

**POLITENESS AND IMPOLITENESS STRATEGIES IN NABJ
INTERVIEWS WITH DONALD TRUMP AND KAMALA
HARRIS ON RACIAL ISSUES**

THESIS

By:

Najidah Rahmadina

NIM 210302110147



**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM
MALANG
2025**

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THESIS

Presented to
Universitas Islam Negeri Maulana Malik Ibrahim Malang in Partial Fulfillment of
the Requirements for the Degree of *Sarjana Sastra* (S.S.)

By:

Najidah Rahmadina

NIM 210302110147

Advisor

Dr. Agwin Degaf, M.A.

NIP 19880523015031004



**DEPARTMENT OF ENGLISH LITERATURE
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IBRAHIM
MALANG
2025**

STATEMENT OF AUTHORSHIP

I state that the thesis entitled “Politeness and Impoliteness Strategies in NABJ Interviews with Donald Trump and Kamala Harris on Racial Issues” is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 5 June 2025

The researcher



Najidah Rahmadina

NIM 210301110147

APPROVAL SHEET

This to certify that Najidah Rahmadina's thesis entitled "**Politeness and Impoliteness Strategies in NABJ Interviews with Donald Trump and Kamala Harris on Racial Issues**" has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of Sarjana Sastra (S.S.).

Malang, 5 June 2025

Approved by
Advisor,



Dr. Agwin Degaf, M.A.
NIP 19880523015031004


Head of Department of English Literature



Ribut Wahyudi, M.Ed., Ph.D.
NIP 198112052011011007

Approved by

Dean of Faculty of Humanities,


Dr. M. Faisol, M.Ag.

NIP 197411012003121003

LEGITIMATION SHEET

This is to certify that Syarifah Nabila's thesis entitled **"Politeness and Impoliteness Strategies in NABJ Interviews with Donald Trump and Kamala Harris on Racial Issues"** has been approved by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra (S.S.)* in the Department of English Literature.

Malang, 5 June 2025

Board of Examiners

Signatures

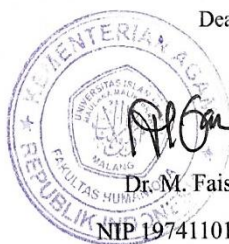
1. Chair Examiner
Vita Nur Santi, M.Pd
NIP 198306192011012008
2. First Examiner
Dr. Agwin Degaf, M.A.
NIP. 198805232015031004
3. Second Examiner
Mira Shartika, M. A.
NIP. 197903082023212008



Mira Shartika

Acknowledge by

Dean,



Dr. M. Faisol, M.Ag.

NIP 197411012003121003

MOTTO

"Allah will raise those who have believed among you and those who were given knowledge, by degrees." (*Surah Al-Mujadila, 58:11*)

DEDICATION

I dedicate this thesis to my two parents and my beloved brothers, who always include their prayers and support at all times.

To the lecturers who have taught me while I was on this campus.

For Mr. Agwin Degaf who has been my student advisor and thesis supervisor.

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This study was written to fulfill one of the academic requirements for obtaining a *Sarjana Sastra (S.S.)* degree in the English Literature Program, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. The researcher acknowledges that the completion of this work would not have been possible without the support and guidance of many individuals.

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Malang, 20 May 2025

The Researcher

Najidah Rahmadina

NIM 210302110147

ABSTRACT

Rahmadina, Najidah (2025) Politeness and Impoliteness Strategies in NABJ Interviews With Donald Trump and Kamala Harris on Racial Issues. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Dr. Agwin Degaf, M.A.

Keywords: Politeness, Impoliteness, National Association of Black Journalist.

This study aims to analyse and compare the politeness and impoliteness strategies used by Donald Trump and Kamala Harris in their interviews with the National Association of Black Journalists (NABJ) on racial issues. Using the framework of Brown and Levinson's (1987) politeness theory and Culpeper's (1996) impoliteness theory, this study found a total of 52 utterances, consisting of 22 impoliteness utterances and 30 politeness utterances. The results show that Donald Trump is more dominant in using impoliteness strategies, such as bald on record and positive impoliteness, to assert dominance and respond confrontationally to questions. His communication style often undermines journalists' credibility and shifts the focus from substantive issues to personal grievances. In contrast, Kamala Harris more often uses politeness strategies, especially positive politeness and off-record strategies, to create a cooperative atmosphere and maintain a respectful relationship with journalists. Her approach emphasises empathy and inclusiveness, reflecting her commitment to social justice. This analysis highlights the different communicative functions of politeness and impoliteness in political interviews, showing how language strategies serve not only as communication tools but also as instruments for shaping political identities and managing power relations.

ABSTRAK

Rahmadina, Najidah (2025) Strategi Kesantunan dan Ketidaksantunan dalam Wawancara NABJ Dengan Donald Trump dan Kamala Harris Mengenai Isu Rasial. Undergraduate Thesis. Jurusan Sastra Inggris, Fakultas Ilmu Budaya, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Dr. Agwin Degaf, M.A.

