

Hedging in Jay Shetty's Mental Health Podcast: A Pragmatic and Politeness Analysis

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ABSTRACT

This study investigates the pragmatic function of hedges in mental health conversations through a case study of Jay Shetty's interview with Kendall Jenner. Hedges, linguistic devices that convey uncertainty, politeness, or subjectivity, are commonly used in spoken discourse, especially when addressing personal or emotionally sensitive topics. Drawing on the theories of Hyland (1996) and Brown et al. (1987), this research analyzes how hedging allows speakers to navigate vulnerability, protect face, and manage interpersonal dynamics in a highly public setting. The data were collected from a transcription of the podcast episode and analyzed qualitatively based on hedge types and their communicative roles. Findings show that Kendall Jenner uses hedges such as "I think," "sometimes," "kind of," and "feel like" to soften the emotional weight of her statements, signal uncertainty, and maintain a relatable public image. Jay Shetty also employs hedging as a strategic tool to guide the conversation with empathy. This research contributes a novel perspective by applying pragmatic analysis to celebrity discourse in mental health advocacy, offering valuable insights into how language shapes public vulnerability and self-disclosure.

Key words: Hedging; Pragmatic; Politeness Analysis

INTRODUCTION

Pragmatics examines how speakers and listeners negotiate meaning contexts rather than treating sentences in isolation. A central pragmatic device is hedging linguistic items and constructions that qualify or soften assertions, for example, maybe, kind of, and modal verbs such as might or could. Hyland (1996) emphasizes that hedges function as strategies that signal degrees of epistemic commitment and locate claims within a community of knowledge. Hedging thus helps speakers avoid categorical claims while protecting their credibility and relationships with interlocutors. Brown and Levinson's (1987) Politeness Theory complements that account by showing how speakers use mitigation strategies, including hedges, to reduce face-threatening acts and to manage interpersonal relations in interaction. Together, these frameworks make hedging comprehensible as both an epistemic stance and an interpersonal resource.

Hedging is particularly salient in talk about emotionally charged or stigmatized topics. When people discuss mental health, they often face risks associated with stigma, misunderstanding, and vulnerability. Linguistic softening devices permit a speaker to disclose difficult information while reducing exposure to immediate judgment or misinterpretation. In conversation, hedges create discursive space for ambiguity and invite supportive responses from listeners. They perform emotional work as well as cognitive work. Studies in recent years confirm that hedges are frequent and multifunctional in spontaneous spoken discourse, and that their distribution and functions differ from written academic contexts (Mao & Li, 2016; Abushihab, 2018). These findings highlight the adaptability of hedges across settings and the need to investigate them in socially sensitive areas such as mental health.

At the same time, media formats such as podcasts and long-form interviews have become an important arena for public mental health conversations. Podcasts can humanize lived experience, lower barriers to help-seeking, and spread psychoeducational content to broad and often younger audiences (Anazodo, 2020; Eyles et al., 2022). Celebrity disclosures in particular have power beyond individual testimony. Research shows that when prominent figures speak about mental health, they can shift public attitudes, model help-seeking behaviors, and contribute to stigma reduction, though the effect depends on how disclosure is framed (Stevens et al., 2019; Robinson, 2021). In such settings, hedges may play a critical role by allowing celebrities to balance openness with caution, authenticity with public image, and personal disclosure with audience expectations.

Despite these converging trends, first the recognized pragmatic importance of hedging in spoken interaction, second the rise of podcasts as a vehicle for public mental health conversation, and third the demonstrable influence of celebrity disclosure, there is still a lack of detailed pragmatic analyses of hedging as used in celebrity-led mental health interviews. Most hedging research since Hyland has focused on academic and professional writing (Mao & Li, 2016; Alakali & Ogbodo, 2018) or on clinical encounters where institutional roles differ markedly from public media (Heritage & Robinson, 2011; Seuren & Wharton, 2016). While corpus work has expanded our understanding of hedging in everyday talk (Mao & Li, 2016; Aull & Lancaster, 2019), studies that specifically isolate celebrity interviews or connect hedging strategies to outcomes such as empathy, trustworthiness, or stigma mitigation in public mental health discourse remain scarce. This research gap is striking given the scale of influence that public figures and podcasts now exert on collective understandings of mental well-being.

