Yedi Aralık Sosyal Araştırmalar Dergisi (YASAD), Cilt 5, (1), 2026: 1-14
Araştırma makalesi | Research Article
Makale Geliş / Received: 8 Aralık 2025
Makale Kabul / Accepted: 3 Nisan 2026

Diyaloğun Nezaketinden Nezaketin Diyaloğuna: Hibrit Etkileşim ve Yansıtıcı Aktarım Üzerine Kavramsal Bir Analiz

From the Politeness of Dialogue to the Dialogue of Politeness: A Conceptual Analysis of Hybrid Interaction and Reflective Transfer

Nurgül ERGÜL*

Öz

Yapay zekâ temelli iletişim teknolojilerinin hızla yaygınlaşması, insan-makine etkileşimini yalnızca teknik bir arayüz değil, sosyal ve iletişimsel bir ilişki biçimi olarak ele alan yeni bir araştırma alanı ortaya çıkarmıştır. Bu dönüşüm, insan-insan iletişiminde sosyal uyum, yüz koruma ve ilişki yönetimi ile ilişkilendirilen nezaket kavramının insan-makine iletişiminde nasıl yeniden yapılandırıldığının tartışılmasını gerekli kılmaktadır. Bu çalışma, nezaketin insan-makine iletişimindeki işlevini iletişim kuramı, nezaket çalışmaları ve İnsan-Makine İletişimi literatürü bağlamında kavramsal olarak incelemeyi amaçlamaktadır. Makale ampirik bir araştırma yerine kuramsal literatürün sentezine dayalı kavramsal bir analiz yaklaşımı benimsemekte; klasik iletişim kuramları ile çağdaş insan-makine iletişimi araştırmalarını birlikte değerlendirerek insan-makine iletişiminin tek yönlü bilgi aktarımının verimliliğini etkileşimsel geri bildirimin ilişkisel boyutuyla birleştiren hibrit bir iletişim formu sunduğunu ileri sürmektedir. Çalışma ayrıca, yapay zekâ sistemlerinde nezaketin yalnızca kullanıcı deneyimini iyileştiren bir dilsel özellik değil, güven üretimi, ilişki yönetimi ve etkileşimsel meşruiyet sağlayan bir iletişimsel mekanizma olarak işlediğini savunmaktadır. Bu bağlamda makale, yapay zekâ ile kurulan tekrar eden nazik etkileşimlerin zamanla bireylerin insan-insan iletişimindeki nezaket beklentilerini ve iletişim alışkanlıklarını etkileyebileceğini öne süren "yansıtıcı aktarım" önermesini geliştirmektedir. Sonuç olarak çalışma, insan-makine iletişiminde nezaketin teknik bir tasarım tercihi olmaktan öte, iletişimin normatif ve toplumsal boyutlarını yeniden şekillendirebilecek kuramsal bir kategori olarak değerlendirilmesi gerektiğini ileri sürmektedir.

Anahtar Kelimeler: İletişim Çalışmaları, İnsan-makine İletişimi, Nezaket, Yapay Zekâ, Hibrit İletişim, Yansıtıcı Aktarım, Kavramsal Analiz

Abstract

The rapid proliferation of artificial intelligence driven communication technologies has introduced a new research domain that approaches human machine interaction not merely as a technical interface but as a social and communicative relationship. Within this transformation, the concept of politeness traditionally associated with social alignment, face management, and rapport regulation in human communication requires reconsideration in the context of human–machine interaction. This article examines the role of politeness in human-machine communication through a conceptual analysis grounded in communication theory, politeness scholarship, and Human-Machine Communication research. Rather than presenting empirical findings, the study synthesizes theoretical literature to explore how politeness functions within AI-mediated interaction. The analysis suggests that human–machine communication represents a hybrid communicative form that combines the efficiency of one-way information delivery with the relational dynamics of interactive feedback. In this framework, politeness in AI systems operates not merely as a linguistic refinement designed to enhance user experience, but as a communicative mechanism that generates trust, regulates relational expectations, and supports interactional legitimacy. Building on this argument, the article develops the proposition of "reflective transfer," suggesting that repeated exposure to polite AI interaction may gradually influence individuals' expectations of politeness and their communicative habits in human–human communication. Overall, the study proposes that politeness in human-machine communication should be understood not simply as a design feature but as a theoretical category capable of reshaping the normative and social dimensions of communication.

*Dr. Öğr. Üyesi, Sivas Cumhuriet Üniversitesi, İletişim Fakültesi, Halkla İlişkiler ve Tanıtım Bölümü, nurgulergul@gmail.com, Orcid Id: 0000-0002-9473-1474

Keywords: Communication Studies, Human-Machine Communication, Politeness, Artificial Intelligence, Hybrid Interaction, Reflective Transfer, Conceptual Analysis

Introduction

The rapid proliferation of artificial intelligence-driven communication technologies has significantly transformed contemporary communication environments. Conversational agents, voice assistants, social robots, and generative AI systems increasingly participate in everyday communicative practices, mediating interactions that were once primarily conducted between human actors. As these technologies become embedded in daily life, communication scholars have begun to reconsider the role of intelligent systems not merely as technical tools or channels of information but as entities that can participate in communicative processes in socially meaningful ways. This shift has led to the emergence of the interdisciplinary field of Human–Machine Communication (HMC), which examines how humans interpret, interact with, and assign social meaning to communicative technologies (Guzman, 2018). Communication research encompasses a wide range of thematic areas and theoretical perspectives, reflecting the interdisciplinary character of the field and its engagement with evolving communicative environments (Ergül Güvendi, 2023).