Kata Kunci: Politeness, Impoliteness, National Association of Black Journalist.

Penelitian ini bertujuan untuk menganalisis dan membandingkan strategi kesopanan dan ketidaksopanan yang digunakan oleh Donald Trump dan Kamala Harris dalam wawancara mereka dengan National Association of Black Journalists (NABJ) mengenai isu rasial. Menggunakan kerangka teori kesopanan dari Brown dan Levinson (1987) serta teori ketidaksopanan dari Culpeper (1996), studi ini menemukan total 52 ujaran, yang terdiri dari 22 ujaran ketidaksopanan dan 30 ujaran kesopanan. Hasil penelitian menunjukkan bahwa Donald Trump lebih dominan dalam menggunakan strategi ketidaksopanan, seperti bald on record dan ketidaksopanan positif, untuk menegaskan dominasi dan merespons pertanyaan secara konfrontatif. Gaya komunikasinya sering kali merendahkan kredibilitas jurnalis dan mengalihkan fokus dari isu substantif ke keluhan pribadi. Sebaliknya, Kamala Harris lebih sering menggunakan strategi kesopanan, terutama kesopanan positif dan strategi off-record, untuk menciptakan suasana kooperatif dan menjaga hubungan yang saling menghormati dengan jurnalis. Pendekatannya menekankan empati dan inklusivitas, mencerminkan komitmennya terhadap keadilan sosial. Analisis ini menyoroti fungsi komunikatif yang berbeda dari kesopanan dan ketidaksopanan dalam wawancara politik, menunjukkan bagaimana strategi bahasa tidak hanya berfungsi sebagai alat komunikasi tetapi juga sebagai instrumen untuk membentuk identitas politik dan mengelola hubungan kekuasaan.

مستخلص البحث

قدجند، تيمدمحر. (2025). استراتيجيات التهذيب وقلة التهذيب في مقابلة **NABJ** مع دونالد ترامب وكامالا هاريس حول القضايا العرقية. البحث الجامعي. قسم الآداب الإنجليزى. كلية العلوم الإنسانية. جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف: الدكتور أجوين ديجاف الماجستير.

للكلمات المفتاحية: التهذيب، قلة التهذيب، والرابطة الوطنية للصحفيين السود.

تهدف هذه البحث إلى تحليل ومقارنة استراتيجيات التهذيب وقلة التهذيب التي استخدمها من دونالد ترامب وكامالا هاريس في مقابلاتهما مع الرابطة الوطنية للصحفيين السود (**NABJ**) حول القضايا العرقية. وباستخدام إطار نظرية التهذيب التي وضعها براون وليفنسون (1987) ونظرية قلة التهذيب التي وضعها كولبير (1996)، وجدت هذه البحث ما مجموعه 52 لفظاً، تتألف من 22 لفظاً غير مهذب و30 لفظاً مهذباً. وقد أظهرت النتائج أن دونالد ترامب كان أكثر هيمنة في استخدام استراتيجيات قلة التهذيب، مثل قلة التهذيب في التسجيل وقلة التهذيب الإيجابية، لتأكيد الهيمنة والرد على الأسئلة بشكل تصادمي. فغالباً ما يقوض أسلوبها في التواصل مصداقية الصحفيين ويحول التركيز من القضايا الجوهرية إلى المظالم الشخصية. وعلى النقيض من ذلك، تستخدم كامالا هاريس في كثير من الأحيان استراتيجيات الكياسة وخاصة الكياسة الإيجابية واستراتيجيات خارج السجل لخلق جو من التعاون والحفاظ على علاقات محترمة مع الصحفيين. ويؤكد نهجها على التعاطف والشمولية، مما يعكس التزامها بالعدالة الاجتماعية. يسلط هذا التحليل الضوء على الوظائف التواصلية المختلفة للتهذيب واللياقة في المقابلات السياسية، ويبين كيف أن الاستراتيجيات اللغوية لا تعمل كأدوات تواصل فحسب، بل كأدوات لتشكيل الهويات السياسية وإدارة علاقات القوة.

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CHAPTER I

INTRODUCTION

In this chapter, the researcher provides an overview of the fundamental aspects that support the study. It begins with a detailed background that introduces the role of communication in political contexts, particularly during high-stakes interviews. The chapter then outlines the research questions that guide the analysis, explains the significance of the study both theoretically and practically, and defines its scope and limitations. Finally, it clarifies key terms to ensure a consistent understanding throughout the research.