This gap matters for several reasons. First, celebrity-led conversations are not simply scaled-up versions of private clinical talk. They are hybrid events that combine performance, authenticity, and audience management. The pragmatic choices speakers make in these settings help shape public discourse about mental health and can either reduce or inadvertently reinforce stigma. Second, the podcast format amplifies subtle interactional moves: prosody, hesitation, and hedging can

be replayed, quoted, or excerpted, meaning that pragmatic strategies have circulation effects beyond the immediate episode. Third, scholars and practitioners who aim to design effective public mental health messaging need evidence about which linguistic strategies foster empathy and help-seeking rather than confusion or backlash. Reviews of podcast-based mental health interventions suggest positive outcomes for stigma reduction and literacy (Eyles et al., 2022; Watts et al., 2023). However, they do not analyze the micro-level linguistic techniques that produce those outcomes.

This study addresses those gaps by examining the types and functions of hedges in a public, celebrity-hosted podcast conversation about mental health between Jay Shetty and Kendall Jenner. Methodologically, it brings together Hyland's (1996) typology of hedging and Brown and Levinson's (1987) Politeness Theory to analyze how hedges manage face, uncertainty, and relational stance in a high-profile public context. Empirically, it draws on recent findings about hedging in spoken corpora to pay attention to items that are characteristically spoken, such as fillers, approximators, and discourse shields, rather than restricting analysis to modal auxiliaries typical of academic registers (Aull & Lancaster, 2019; Ho & Li, 2020).

The novelty of the study is threefold. First, it extends established hedging theory into the ecology of celebrity mental health discourse, a domain that combines personal disclosure with public performance and mass-mediated reach. Second, it links pragmatic microanalysis to public health-relevant outcomes by discussing how hedging may contribute to perceptions of empathy, credibility, and stigma reduction variables shown in recent research to mediate the public impact of celebrity disclosure (Stevens et al., 2019; Robinson, 2021). Third, by focusing on a podcast episode, a genre increasingly used for health promotion, the research connects discourse analysis with a growing body of applied work on podcasts as interventions and as sites of mental health literacy building (Eyles et al., 2022; Watts et al., 2023).

This study contributes to pragmatics by taking hedging out of its more typical academic and clinical settings and analyzing it within an influential public medium. At the same time, it offers applied insight for communicators and mental health advocates about how subtle linguistic choices can shape the reception of public disclosures. Grounded in Hyland (1996) and Brown and Levinson (1987) and informed by recent studies of hedging and media, the research fills a pressing conceptual and empirical gap at the intersection of language, media, and public mental health.

LITERATURE REVIEW

Pragmatics is a key area of linguistic study that explores how meaning is constructed and negotiated within specific communicative contexts. Unlike semantics, which focuses on literal meaning, pragmatics considers the speaker's intentions, the listener's interpretation, and the broader social and situational

context (Yule G, 1996). In emotionally sensitive contexts such as mental health discussions, pragmatic features become especially significant, as speakers must navigate between personal expression and social acceptability. This includes the use of hedging, which allows speakers to modulate the strength of their statements, manage uncertainty, and maintain interpersonal harmony.

In public discourse, where speakers like Jay Shetty and Kendall Jenner engage in emotionally open conversations, pragmatic strategies are essential for creating a safe and respectful space for vulnerability. Levinson (1983) emphasizes that pragmatic tools such as hedging not only help reduce the assertiveness of statements but also preserve the speaker's face and maintain relational balance. This is particularly relevant in media-based interactions, where the audience is vast and diverse, and misinterpretation can easily occur.

Pragmatic analysis, therefore, offers a valuable framework for understanding how language is used not only to convey ideas but also to shape the emotional and relational dynamics of public conversations. It allows researchers to examine how speakers use linguistic devices to express uncertainty, manage interpersonal relationships, and construct meaning in ways that are sensitive to context and audience.

Hedges are linguistic expressions that reduce the force or certainty of an utterance, enabling speakers to soften claims, express tentativeness, or maintain politeness (Lakoff, 1973; Holmes, 1990). These expressions include modal verbs (could, might), adverbs (probably, usually), mental verbs (I think, I guess), and vague expressions (kind of, sort of). Hedges do more than indicate uncertainty; they also function as tools for managing interpersonal relationships, especially in contexts where directness may be perceived as threatening or inappropriate.

