was used. A total of thirty (30) compliments and thirty (30) compliment responses was included in the research. The first compliment seen in the picture was the data that was collected. The researchers were only getting data that were in text form, thus discarding any comments that used emojis/emoticons. These were the criteria in choosing the photo comments: (1) the first compliment with its response was considered a research data, (2) for each participant, there should only be one pair of Cs and CRs, (3) if the participant did not respond to the compliment, it was still considered as a response, and (4) if the participant responded to the compliment with only an emoji/emoticon, this was automatically not part of the data.

Research Procedure

First, the participants, who have a photo with a compliment comment and a reply, were messaged through Facebook. In order to observe ethical issues, all participants who were chosen were given consent forms indicating that they have agreed to participate in the study by giving the researchers a personal message of their approval. Also, the participants were required to express their agreement by sending back the consent form consisting of a formal letter via Facebook within ten days. Each participant needed to fill in his/her name in the consent form. Also, permission was sought that the participants' pictures are published. But for ethical purposes, the pictures of the participants were hidden. Second, once the consent was given, the researchers started to look at the comment section to find one pair of compliments and its corresponding responses. Third, the researchers saved the photo that was chosen and took a screenshot of the compliment and its response.

The 30 photos, together with the photo comments, were saved and printed. The compliments and compliment responses were then coded. In answering the first research question, the researchers analyzed what compliment strategies were used by the complimenters in the compliment section. Second, the researchers looked at what compliment response strategies were utilized by the complimentees in the compliment responses section, so as to answer the second research question.

To assure the accuracy and validity of the study's findings, an inter-rater who has a Master's degree in Applied Linguistics was hired. His task was to verify the coding done by the researchers.

RESULTS AND DISCUSSION

This study on the compliment and compliment response strategies have gathered significant results and findings in terms of what strategies were found in the Facebook photo comment section. These results are shown and explained below.

Compliment Strategies

There are two strategies in complimenting. These are (1) explicit compliments are compliments that say something positive about the addressee, and (2) implicit compliments are compliments, in which the complimentee can infer an intended compliment even if it was not explicitly uttered (Zhang, 2013). Table 1 shows the compliment strategies used by the complimenters in the Facebook photo comment section.

As presented in Table 1, between the two compliment strategies, it is the explicit compliments that were frequently used by the complimenters. Out of the 30 compliments analyzed by the researchers, 29 of these were explicit. To fully understand why these two strategies appeared in the participant's photo comment section, the researchers have discussed the two compliment strategies below:

Explicit Compliments

Most of the compliments found in the Facebook

Table 1. Compliment Strategies

| Compliment Strategies | Frequency | Percentage |
|-----------------------|-----------|------------|
| Explicit Compliment | 29 | 96.67 |
| Implicit Compliment | 1 | 3.33 |
| Total | 30 | 100 |

photo comment section were explicit compliments. This indicates that the participants preferred to issue a definite affirmative statement when they complimented. Most of the explicit compliments found were positive adjectives pertaining to the photo that they posted on Facebook. Explicit compliments are compliments that use positive evaluation to something related to the complimentee.

Below, are examples of explicit compliments together with the photos are provided:

Example 1



Complimenter: Gwapaha jud aning akong jumeugs
(You're so beautiful, my friend.)

Complimentee: Saba ka dira uy! HAHAHHA miss you sang
(Shut up! HAHAHAH miss you sang)

In example 1, the complimenter used the adjective 'gwapa' in commenting on the photo of the complimentee. "Gwapaha jud aning akong jumeugs" means that the complimentee is so beautiful. 'Jumeugs' is one of the Cebuano terms for the word 'friend'. 'Gwapa' is the Cebuano term for pretty or beautiful. The complimenter used 'gwapa' to describe what she saw in the photo of the complimentee. The adjective used made it very clear in what the complimenter was trying to say towards the complimentee's picture. Here, the physical appearance and personal appearance of the participant are the subject of the compliment.

Likewise, Manes (1983, cited in Xiang, 2013) found that the topics on personal appearance and accomplishments are most frequently used in American English compliments. Holmes' (1988, cited in Xiang, 2013) data on compliments in New Zealand also displayed agreement with Manes' (1983, cited in Xiang, 2013) findings; these two topics are uniformly distributed in New Zealand's everyday interaction.