Earlier theoretical work had already suggested that individuals tend to respond to technological systems using social rules typically associated with interpersonal interaction. Reeves and Nass (1996), through the concept of the "media equation," demonstrated that people frequently apply social behaviors toward computers and media technologies as if they were real social actors. Similarly, the Computers Are Social Actors (CASA) paradigm revealed that even simple technological interfaces can evoke social responses such as politeness, reciprocity, or social evaluation (Nass, Steuer, & Tauber, 1994; Nass & Moon, 2000). These findings have provided an important foundation for understanding why communicative technologies can elicit interpersonal norms and expectations despite lacking human agency. Building on this tradition, recent scholarship in HMC has argued that intelligent systems increasingly function as communicative agents that shape users' perceptions, relationships, and communicative behaviors (Guzman & Lewis, 2020). From a broader theoretical perspective, Gunkel (2012) similarly emphasizes that the integration of artificial intelligence into communication environments challenges conventional assumptions about agency, interaction, and the boundaries between human and technological participants in communication. Within this evolving communicative landscape, one concept that remains central yet theoretically underexplored in the context of human–machine interaction is politeness. In communication research, politeness has traditionally been examined as a key mechanism for regulating social relationships in human interaction. Brown and Levinson's (1987) influential politeness theory conceptualized politeness as a set of communicative strategies aimed at protecting individuals' "face" during interaction. According to this framework, speakers employ linguistic and pragmatic strategies such as mitigation, indirectness, or deference to minimize potential face threats and maintain social harmony. While Brown and Levinson's model has profoundly shaped research on politeness, subsequent scholarship has expanded and critically reassessed this approach.

Later contributions in pragmatics and interactional linguistics have emphasized that politeness cannot be understood solely as a fixed set of universal strategies. Leech (1983) conceptualized politeness within a broader pragmatic framework emphasizing interpersonal consideration and communicative tact. Watts (2003), in contrast, argued that politeness should be viewed as a socially negotiated and context-dependent evaluative practice rather than a predetermined linguistic system. Spencer-Oatey (2005) further developed this perspective through rapport management theory, which highlights that interactional harmony involves not

only face protection but also the regulation of sociality rights and interpersonal expectations. Together, these perspectives suggest that politeness functions as a dynamic communicative mechanism that shapes relational expectations, social alignment, and interactional legitimacy within communication processes.

Despite the extensive literature on politeness in human interaction, the role of politeness in human-machine communication has only recently begun to receive systematic scholarly attention. As AI-driven systems increasingly simulate conversational interaction, they incorporate linguistic and interactional cues commonly associated with politeness, including expressions of gratitude, indirect requests, mitigated responses, and supportive feedback. Emerging research suggests that such cues significantly influence user perceptions of AI systems by shaping trust, perceived competence, and interactional comfort (Ribino, 2023). Similarly, studies on voice assistants demonstrate that users often evaluate politeness differently depending on the communicative context and the perceived role of the system (Duffau & Fox Tree, 2024). These findings indicate that politeness plays a meaningful role in shaping human–machine interaction.

However, much of the existing research has approached politeness primarily as a design feature that improves user experience, satisfaction, or usability in AI-mediated environments. While such approaches provide valuable insights, they often treat politeness as a secondary linguistic attribute rather than examining its broader implications for communication theory. As a result, relatively little attention has been paid to how politeness may influence the normative structure of communication when interaction occurs between humans and artificial systems rather than between human interlocutors. Addressing this gap requires integrating insights from communication theory, politeness scholarship, and Human–Machine Communication research. From this perspective, human–machine communication can be understood as a hybrid interactional form that combines characteristics of both informational and interpersonal communication. On the one hand, AI systems deliver information efficiently, resembling traditional one-way communication channels. On the other hand, conversational interfaces simulate responsiveness, turn-taking, and interactional feedback that resemble interpersonal dialogue. This hybrid structure creates a communicative environment in which traditional social norms such as politeness are reproduced, adapted, and potentially transformed.

Building on these theoretical foundations, the present study conceptually examines the role of politeness in human–machine communication and explores how this concept can be theoretically interpreted within contemporary communication research. Rather than presenting empirical findings, the article adopts a conceptual analysis based on theoretical literature synthesis, integrating insights from communication theory, politeness scholarship, and HMC research. In doing so, the study argues that politeness in AI-mediated communication should not be understood merely as a linguistic refinement designed to enhance user experience. Instead, politeness functions as a communicative mechanism that organizes interactional expectations, produces trust, and supports relational legitimacy in interactions between humans and artificial systems. Furthermore, the article advances the conceptual proposition of reflective transfer, suggesting that repeated exposure to polite AI interaction may gradually influence users' expectations of politeness and their communicative habits in human–human interaction. By linking politeness theory with emerging HMC scholarship, the study aims to contribute to ongoing discussions on how artificial intelligence may reshape communicative norms and relational expectations within contemporary communication environments.