Hyland (1996) categorizes hedges into two primary functions: epistemic, which relates to the speaker's degree of certainty, and interpersonal, which serves to maintain politeness and solidarity. These dual functions make hedges particularly relevant in public discourse, where speakers must balance clarity with sensitivity. In the context of mental health conversations, hedges help speakers like Kendall Jenner articulate deeply personal experiences while maintaining a sense of humility and openness (Hyland, 2006).

Recent studies have further emphasized the role of hedging in spoken discourse. Liu (2020) found that hedges are frequently used in social media narratives about mental health to reduce the emotional weight of statements and invite shared understanding. Similarly, Mushin (2022) observed that hedges in celebrity interviews serve both epistemic and interpersonal functions, allowing speakers to express uncertainty while maintaining rapport.

The use of hedges is not merely a stylistic choice but a strategic linguistic tool that enables speakers to navigate complex communicative environments. One of the

most significant functions of hedging is its role in reducing the assertiveness of statements, allowing speakers to present ideas tentatively and avoid imposing certainty. This is especially important in topics like mental health, where subjective experience dominates and definitive claims may be met with skepticism or discomfort (Hyland, 2006).

Another key function of hedges is their ability to foster rapport and manage interpersonal dynamics. By softening the tone of statements, hedges create a more inclusive and collaborative conversational space. This is evident in the interaction between Jay Shetty and Kendall Jenner, where hedging is used to guide the conversation with empathy, invite listener interpretation, and signal openness to alternative perspectives (Holmes, 1990). These strategies reflect what Hyland (1996) describes as hedges that facilitate solidarity, enabling speakers to express personal views without sounding confrontational or overconfident.

Additionally, hedges function as discourse markers that structure the flow of conversation. They allow speakers to transition between ideas, clarify meaning, and manage the rhythm of spoken interaction. In emotionally rich contexts, these functions are crucial in maintaining a safe and supportive environment where vulnerability can be expressed without fear of judgment or misunderstanding. Barouni (2019) notes that in media-based mental health discussions, hedging contributes to a shared emotional landscape, helping speakers maintain credibility while expressing uncertainty or personal struggle.

Mental health discourse presents a unique linguistic context in which speakers must negotiate between personal truth and public perception. Discussions about anxiety, insecurity, and emotional well-being often involve high levels of vulnerability, making the use of hedges especially relevant. In clinical settings, hedges have been shown to reduce the stigma associated with mental health issues by allowing speakers to express discomfort without sounding overly dramatic or definitive (Chen & Guo, 2024; Safwat & Faiq, 2018).

In media-based mental health conversations, such as the interview between Jay Shetty and Kendall Jenner, hedging takes on an additional layer of significance. Unlike clinical or academic discourse, these conversations occur in a highly public space where speakers must balance authenticity with social acceptability. The frequent use of expressions like "I think," "sometimes," and "kind of" by Kendall Jenner reflects a desire to articulate emotional experiences without sounding overly definitive or self-deprecating. These hedges allow her to maintain a relatable public image while navigating deeply personal topics.

Moreover, Jay Shetty's use of hedging in his questions, such as "Do you feel like..." or "Could it be that...", demonstrates how interlocutors can use hedges to facilitate empathetic dialogue. By framing questions tentatively, he invites Kendall to respond freely and without pressure, thereby creating a conversational space that prioritizes emotional safety and mutual understanding (Paige et al., 2024).

This study contributes to the growing body of research on hedging by examining its use in a real-life, emotionally rich, media-based mental health interview. Unlike prior studies that have focused primarily on written or clinical discourse, this research highlights how hedges function in spontaneous spoken interaction, offering new insights into the rhetorical and relational power of language in shaping public narratives around mental health (Raphalen et al., 2022). In this part, the writer must explain the previous related study and the theory of the variable discussed.

METHOD

Design and Samples

This study employs a qualitative descriptive method based on pragmatic discourse analysis, which is appropriate for examining how language is used in context to convey meaning beyond the literal form (Creswell, 2013). The goal is to investigate the use of hedging devices in spoken interaction, specifically within the mental health conversation between Jay Shetty and Kendall Jenner. The study draws upon Hyland's (1998) typology of hedges, which distinguishes between epistemic and interpersonal functions, to analyze how hedging operates within this emotionally sensitive and publicly broadcast dialogue.