Additionally, Mojica (2002) studied on

compliment-giving among Filipino college students. She found out that students tended to use a limited range of adjectives; the most common of which was pretty/nice -- used to compliment a female person for her appearance -- or to praise an item worn or owned by either a female or a male addressee. Other frequently used adjectives in compliment-giving are (ang) galing/talino '(very) smart/brilliant'; cute; (ang) guwapo '(so) handsome'; and seksi 'sexy'. The adjectives (ang) galing and (ang) husay '(very) good/well' were also used as adverbs to praise somebody else's performance. The terms bagay 'fitted'; blooming; payat 'slim'; mabait 'kind/nice'; and mataas 'high' (to refer to grades) have been frequently used.

Example 2



Complimenter: Ka perfect jud this handsome boy oy..
(You're so perfect, you handsome boy.)

Complimentee: Hahahahaha amawa ohh
(Hahahahaha that's ridiculous)

In example 2, two adjectives were used by the complimenter in describing the complimentee. The complimenter used the adjectives "perfect" and "handsome" to compliment the complimentee. Hence, it indicates that the complimentee is indeed perfect and handsome for the complimenter. The complimenter was direct in complimenting. Thus, this is an example of an explicit compliment.

Ruhi (2001, cited in Mustapha, 2012) adds affect compliments, category which may be subsumed under personality compliments. Thus, these topics of praise make compliments readily identifiable to data collectors and analysts.

Overall, the two examples that were discussed focus on the appearance of the complimentee. The complimenters chose a direct way to compliment the

complimentee. Researchers like Holmes (1995) and Mustapha (2012) observed that most of the functions of compliments offer solidarity, as pre-acts, flatteries, greetings, rewards, and congratulations. In our data, the frequently used adjectives were 'beautiful' and 'perfect,' which are indicators of flattery in the contexts examined.

Implicit Compliments

Out of the 30 compliments gathered by the present researchers, only one belonged to the implicit compliment. Implicit compliments are those in which the value judgment is presupposed and, or implicated by the Gricean Maxims. The implicit compliment is understood as a compliment from the context, although not clearly or directly stated. According to Xiaole (2009), "the positive meaning of this type of compliment can often be inferred from what is stated, though they are not explicitly directed to the aspect that the speaker intends to praise, and the linguistic forms of the compliments are more indirect and less conventionalized for the addressee to make possible interpretations of the intended meaning." (p. 242). Ye (1995, cited in Xiang 2013) pointed out that most people will choose to give compliments in the same context when they are facing the same compliment object.

Here is an example of an implicit compliment with the photo.

Example 3



Complimenter : Mura ramag 16 te oy hahaha
(You look like a 16-year old te)

Complimentee: Gipalay.an man gud na dzong. Pero ug I dul.it na mura sad ng 18!

(The shot is taken from afar. If it were a close-up, I would look like an 18-year old!)

In this example, the complimenter commented that the complimentee looked like a sixteen-year-old lady. From the context, it is inferred that the complimenter was trying to tell the complimentee that she looked younger than her actual age.

Moreover, the complimenter chose to indirectly compliment the complimentee. Unlike the explicit compliments, implicit compliments do not have a positive semantic carrier. Positive semantic carriers are words that carry positive meanings. The complimenter is comparing the complimentee to someone younger and is indicating that even though the complimentee is no longer a sixteen-year-old lady, the complimentee looks like one.

Moreover, according to Jibreen (2008, p. 19), "explicitly or implicitly, 'compliments' are expressive speech acts used to express approval of the hearer for something good." Furthermore, it can be noticed that most of the time, the complimenters chose to use positive adjectives in complimenting others. All the data that were gathered were all positive since they were compliments. These prove that most of the time, complimenters choose words that carry positive values and directly stating the compliment using adjectives.

Finally, the explicit compliment is the most used strategy in complimenting since in social media, people post different pictures. It could be a group photo, a photo of their surroundings, or a 'selfie' or a photo of themselves. All of the photos that were gathered were photos of the participants. Explicit compliments were mostly used by the complimenters by using positively-valued adjectives. Implicit compliments are not often used because probably the participants find it easier to directly compliment a person rather than risking misunderstanding by using implicit compliments. This supports Mojica's (2002, cited in Zhang 2013) study, where she found out that Filipino compliments were formulaic in that a limited set of syntactic patterns and some positively-valued adjectives were frequently employed to give compliments.

Compliment Response Strategies

Table 2 displays the commonly used compliment response strategies by the complimentees found in the Facebook photo comment section. These are strategies used by the complimentees in responding to the compliments.