Finally, the article seeks to make three main contributions to the literature. First, it integrates communication theory, politeness scholarship, and HMC research to provide a coherent conceptual framework for understanding politeness in human–machine

communication. Second, it reconceptualizes politeness in AI-mediated interaction as a relational and normative dimension of communication rather than merely a design attribute of technological systems. Third, it introduces the notion of reflective transfer as a theoretical proposition that highlights the potential influence of AI-mediated politeness on broader communicative practices. İlluminateis conceptual analysis, the study aims to broaden the theoretical understanding of politeness within the context of human–machine communication and to illuminate its implications for the evolving nature of communication in AI-mediated environments.

Theoretical Foundations of Communication and Politeness

Communication has traditionally been examined as a relational and interpretive process through which individuals construct meaning, negotiate social roles, and maintain social order. Foundational theories in communication studies emphasize that interaction is not merely the transfer of information but a dynamic process shaped by social norms, expectations, and interpretive frameworks. Early work by Watzlawick, Beavin, and Jackson (1967) demonstrated that communication inherently involves relational dimensions that structure social interaction. Similarly, Mead's (1934) theory of the social self highlighted that individuals develop their identities through communicative interaction with others, suggesting that communication is fundamentally intertwined with social cognition and social behavior. From a dialogical perspective, Bakhtin (1981) further argued that meaning emerges through interaction among multiple voices within a social context, reinforcing the view that communication is inherently relational and socially embedded.

Within this theoretical tradition, communication processes are often discussed in relation to both intrapersonal and interpersonal dimensions. Intrapersonal communication refers to the internal dialogue through which individuals interpret experiences, evaluate social situations, and construct personal meaning (Mead, 1934). Interpersonal communication, in contrast, involves the exchange of messages between individuals and plays a crucial role in shaping relationships, coordinating social behavior, and sustaining social cohesion (Watzlawick et al., 1967). These two dimensions of communication are not independent but mutually constitutive: internal reflections are shaped by social interaction, and interpersonal exchanges are influenced by individuals' internal interpretive processes. Consequently, communication theories consistently highlight that interaction is structured by social expectations and normative frameworks that regulate how individuals address one another.

One of the most significant normative frameworks governing interaction is politeness. In communication research and pragmatics, politeness has long been understood as a mechanism through which individuals manage social relationships and mitigate potential interpersonal tensions. Brown and Levinson's (1987) influential politeness theory conceptualized politeness as a system of strategies designed to protect individuals' "face," defined as the public self-image that participants seek to maintain during interaction. According to this model, communicative acts that threaten face such as requests, criticism, or disagreement are typically accompanied by strategies that soften their potential impact. These strategies include indirectness, hedging, or expressions of deference, all of which function to maintain interactional harmony.

While Brown and Levinson's framework has been highly influential, subsequent scholarship has expanded the conceptual understanding of politeness and highlighted its complexity. Leech (1983) approached politeness within a broader pragmatic framework, emphasizing the importance of interpersonal consideration and communicative tact in regulating interaction. In contrast, Watts (2003) challenged the notion that politeness can be

reduced to a stable set of universal strategies, arguing instead that politeness should be understood as an evaluative social practice that emerges through interaction. Similarly, Spencer-Oatey (2005) developed rapport management theory, which conceptualizes politeness as part of a broader system that includes face concerns, sociality rights, and expectations of appropriate behavior. Together, these perspectives demonstrate that politeness is not simply a linguistic phenomenon but a dynamic communicative process that shapes relational expectations and social alignment.

The relevance of politeness becomes even more significant when communication occurs in technologically mediated environments. As communication technologies evolved from passive information channels into interactive systems, researchers began to examine whether social norms traditionally associated with interpersonal communication might also emerge in interactions with machines. Early experimental studies demonstrated that individuals often apply interpersonal communication norms when interacting with computers. Nass, Steuer, and Tauber (1994) showed that users frequently respond to computers using social behaviors typically reserved for human interaction, a phenomenon later conceptualized within the Computers Are Social Actors (CASA) paradigm. Similarly, Reeves and Nass (1996) argued that individuals tend to treat media and technological systems as social actors when those systems display cues associated with communication, such as language use, responsiveness, or feedback.

These findings have important implications for understanding the role of politeness in interactions involving artificial intelligence. As conversational AI systems increasingly simulate dialogue through natural language interfaces, they incorporate communicative cues associated with politeness, including respectful forms of address, mitigated responses, or supportive conversational framing. Such features do not merely enhance the naturalness of interaction but also shape how users interpret and evaluate the communicative role of AI systems. Research suggests that politeness cues can significantly influence users' perceptions of trust, competence, and social presence in AI-mediated interaction (Ribino, 2023). Similarly, studies on voice assistants demonstrate that users evaluate politeness differently depending on the interactional context and the perceived communicative role of the system (Duffau & Fox Tree, 2024).

Taken together, these developments indicate that politeness constitutes an important conceptual bridge between traditional communication theory and emerging research on human–machine communication. While politeness has historically been examined within human interaction, its presence in AI-mediated communication raises new theoretical questions regarding how social norms operate when communicative partners include artificial systems. In this sense, politeness provides a useful analytical lens for examining how communication norms are reproduced, adapted, and potentially transformed in technologically mediated environments.