The data were drawn from a YouTube video titled "KENDALL JENNER Opens Up About Anxiety, Insecurity & How to be Truly Happy! | Jay Shetty". This interview was purposively selected due to its rich mental health content, spontaneous spoken discourse, and relevance in public media communication. The sample was chosen using purposive sampling, a technique commonly used in qualitative research to select information-rich cases (Creswell, 2013). The selection criteria included the presence of emotional vulnerability, interpersonal communication, and the use of natural, unscripted language.

Instrument and Procedure

The primary instrument used in this study is the researcher's analytical framework based on Hyland's typology of hedges, which categorizes hedges into modal auxiliaries, adverbs/adjectives, mental verbs, and phrasal hedges. This framework was used to identify and classify hedging expressions in the transcript and to determine their pragmatic functions. The procedure involved the following steps:

1. The interview was transcribed manually following Jefferson's conventions (Atkinson & Heritage, 1984), which allow for detailed analysis of spoken interaction, including pauses, overlaps, and intonational cues.
2. The transcript identified all instances of hedging, including expressions such as "I think," "sometimes," "kind of," and "maybe."

3. The identified hedges were categorized based on Hyland's (1998) framework into modal auxiliaries, adverbs/adjectives, mental verbs, and phrasal hedges.
4. Each hedge was analyzed based on its pragmatic function: whether it expressed uncertainty, maintained politeness, softened strong opinions, or managed interpersonal dynamics.

To ensure the credibility and consistency of the analysis, triangulation was applied by cross-referencing the data with linguistic theory (Hyland, 1998), pragmatic interpretation (Brown et al., 1987), and contextual relevance (Sudaryanto, 2015). This multidimensional approach allowed for a more comprehensive understanding of hedging in emotionally rich spoken discourse.

Data Analysis

The data analysis followed a thematic and descriptive approach, in line with Sudaryanto's (2015) method of analyzing spoken discourse in sociolinguistic studies, ensuring a deep and contextually grounded interpretation of the data. The process began with the manual transcription of the interview using Jeffersonian conventions (Atkinson & Heritage, 1999), after which mental health-related segments were isolated to focus the analysis on emotionally sensitive content. Each instance of hedging was then identified and coded according to its linguistic form, such as modal verbs, adverbs, mental verbs, and phrasal expressions, and its pragmatic function, categorized under Hyland's (1998) framework as either epistemic (expressing uncertainty) or interpersonal (managing politeness and rapport). These coded data were further grouped thematically to explore the broader roles hedges played in the conversation, particularly in managing emotional vulnerability, maintaining interpersonal harmony, and facilitating the flow of dialogue. The findings were interpreted through the dual theoretical lenses of Hyland's theory of hedging and Brown and Levinson's politeness theory, and validated through repeated readings and triangulation with similar studies to ensure reliability and depth of interpretation. This methodological approach ensured that the findings were not only linguistically accurate but also contextually meaningful, reflecting how hedges function as strategic tools in real-life, emotionally rich spoken discourse such as mental health interviews.

RESULTS AND DISCUSSION

The analysis identified over 50 instances of hedging across various linguistic forms, including modal verbs (might, could), epistemic verbs (I think), adverbs (probably, usually), and vague expressions (kind of, sort of). These findings reflect both the epistemic and interpersonal functions of hedges, as outlined by Hyland (1996), and their role in managing face needs, as explained by Brown et al. (1987). In the discussion part, the author should relate the findings to the previous study. Besides that, the author should explain some factors that support the result of the research. If in this part the author needs to present a table, the format should follow the following format:

Table 1. Types and Frequency of Hedging Expression in the Interview

Hedge Type	Phrase	Frequency
Modal Auxiliaries	Might, could	7
Adverbs/Adjectives	Probably, usually	8
Mental Verbs	I think, I guess, I do not know	22
Phrasal Hedges	Kind of, sort of	13
Total		49

These findings reflect both the epistemic and interpersonal functions of hedges, as outlined by Hyland (1996), and their role in managing face needs, as explained by Brown et al. (1987), Politeness Theory. The results demonstrate that hedging is not only a linguistic feature but also a strategic communicative tool that supports emotional safety, rapport-building, and face negotiation in public mental health discourse.