Table 2. Compliment Response Strategies found in the Facebook Photo Comment section.

| Compliment Response Strategies | Frequency | Percentage |
|------------------------------------|-----------|------------|
| Face-Relationship related Response | 13 | 43.33 |
| Acceptance Strategies | 6 | 43.33 |
| Amendment Strategies | 6 | 20.00 |
| Non-Acceptance Strategies | 5 | 20.00 |
| Combination Strategies | 0 | 16.17 |
| No Acknowledgement | 0 | 0 |
| Total | 30 | 0 |

Results show that the most commonly used response strategy found in Facebook photo comment section is Face-Relationship related Response. This compliment strategy was used 13 times for the participants' response compliments. This is followed by Acceptance Strategies and Amendment Strategies which both accumulated a frequency of six (6) where both landed in the 2nd rank. Third in ranking is the Non-Acceptance Strategies which gathered a frequency of five (5). To fully understand why these four strategies appeared in the participant's photo comment section, the researchers have discussed these strategies below.

Face-Relationship related Response Strategy

This response strategy got the highest frequency. Through this strategy, the complimentees do not appear to accept, amend, or reject the compliment. Instead, they deal with the compliment within the interaction, not with the prepositional content of the compliment. Face-Relationship related Response strategy ranked the highest since all the complimentees and complimenter are friends on Facebook. Hence, they all share a relationship.

These are representative examples of Face-Relationship related Response Strategy.

Example 4



Complimenter: Sexy kaa dai
(You're sexy)

Complimentee: Hahaha liwat ni vilma
(Hahaha I got it from vilma)

In example 4, the complimenter has indicated that the complimentee is sexy. The complimentee reacted that she got her sexiness from Vilma. The complimentee responded to the communication itself and did not appear to be accepting, amending, nor rejecting the compliment; instead, the complimentee responded to the interaction that was happening between them. The complimentee and complimenter are friends on Facebook; thus, the complimenter could understand what the complimentee was intending to convey. For other people who are socially distant, "liwat ni vilma" might not make sense. However, since they are friends, the complimenter could easily comprehend what the words meant.

Example 5



Complimenter: Gwafa oi
(Beautiful)

Complimentee: Hahaha ay saba te hahahahh
(Hahaha be quiet hahahaha)

In example 5, the complimenter stipulated that the complimentee is 'gwafa/gwapa' or beautiful. The complimentee responded, 'ay saba te'. This could mean that the latter wanted the complimenter to be quiet about that. This could mean that she might be embarrassed and that she was modest and trying to avoid self-praise. The complimentee did not accept, amend, nor reject the compliment. Since the complimenter and complimentee are friends on Facebook, they have this connection that leads the latter to respond in the interaction that they have between the complimenter.

Additionally, the compliment responses strategies that were found in the data demonstrated that the response is dependent on the relationship of the complimentee to the complimenter. Although all participants are friends on Facebook, the level of closeness between both parties plays a significant role in responding to compliments. This does not support Yu's (2004) claim that face relationship-related response strategies are infrequently used by men and women.

Acceptance Strategies

Acceptance Strategies got six instances. Acceptance strategies are utterances that recognize the status of a preceding remark as compliment. Here are two examples of this kind of strategy.

Example 6



Complimenter: Wew pretty
Complimentee: **Wews salamat pows**
(Thank you)

In example 6, the complimenter commented that the complimentee is pretty. The complimentee responded 'wews salamat pows' which means that the complimentee is being grateful and appreciative towards the complimenter. 'Salamat' means 'thank you'. This indicates that the complimentee has noticed and accepted the compliment that was given by the complimenter. Hence, gratitude and appreciation is clearly evident in the response of the complimentee.

Example 7



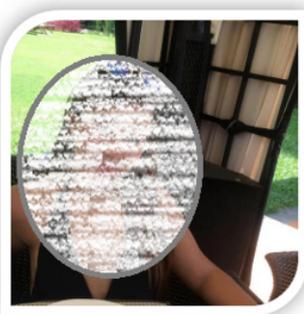
Complimenter: Pagka Perfect nmn lng jud besshhh!
(You're so perfect beshhhh!)
Complimentee: **Ka perfect ba jd hahahah**
(Yes so perfect hahahaha)

In example 7, the complimenter is saying that the complimentee looks 'perfect'. The complimentee responded using the acceptance strategy. The complimentee agreed that indeed she was perfect. This indicates that 'ka perfect ba jd hahaha' is an utterance that agrees with the complimenter's compliments. Both of them share the same opinion that the complimentee is indeed perfect. It is evident that the complimentee is agreeing with the complimenter's compliment.

Amendment Strategies

This got the same number of instances with acceptance strategies. The strategies were used six times in the data gathered. This is a kind of compliment response strategy where the complimentee tries to amend the complimentary force of the compliment offered. These are the examples of amendment strategies.