From this perspective, the study of politeness in human-machine communication requires moving beyond a purely linguistic understanding of politeness toward a broader conceptualization that integrates relational, normative, and technological dimensions of communication. By situating politeness at the intersection of communication theory, pragmatics, and Human-Machine Communication research, it becomes possible to explore how social interaction norms evolve within increasingly hybrid communication environments.

Human-Machine Communication as Hybrid Interaction

The growing presence of artificial intelligence in everyday communication environments has prompted scholars to reconsider how interaction is conceptualized in communication research. Traditional communication models largely distinguish between one directional information transmission and reciprocal interpersonal interaction. However, contemporary AI systems complicate this distinction because they combine informational efficiency with interactive responsiveness. As a result, human-machine communication has increasingly been conceptualized as a hybrid form of interaction situated between informational communication and interpersonal dialogue (Guzman, 2018; Guzman & Lewis, 2020).

In classical communication theory, one directional communication typically refers to processes in which information flows from a sender to a receiver with limited opportunity for feedback. Such models were often associated with mass communication systems or broadcast media, where the primary goal was the efficient dissemination of information. In contrast, interpersonal communication has been understood as a reciprocal process characterized by continuous feedback, mutual interpretation, and relational coordination between participants (Watzlawick et al., 1967). Interpersonal interaction therefore involves not only the exchange of messages but also the negotiation of meaning, identity, and relational expectations.

Human-machine communication occupies a distinctive position between these two modes of communication. On the one hand, AI systems function as information providers. Digital assistants, conversational agents, and generative AI systems are frequently used to retrieve information, perform tasks, or assist users in decision making. In this sense, they resemble traditional one directional communication channels that prioritize efficiency and informational accuracy. On the other hand, these systems increasingly incorporate conversational interfaces that simulate turn taking, contextual adaptation, and responsive dialogue. Such features introduce interactional characteristics typically associated with interpersonal communication.

The hybrid nature of human-machine communication has been widely discussed in recent HMC research. Guzman (2018) argues that communication with machines should not be understood solely through traditional models of mediated communication because intelligent systems participate in communicative processes in ways that influence users' perceptions and interactional expectations. Similarly, Guzman and Lewis (2020) emphasize that AI systems increasingly operate as communicative agents that shape how individuals experience and interpret communication environments. These perspectives suggest that human–machine communication should be approached as a distinct form of interaction that cannot be fully explained through models developed exclusively for human communication.

The perception of machines as communicative partners is closely related to the social responses that users exhibit toward interactive technologies. Research within the Computers Are Social Actors paradigm has shown that individuals frequently apply social norms to technological systems when those systems display cues associated with communication. Nass, Steuer, and Tauber (1994) demonstrated that users often respond to computers using the same social behaviors they apply in interpersonal contexts. Later studies further confirmed that people tend to evaluate technological systems according to interpersonal norms such as politeness, reciprocity, and fairness (Nass & Moon, 2000). These findings suggest that social expectations can emerge in interactions even when the communicative partner is a technological system.

Within this framework, politeness becomes an important element in shaping the dynamics of human-machine interaction. When AI systems use language that resembles polite conversational behavior, they evoke interactional expectations typically associated with

interpersonal communication. Expressions of gratitude, indirect suggestions, or mitigated responses can influence how users interpret the communicative role of the system. In many cases, such cues contribute to the perception that the system is cooperative, supportive, or socially aware.

At the same time, politeness in human-machine communication differs in important ways from politeness in human interaction. In interpersonal communication, politeness strategies emerge dynamically through participants' mutual awareness of social context, emotional states, and relational history. In contrast, politeness in AI mediated interaction is implemented through design decisions embedded in language models and conversational protocols. Although these systems can simulate context sensitive responses, their communicative behavior remains constrained by programmed structures and algorithmic processes.

This distinction does not reduce the significance of politeness in human–machine interaction. On the contrary, the hybrid nature of AI communication environments may amplify the visibility of politeness because interaction occurs within a structured communicative framework. When users repeatedly interact with systems that consistently employ polite language and supportive conversational strategies, these patterns can gradually influence expectations regarding appropriate communication behavior.

From a theoretical perspective, this hybrid communicative structure provides an important context for examining how social norms may evolve in technologically mediated environments. If machines consistently reproduce certain communicative behaviors, such as politeness or cooperative dialogue, users may begin to internalize these interactional patterns as normative expectations. In this sense, human-machine communication does not merely replicate existing communication norms but may also contribute to their transformation.

Understanding human–machine communication as a hybrid interaction therefore provides an important conceptual foundation for analyzing how politeness functions within AI mediated communication environments. It highlights that interaction with artificial systems simultaneously involves informational exchange, simulated dialogue, and social interpretation. Within this hybrid structure, politeness can be interpreted not only as a linguistic feature of AI systems but also as a communicative mechanism that shapes relational expectations and interactional norms.