Epistemic Function: Expressing Uncertainty and Managing Subjectivity

One of the most prominent uses of hedging in the interview was its epistemic function, where speakers used expressions like "I think," "sometimes," and "probably" to express uncertainty or limited knowledge. For example, when asked about the nature of anxiety, Kendall Jenner responded, "I think that is the hardest part." This use of "I think" serves to qualify her statement, indicating that her perspective is personal and subjective rather than definitive. Similarly, Jay Shetty often used phrases like "Maybe what you are describing is what many people go through," which suggests inclusivity and avoids making universal claims.

These findings align with Hyland's (1998) view that hedging softens claims and opens space for interpretation, which is crucial in topics like mental health, where subjective experience dominates. As noted by Liu (2020), such hedging helps speakers avoid overgeneralization and maintain a tone of humility and openness, particularly important in emotionally sensitive contexts. The epistemic use of hedges also supports Holmes' (1990) observation that hedges promote listener engagement and empathy by signaling that the speaker is not imposing their views but rather inviting interpretation.

Interpersonal Function: Building Rapport and Relational Safety

Beyond signaling uncertainty, hedges in this interview also played a critical interpersonal role, helping both speakers manage vulnerability and maintain relational safety. Expressions like "kind of," "I guess," and "just" were frequently used by Kendall Jenner to soften the emotional weight of her statements and avoid sounding overly definitive or self-deprecating. For instance, she said, "It is kind of

hard to justify something you cannot explain," where "kind of" reduces the assertiveness of the claim and signals emotional discomfort.

This aligns with Hyland's (1996) theory that hedges facilitate solidarity, allowing speakers to express personal views without sounding confrontational or overconfident. It also reflects Brown et al.'s (1987) politeness framework, where hedging functions as a strategy to mitigate face-threatening acts. As Chen and Guo (2024) found in doctor-patient interactions, hedges help reduce anxiety and build trust. In this media-based context, similar functions are evident, showing that hedging supports emotional safety even in public, unscripted conversations.

Jay Shetty's use of hedging in his questions, such as "Do you feel like..." or "Could it be that..." also demonstrates how interlocutors use hedges to guide the conversation with empathy. By framing questions tentatively, he invites Kendall to respond freely and without pressure, thereby creating a conversational space that prioritizes emotional safety and mutual understanding. This is consistent with Paige et al. (2024), who emphasize the role of hedging in collaborative dialogue, especially in emotionally loaded discussions.

Mitigating Personal Disclosure with Epistemic Hedges

Another key function of hedging in the interview was to mitigate personal disclosure and manage the emotional risk of vulnerability. Kendall Jenner often used expressions like "I guess I have just always been more sensitive than most people" and "I still have days where I feel like I am falling apart a little." These hedges moderated her claims, making her emotional expression relatable and real.

This kind of hedging reflects what Holmes (1990) calls "mitigating devices," allowing speakers to balance emotional honesty with a tone of self-compassion and resilience. By using hedges like "I guess" and "a little," Kendall maintains a sense of humility and openness, avoiding the impression of self-pity or overstatement. These strategies are especially relevant in public discourse, where speakers must navigate between authenticity and social acceptability.

Softeners for Interpersonal Sensitivity in Asking Questions

Jay Shetty's use of hedging in his questioning also illustrates how interlocutors can use hedges to show sensitivity and avoid imposing assumptions. For example, he asked, "Do you think that maybe some of that came from childhood experiences?" The use of "maybe" and "Do you think" serves as an epistemic hedge, signaling uncertainty and allowing Kendall to define her own emotional history without feeling judged.

This supports Holmes (1990), who describes hedges as tools for protecting face in interaction. By avoiding definitive or leading questions, Jay shows respect for Kendall's autonomy and emotional boundaries, which is essential in maintaining a

safe and respectful dialogue. This approach is particularly effective in mental health interviews, where the speaker may be in a vulnerable position and requires a supportive conversational environment.