Example 8



Complimenter: Sexy kat
Complimentee: **Pero mas sexy ka Char**
(But you're sexier char)

In example 8, the complimenter is stating that the complimentee is sexy. And upon hearing the remark, the complimentee responded to the compliment by redirecting the force of the compliment towards the complimenter by responding 'Pero mas sexy ka Char' which means that the latter is sexier than her. Amendment strategy was clearly evident the moment that the complimentee redirected the compliment that was given to her.

Example 10



Complimenter: Gwapaha miss oi
(You're so beautiful Miss)
Complimentee: **Sa pic ra na**
(Only in the picture)

As seen in example 10, the complimenter commented that the complimentee is beautiful. The complimentee responded that she is only beautiful in the picture. This is an example of an amendment strategy because the complimentee is downgrading the compliment that was given to her. Instead of accepting or rejecting the compliment, the complimenter chose to scale down the complimentary force of the praise. The complimentee accepts the compliment but reduces the complimentary force. She replied that indeed she is beautiful but only in the picture. The complimentee shows modesty by accepting the compliment but downgrading it.

Non-Acceptance Strategies

Non-acceptance strategies got the third in rank, gathering 5 instances in the data gathered. Non-acceptance strategies are strategies that deny, question, or joke about the content of the compliment or avoid responding directly to the praise. Here is one example of this strategy.

In example 11, the complimenter commented 'gwapo' to the complimentee. 'Gwapo' translated to English means 'handsome'. Therefore, the complimenter sees the complimentee as having a pleasing appearance. 'Gwapo' is considered as a compliment since it is a positive attribute that the complimenter indicated towards the complimentee. The complimentee disagreed to the compliment given. The complimentee responded 'batig nawng ana gail'. 'Batig nawng' translated to English is

'ugly face', which is the opposite of what the complimenter called the complimentee. The complimentee believes that he is not handsome. This is clearly a disagreement to the compliment of the complimenter where disagreement falls under non-acceptance strategies.

Example 11



Complimenter: Gwapo

(Handsome)

Complimentee: Hahaha bati anag nawng gail

(hahahah that's ugly gail)

To sum up, not all the compliment response strategies were found in the data. The most used strategy is the Face Relationship-related Response strategy. This is because the complimenter and complimentee are friends on Facebook; thus, one may infer that being friends is one of the factors as to why the complimentees can respond within the interaction.

CONCLUSIONS

This study aimed to investigate on the compliment strategies and compliment response strategies in the Facebook photo comment section from the participants. The data were the compliments and compliment responses found in the photo comment section of the 30 Filipino participants.

The two strategies were utilized by the complimenters on the Facebook photo comment section. Explicit compliments acquired higher frequency than Implicit compliments. Out of the 30 compliments found on the Facebook photo comment section, 29 of those were explicit compliments. Most of the complimenters used positive adjectives in complimenting. Most compliments were based on the appearance of the participants in their photos. The most used positive adjectives were beautiful and perfect.

On the other hand, implicit compliments got one in frequency. This compliment by the complimenter did not have a positive semantic carrier in the comment. However, it can be inferred from what is stated that they are not explicitly directed to the aspect that the speaker intends to praise.

Not all six compliment response strategies were found in the research data for compliment responses. Face-relationship related response strategies were the most evident strategies used by the complimentees in the Facebook photo comment section. This is followed by Acceptance strategies and Amendment strategies. For acceptance strategies, the complimentees accepted the compliment given to them. For amendment strategies, the complimentees tried to amend the complimentary force of the compliment offered. Next is Non-acceptance strategies, which indicate that the portion of complimentees refuses to accept the compliment. Combination strategies and No acknowledgement were not evident in the present research data. This means that the complimentees did not use any combination of the compliment response strategies; hence, all of the complimentees responded to the compliments.

Lastly since there are only a few data which were analysed in this present study, the inclusion of small number of data of 30 compliments and 30 compliment responses may have contributed to the results having low frequencies and even zero frequencies for some strategies.

RECOMMENDATIONS

With the findings of the current study, these are the following recommendations:

1. Linguistics students may dive into the ocean of pragmatics and dig deep on the compliment and compliment response strategies in different social networking sites.
2. To the future researchers, who wish to study complimenting behavior in other social media platforms like twitter and Instagram, they can also determine the Cs and CRs that were used.
3. To the social media users, that they may use this study as a reference for them to understand and accommodate compliments and will serve as a guide on how they should compliment others. They can use this study to strategize the way they compliment or respond to compliments.

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