Reflective Transfer and the Transformation of Communicative Norms

The increasing integration of artificial intelligence into everyday communication environments raises important theoretical questions regarding the potential influence of AI mediated interaction on human communicative practices. While much of the existing research has focused on how users evaluate or respond to AI systems, comparatively less attention has been devoted to how repeated interaction with such systems may shape broader communicative expectations. This issue becomes particularly relevant in relation to politeness, since politeness functions as a central mechanism for regulating interactional norms in communication.

In human interaction, politeness is closely connected to the maintenance of social harmony and the coordination of relational expectations. Through politeness strategies, participants negotiate respect, manage interpersonal distance, and maintain interactional balance during communication (Brown & Levinson, 1987). Later research in pragmatics has shown that politeness also operates as an evaluative and socially negotiated practice that reflects shared expectations regarding appropriate communicative behavior (Watts, 2003;

Spencer Oatey, 2005). These insights suggest that politeness does not merely shape individual interactions but also contributes to the formation and reproduction of communicative norms within social environments.

When communication increasingly occurs in technologically mediated contexts, the sources through which individuals encounter such norms may expand beyond human interaction. Conversational AI systems now participate in everyday communicative routines, providing information, responding to requests, and engaging in conversational exchanges with users. These interactions frequently incorporate stable patterns of polite language and supportive conversational framing. Unlike human interaction, where communicative behavior varies according to mood, context, and relational dynamics, AI systems often reproduce consistent interactional patterns. As a result, users may encounter forms of polite communication that appear predictable, stable, and continuously available.

From a theoretical perspective, repeated exposure to such interactional patterns may influence how individuals interpret appropriate communicative behavior. Communication theories have long emphasized that social norms are not static but develop through repeated interaction within particular environments. Mead (1934) argued that individuals internalize social expectations through interaction with others, gradually incorporating these expectations into their own communicative practices. When AI systems become part of everyday communicative environments, they may participate in similar processes of normative exposure, even though they are not human social actors.

This possibility can be conceptualized through the notion of reflective transfer. Reflective transfer refers to the potential process through which repeated interaction with polite AI systems influences users' expectations regarding communicative conduct and politeness in broader communication contexts. Rather than suggesting a direct causal transformation of behavior, reflective transfer highlights a gradual process in which stable interactional patterns encountered in AI mediated communication may contribute to shaping individuals' interpretive frameworks regarding appropriate communication.

In this sense, politeness in AI mediated interaction may function as a form of communicative modeling. When users repeatedly encounter systems that employ respectful language, mitigated responses, and cooperative conversational strategies, these interactional patterns may become cognitively salient as normative communicative references. Over time, individuals may begin to expect similar communicative patterns in other communication environments. The influence of AI mediated politeness therefore does not necessarily operate through explicit learning but through repeated exposure to stable communicative practices.

This interpretation aligns with broader research suggesting that communication environments play an important role in shaping normative expectations. Technologies that mediate communication do not merely transmit messages but also structure the conditions under which interaction takes place. As AI systems become increasingly embedded within communication infrastructures, they may contribute to shaping the communicative norms that users encounter in everyday interaction.

Importantly, the concept of reflective transfer should be understood as a theoretical proposition rather than an empirically established causal mechanism. The purpose of this concept is to provide a conceptual framework that encourages further investigation into the relationship between AI mediated interaction and evolving communication norms. Future empirical research may examine whether frequent interaction with conversational AI systems influences politeness expectations, communicative styles, or perceptions of appropriate interaction across different social contexts.

By introducing the concept of reflective transfer, this study seeks to extend existing discussions on politeness and human machine communication. The concept highlights that the significance of politeness in AI mediated interaction may extend beyond immediate user experience and may relate to broader questions regarding the evolution of communicative norms in technologically mediated societies. Understanding this potential influence represents an important step toward developing a more comprehensive theoretical framework for analyzing communication in environments increasingly shaped by artificial intelligence.

Discussion

The analysis presented in this study highlights that politeness occupies a more complex position in human-machine communication than is often assumed in existing research. While earlier studies have primarily examined politeness as a design feature that improves user satisfaction or perceived system competence, the findings of this conceptual analysis suggest that politeness should also be considered within a broader communicative and normative framework. In other words, politeness in AI mediated interaction does not only shape the immediate interaction between users and technological systems but may also contribute to the broader communicative environments within which such interactions occur.

One of the key insights emerging from this study concerns the hybrid nature of human-machine communication. As discussed in the previous sections, interactions with AI systems combine characteristics of informational communication and interpersonal dialogue. Users engage with AI systems primarily to access information or accomplish tasks, yet the interaction itself often resembles conversational exchange. Within this hybrid structure, politeness plays a stabilizing role. It contributes to the perception that the interaction follows recognizable communicative norms and therefore reduces uncertainty regarding how the interaction should proceed. When conversational systems respond in ways that resemble polite human communication, users are more likely to interpret the interaction as cooperative and socially meaningful.

This observation aligns with broader insights from Human-Machine Communication research, which has emphasized that communicative technologies are not interpreted solely as tools but often as participants within interactional environments (Guzman, 2018; Guzman & Lewis, 2020). From this perspective, politeness may function as an important communicative signal that enables users to interpret AI systems within familiar interactional frameworks. The presence of polite language and supportive conversational strategies helps situate the interaction within a recognizable social structure, even when the communicative partner is a technological system.