Avoiding Overgeneralization through Frequency Hedges

Frequency hedges like “usually” and “sometimes” were also frequently used by Kendall Jenner to avoid overgeneralization and maintain emotional nuance. For instance, she said, “I usually wake up and I feel like my brain is racing,” where “usually” indicates that the described condition is common but not absolute. This aligns with Hyland's (1998) idea that hedges reflect the speaker's assessment of certainty and help avoid definitive claims that may be met with skepticism or discomfort.

The use of “I feel like” in this context further signals that the experience is a personal interpretation rather than a clinical fact, reducing the risk of self-stigmatization. These hedges preserve Kendall's authenticity while maintaining her emotional safety in public discourse, as noted by Barouni (2019), who found that hedging in mental health podcasts contributes to a shared emotional landscape, allowing public figures to express vulnerability while maintaining credibility.

Implications for Mental Health Communication

This study illustrates that hedging is more than just a marker of uncertainty; it is a rhetorical and relational strategy that enables speakers to explore sensitive topics like anxiety, insecurity, and self-image without fear of judgment. The strategic use of hedges like “I think,” “I feel like,” “probably,” and “maybe” helps build rapport, manage emotional risk, and foster a tone of authenticity that is crucial in destigmatizing mental health discourse.

Importantly, the conversational setting, public, unscripted, and emotionally open, shows how hedging can function differently from its use in academic writing or formal clinical interactions. As Mushin (2022) observed in celebrity interviews, hedges allow speakers to express personal views without sounding confrontational or overconfident. In this context, hedging contributes to a shared emotional landscape, allowing public figures to relate to audiences while navigating the pressures of vulnerability in public space.

Overall, the analysis of hedging in Jay Shetty's interview with Kendall Jenner reveals that hedges are not merely linguistic fillers but essential tools for politeness strategies, stance-taking, and emotional regulation in public discourse. The dual functions of hedging epistemic and interpersonal were clearly evident, showing how speakers manage uncertainty, protect face, and maintain relational harmony in emotionally rich spoken interactions.

This research contributes to the growing body of literature by focusing on spontaneous, naturalistic celebrity dialogue within a highly mediated platform. Unlike academic or written texts often analyzed in previous hedge-related studies (e.g., Hyland, 1998; Salager-Meyer, 1994), this paper sheds light on how hedging functions in real-life, affectively charged, media-rich interactions, particularly within the mental health domain. It also highlights how pragmatics intersects with media, identity, and therapy. It offers valuable insights into how public figures use language to navigate vulnerability and shape public narratives around emotional well-being.

CONCLUSION

The analysis further shows that hedges function as discourse management tools, helping both speakers structure the conversation, transition between ideas, and maintain emotional safety. These findings align with Brown et al.'s (1987) politeness framework, which explains how speakers mitigate face-threatening acts through linguistic strategies. In the emotionally rich and public context of mental health interviews, hedging contributes to a shared emotional landscape, allowing public figures to express vulnerability while maintaining credibility. Kendall Jenner frequently employs hedging to express uncertainty, soften the emotional weight of her statements, and maintain a relatable public image. Her use of epistemic verbs and frequency adverbs such as “I think” and “usually” allows her to articulate deeply personal and potentially stigmatized emotions with care and subtlety. Jay Shetty, as the interviewer, also utilizes hedging strategically to avoid imposing assumptions, guide the conversation with empathy, and create a safe conversational space. His use of expressions like “Do you feel like...” and “Could it be that...” demonstrates how interlocutors can use hedges to facilitate supportive dialogue and invite open interpretation.

This research makes a novel contribution by extending the analysis of hedging into the domain of media-based spoken discourse, particularly in celebrity-led mental health conversations. Unlike previous studies that have focused on written academic texts or clinical settings, this paper highlights how hedges function in real-life, emotionally charged, and media-rich interactions. It also emphasizes how pragmatics intersects with media, identity, and emotional well-being, offering implications for linguistics, communication studies, and mental health advocacy. By analyzing the linguistic strategies used in public mental health interviews, this study underscores the importance of language awareness in shaping inclusive, empathetic, and non-judgmental discussions around emotional well-being. The findings suggest that hedges are essential in humanizing public figures, promoting relational safety, and reducing the stigma associated with mental health.

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