At the same time, the role of politeness in AI mediated communication cannot be reduced to a simple reproduction of interpersonal norms. In human interaction, politeness emerges through complex processes involving emotional awareness, contextual interpretation, and relational history. AI systems, by contrast, produce polite language through algorithmic design and conversational modeling. Despite this difference, users often respond to these communicative cues in ways that resemble interpersonal interaction. This dynamic illustrates how technological systems can reproduce certain features of social interaction without replicating the underlying social experience.

The hybrid character of AI mediated interaction therefore raises important theoretical questions regarding how communicative norms evolve within technologically mediated environments. Communication norms are typically understood as socially negotiated expectations that guide how individuals interpret and evaluate communicative behavior.

These norms develop gradually through repeated interaction within particular communicative contexts. When AI systems become integrated into everyday communication routines, they become part of the environments through which individuals encounter and interpret such norms.

From this perspective, the concept of reflective transfer provides a useful theoretical lens for examining the potential influence of AI mediated politeness on broader communication practices. Reflective transfer refers to the possibility that repeated exposure to stable patterns of polite interaction with AI systems may shape users' expectations regarding appropriate communicative behavior. Because AI systems tend to reproduce consistent conversational patterns, they may function as sources of normative exposure within communication environments. Importantly, this process should not be understood as a deterministic transformation of communicative behavior. Human communication remains shaped by a wide range of contextual, cultural, and interpersonal factors that extend far beyond interaction with technological systems. However, the increasing frequency of interaction with conversational AI suggests that such systems may participate in shaping the communicative environments in which individuals develop expectations about interaction. In this sense, reflective transfer highlights a gradual and interpretive process rather than a direct behavioral effect.

The potential implications of this process extend beyond individual interactions with AI systems. If polite interaction becomes a consistent feature of AI mediated communication, it may contribute to shaping broader expectations regarding civility, responsiveness, and interactional tone within communication environments. Users who regularly encounter respectful and cooperative conversational patterns in AI systems may become more sensitive to similar expectations in other communicative contexts. Conversely, the normalization of particular communicative patterns within AI mediated environments may influence how individuals evaluate communicative behavior in human interaction.

This perspective also raises important questions regarding the ethical and societal dimensions of AI mediated communication. Communication technologies increasingly participate in shaping everyday interactional environments. As a result, design decisions embedded within AI systems may indirectly influence how communicative norms are reproduced or interpreted. Politeness therefore becomes not only a linguistic feature but also part of the normative architecture of technologically mediated communication environments. The design of conversational systems may shape expectations regarding how communication should occur, how requests are framed, and how disagreement or correction is expressed.

At the same time, it is important to recognize the limitations of AI mediated politeness. While conversational systems may simulate respectful language, they do not possess the social awareness or moral accountability that characterizes human interaction. As a result, polite language generated by AI systems should not be interpreted as equivalent to interpersonal politeness. Instead, it should be understood as a communicative representation designed to facilitate interaction within technological environments. Recognizing this distinction is important for maintaining a critical perspective on the role of AI systems in shaping communication practices.

The concept of reflective transfer therefore invites further investigation into how communicative norms evolve in environments increasingly mediated by intelligent systems. Future research may examine whether frequent interaction with conversational AI influences users' expectations regarding politeness in interpersonal communication. Comparative studies across cultural contexts may also provide valuable insights, since perceptions of politeness and communicative appropriateness vary across societies. Similarly, longitudinal research

may help clarify whether repeated exposure to AI mediated politeness contributes to measurable changes in communicative behavior over time.

Taken together, these considerations suggest that politeness in human–machine communication should not be examined solely as a feature of interface design or user experience. Instead, politeness should be understood as part of the broader communicative structures through which interaction occurs in technologically mediated environments. By situating politeness within this broader framework, the present study highlights the importance of examining how communication norms may evolve as artificial intelligence becomes increasingly embedded within everyday communication practices. Conclusion The increasing integration of artificial intelligence into everyday communication environments has created new conditions for examining how communicative norms operate within technologically mediated interaction. As conversational systems become more prevalent in daily communication practices, interactions between humans and machines are no longer limited to technical exchanges of information. Instead, these interactions increasingly resemble communicative encounters that incorporate elements traditionally associated with interpersonal dialogue. Within this emerging communicative landscape, politeness becomes a particularly significant concept for understanding how interaction between humans and artificial systems is structured and interpreted.

This study has sought to examine politeness in human-machine communication from a conceptual perspective by integrating insights from communication theory, politeness scholarship, and Human–Machine Communication research. Rather than treating politeness solely as a linguistic feature that enhances user experience, the analysis has argued that politeness functions as a communicative mechanism that organizes interactional expectations and contributes to the perceived legitimacy of AI systems within communication processes. When conversational systems employ polite language and supportive conversational strategies, they help structure interaction in ways that appear socially familiar and recognizable to users.

A central contribution of this study lies in conceptualizing human-machine communication as a hybrid form of interaction that combines elements of informational communication with characteristics of interpersonal dialogue. Within this hybrid communicative structure, politeness plays an important role in stabilizing interaction and reducing uncertainty regarding communicative expectations. By providing recognizable conversational cues, polite language helps users interpret AI mediated interaction within frameworks that resemble interpersonal communication.

Building on this theoretical perspective, the study introduced the concept of reflective transfer as a conceptual proposition for understanding how repeated interaction with polite AI systems may influence broader communicative expectations. Reflective transfer refers to the possibility that stable patterns of polite communication encountered in AI mediated interaction may gradually shape how individuals interpret appropriate communicative behavior in other communication environments. While the concept does not imply a direct causal transformation of human behavior, it highlights the potential role of AI systems in shaping the communicative contexts through which interactional norms are encountered and interpreted.

The findings of this conceptual analysis suggest that politeness in human-machine communication should be examined not only in terms of interface design or user satisfaction but also within the broader theoretical framework of communication norms. As AI systems increasingly participate in communicative environments, they may influence how individuals experience interaction, interpret communicative conduct, and evaluate appropriate

conversational behavior. In this sense, politeness becomes part of the normative structure of communication in technologically mediated environments.

At the same time, it is important to recognize the conceptual limitations of the present study. Because the analysis is based on theoretical literature synthesis rather than empirical investigation, the concept of reflective transfer should be understood as a theoretical proposition that invites further empirical examination. Future research may explore whether frequent interaction with conversational AI systems influences users' expectations regarding politeness in interpersonal communication. Comparative studies across cultural contexts may also provide valuable insights, as perceptions of politeness and communicative appropriateness vary across societies. In addition, longitudinal research designs may help clarify whether prolonged exposure to AI mediated politeness contributes to observable shifts in communicative practices over time.

Despite these limitations, the study offers a conceptual framework for understanding how politeness operates within human-machine communication and how AI mediated interaction may intersect with broader communication norms. As artificial intelligence continues to reshape communication environments, examining the relationship between technological systems and communicative expectations will remain an important area of inquiry. By situating politeness within this evolving context, the present study contributes to ongoing efforts to understand how communication practices develop in societies increasingly shaped by intelligent technologies.

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Genişletilmiş Özet

Bu çalışma, insan-makine iletişiminde nezaketin rolünü iletişim biliminin temel kuramsal yaklaşımları ile Human-Machine Communication literatürü çerçevesinde kavramsal olarak incelemektedir. Yapay zekâ temelli iletişim teknolojilerinin hızla yaygınlaşması, iletişim süreçlerinin yalnızca insanlar arasında gerçekleşen bir etkileşim alanı olarak değil, aynı zamanda insan ve teknolojik sistemler arasında kurulan yeni bir iletişim biçimi olarak değerlendirilmesini gerekli kılmaktadır. Bu bağlamda çalışma, nezaketin insan-insan iletişimindeki düzenleyici işlevlerinin yapay zekâ destekli iletişim ortamlarında nasıl yeniden yapılandırıldığını analiz etmektedir. Araştırma, nezaketin yalnızca dilsel bir incelik değil, aynı zamanda iletişimsel beklentileri düzenleyen ve kullanıcı deneyimini şekillendiren bir sosyal mekanizma olarak işlediğini ileri sürmektedir.

Çalışmanın kuramsal çerçevesi iletişim kuramı, nezaket kuramları ve insan-makine iletişimi literatürünün birlikte değerlendirilmesine dayanmaktadır. İletişim kuramı açısından bakıldığında, bireylerin iletişim süreçleri yalnızca kişilerarası etkileşimlerle sınırlı değildir; bireyin kendi iç dünyasıyla kurduğu anlamlandırma süreçleri de iletişimsel davranışların şekillenmesinde önemli rol oynamaktadır. Mead'in sosyal benlik yaklaşımı ve Bakhtin'in diyalojik kuramı, bireyin düşünsel süreçlerinin sosyal bağlamdan bağımsız olmadığını ve iletişimsel davranışların toplumsal normlar aracılığıyla biçimlendiğini göstermektedir. Bu perspektif, bireyin içsel iletişim süreçlerinin sosyal etkileşimlerden beslenmesi nedeniyle iletişim normlarının zaman içinde öğrenilen ve içselleştirilen yapılar olduğunu ortaya koymaktadır.

Kişilerarası iletişim bağlamında nezaket, sosyal uyumun ve ilişki yönetiminin temel unsurlarından biri olarak ele alınmaktadır. Brown ve Levinson'ın nezaket kuramı, bireylerin iletişim sırasında yüz koruma gereksinimlerini gözeterek belirli dilsel ve pragmatik stratejiler kullandıklarını ileri sürmektedir. Bu stratejiler dolaylı ifade biçimleri, yumuşatma mekanizmaları ve sosyal normlara uygun iletişim kalıpları aracılığıyla potansiyel çatışmaları azaltmayı amaçlamaktadır. Daha sonraki çalışmalar ise nezaketin yalnızca dilsel stratejilerden oluşmadığını, aynı zamanda iletişimsel beklentilerin ve sosyal ilişkilerin düzenlenmesinde önemli rol oynayan daha geniş bir etkileşimsel mekanizma olduğunu göstermektedir.

İnsan-makine iletişimi bu kuramsal çerçevenin yeni bir boyutunu ortaya koymaktadır. Yapay zekâ destekli sistemlerle kurulan iletişim, geleneksel iletişim modellerinde görülen tek yönlü bilgi aktarımı ile kişilerarası iletişimdeki karşılıklı etkileşim özelliklerini bir araya getiren hibrit bir iletişim yapısı oluşturmaktadır. Kullanıcılar yapay zekâ sistemleriyle etkileşim kurarken bir yandan hızlı ve doğrudan bilgi erişiminden yararlanmakta, diğer yandan sistemlerin sağladığı etkileşimsel geri bildirim sayesinde diyalog benzeri bir iletişim deneyimi yaşamaktadır. Reeves ve Nass'ın medya denkliği yaklaşımı, bireylerin teknolojik sistemlere sosyal varlıklar gibi tepki verme eğiliminde olduklarını ortaya koyarak bu durumu açıklayan önemli bir kuramsal temel sunmaktadır. Bu çalışmada da söz konusu yaklaşım genişletilerek, yapay zekâ sistemlerinde kullanılan nezaket stratejilerinin kullanıcıların etkileşim deneyimlerini nasıl şekillendirdiği tartışılmaktadır.

Çalışmanın analizi, yapay zekâ sistemlerinde nezaketin yalnızca teknik bir tasarım tercihi olmadığını, aynı zamanda sosyokültürel bir iletişim pratiği olarak işlev gördüğünü ortaya koymaktadır. Doğal dil işleme teknolojilerinin gelişimi sayesinde yapay zekâ sistemleri

bağlam, kültür ve kullanıcı beklentilerine uyum sağlayan dilsel stratejiler üretebilmektedir. Bu durum, farklı kültürlerde değişen nezaket normlarının yapay zekâ tarafından belirli ölçülerde taklit edilmesini mümkün kılmaktadır. Kültürel iletişim araştırmaları da nezaket algısının toplumdan topluma değiştiğini ve iletişim stratejilerinin bu farklılıklara göre şekillendiğini göstermektedir. Yapay zekâ sistemlerinin bu kültürel farklılıklara uyum sağlayabilmesi, kullanıcı deneyimini doğrudan etkileyen önemli bir faktör olarak değerlendirilmektedir.

Bu çalışmanın ortaya koyduğu önemli kuramsal katkılardan biri, insan-makine etkileşiminde gözlenen nezaket davranışlarının bireylerin iletişimsel beklentileri üzerindeki potansiyel etkisini açıklamak amacıyla geliştirilen yansıtıcı aktarım (reflective transfer) kavramıdır. Yansıtıcı aktarım, bireylerin yapay zekâ sistemleriyle kurdukları tekrar eden iletişim deneyimleri sonucunda karşılaştıkları iletişim kalıplarını zaman içinde içselleştirebileceklerini öne süren bir kavramsal önerme olarak ele alınmaktadır. Yapay zekâ sistemlerinin tutarlı ve düzenli biçimde nazik iletişim kalıpları üretmesi, bireylerin iletişim ortamlarında karşılaştıkları normatif beklentilerin şekillenmesinde rol oynayabilir. Bu durum, insan-makine iletişiminin yalnızca kullanıcı deneyimiyle sınırlı kalmadığını, aynı zamanda iletişim normlarının algılanma biçimini de etkileyebileceğini göstermektedir.

Bununla birlikte çalışma, yapay zekâ nezaketinin insan iletişimindeki nezaketle aynı niteliğe sahip olmadığını da vurgulamaktadır. İnsan iletişiminde nezaket bağlama, duygusal duruma ve sosyal ilişkilere göre değişkenlik gösterebilirken, yapay zekâ sistemlerinde nezaket programlanmış iletişim stratejileri aracılığıyla üretilmektedir. Bu durum yapay zekâ sistemlerinin tutarlı ve öngörülebilir bir iletişim tarzı sunmasını sağlarken aynı zamanda spontane sosyal uyum kapasitesini sınırlamaktadır.

Sonuç olarak çalışma, insan-makine iletişiminde nezaketin yalnızca kullanıcı deneyimini iyileştiren bir özellik olarak değil, iletişimsel beklentileri düzenleyen ve iletişim normlarının algılanma biçimini etkileyebilen bir mekanizma olarak değerlendirilmesi gerektiğini ileri sürmektedir. Yapay zekâ sistemlerinin iletişim ortamlarında giderek daha görünür hale gelmesi, iletişim araştırmalarının teknolojik sistemlerin iletişim normları üzerindeki etkisini daha kapsamlı biçimde incelemesini gerekli kılmaktadır. Bu çalışma, insan-makine iletişiminde nezaketin kuramsal boyutunu ele alarak iletişim literatürüne kavramsal bir katkı sunmakta ve gelecekte yapılacak ampirik araştırmalar için yeni bir tartışma alanı ortaya koymaktadır.

Etik Kurul Onayı

Bu çalışma insan ya da hayvan verisi içermediğinden etik kurul onayı uygulanmamıştır.

Yazar Katkı Beyanı

Literatür tarama ve analiz: AAA

Yazım & Düzenleme: AB

Son okuma: XX

Çıkar Çatışması Beyanı

Yazarlar, herhangi bir çıkar çatışması bulunmadığını beyan eder.