A. Background of the Study

Communication is not merely the exchange of words; it is a purposeful act that shapes perception, negotiates social relationships, and reflects underlying power structures (Wulan & Degaf, 2025). In political discourse, where language often functions as a tool of persuasion and identity construction, how leaders speak can be just as impactful as the substance of their messages (Darmawan et al., 2025). Political interviews, particularly during election campaigns, are not neutral media events but carefully managed performances where public image, ideological stance, and rhetorical strategy converge (Rohmatullah & Degaf, 2025)

Communication is a process in which a communicator conveys a message to a receiver through a medium, which has a certain effect. These effects are diverse, ranging from understanding to action, which are in harmony with the purpose of communication itself (Effendy, 1993). In the political context, communication plays

an important role in shaping public opinion and political discourse, especially ahead of elections. One significant form of political communication is interviews, where candidates have the opportunity to express their views, respond to the public spotlight, and defend their actions.

Moments like interviews are increasingly important during election cycles, where the media requires candidates to hold themselves accountable, which causes interactions to become more instant and also supervised (Kioussis & McCombs, 2004). The interviews that the media conducted are not only to convey information, but also to find out the credibility and actions of political figures (Hoffman, 2013). In this case, speech has a crucial role in pragmatic science and is the main foundation for analyzing various aspects of communication, such as assumptions, participation, conversation implications, cooperation principles, and the principle of politeness. The principle of cooperation aims to ensure that conversations take place effectively and social relationships are maintained. However, not all forms of communication follow the principle of cooperation, in political interviews, for example, candidates often apply deviant strategies, especially when faced with difficult questions or forming a certain image. Therefore, the principle of courtesy is needed to complement cooperation and overcome potential conflicts in the conversation (Setyawan, 2013)

According to Leech (2014), politeness is a vital aspect of communication, particularly in explaining the use of indirect speech to maintain social harmony. It also helps account for why participants in a conversation sometimes violate the

cooperative principle. A notable example of this can be found in Donald Trump's interview with journalists from the National Association of Black Journalists (NABJ), which focused on racial issues. In the interview, Trump, as a 2024 U.S. presidential candidate, exhibited a characteristic communication style marked by the frequent use of impolite strategies, including overt violations of conversational norms to achieve strategic goals. His responses often undermined the credibility of the journalists, either by mocking their questions or questioning their intentions, turning the interview into a confrontation rather than a constructive dialogue (Downie & Sugars, 2020).

In contrast, Kamala Harris's interview with NABJ revealed a communication style that emphasized politeness. Although she also faced critical questions as a presidential candidate, Harris tended to uphold the principles of cooperation and politeness, aiming to maintain respectful relations with the journalists and cultivate a positive public image. She employed strategies such as positive politeness to build solidarity and used mitigation when responding to sensitive issues, unlike Trump, who frequently dominated the conversation through confrontational tactics. These contrasting communication approaches between the two candidates illustrate how politeness and impoliteness strategies can be employed differently to shape public perception and influence the dynamics of political interviews.

The interview between Donald Trump and the National Association of Black Journalists or NABJ is considered very sensitive, because it involves direct discussions with journalists who focus on racial issues. NABJ is a professional

organization in the United States that was founded in 1975. The organization is made up of journalists, students, and media professionals who focus on improving the representation of Black people in journalism and media. Given some of his controversial notes on race in several media and articles, one of which is in an article written by Schaffner (2018) which discusses Trump's racial behavior throughout his career, the interview with NABJ became essential to analyze how Trump navigated the tension between confronting critical questions and using impolite strategies to distract attention. This interview, which focuses on the issue of race and Donald Trump's policies, provides an example of the use of the strategy of impoliteness as well as its function in reflecting political tensions and broader racial tensions.

In addition, when compared to Kamala Harris, who was the first female vice president and has an African-American and South Asian background, this interview is even more interesting to analyze in the context of different communication strategies and approaches to racial issues (Fadilah, 2022). Kamala, who often speaks about social justice and inclusive policies, tends to use more diplomatic and persuasive communication strategies in responding to racial issues. Trump, meanwhile, faced critical questions, especially those related to race and his administration's policies toward the black community. By comparing Donald Trump's interview with NABJ and Kamala Harris' communication approach in a similar discussion, it can be analyzed how the strategies of impoliteness and politeness are used to shape political narratives and respond to pressure from the media and the public.

Therefore, Brown & Levinson's (1987) and Culpeper's (1996) theory of politeness are relevant to this study. The theory of politeness as proposed by Brown and Levinson (1987) is an important aspect of this analysis because it explains that communication does not only focus on conveying information but also considers efforts to maintain the "face" or social image of the interlocutor. In the context of political interviews, the theory of Brown and Levinson (1987) will be used to analyze the strategy of politeness in Kamala's interactions with journalists, specifically how she tries to avoid conflict, build a certain image, and show respect to the audience and the interviewer. However, when politeness strategies are not implemented effectively, interactions can turn confrontational and show dominance of power (Leech, 2014). On the other hand, Culpeper's (1996) theory of impoliteness will be used to examine Donald Trump's style of language in his interview with NABJ. This theory may explain the different types of impoliteness used in political interactions, especially in situations where the speaker wants to dominate the conversation, attack the interlocutor, or distract the audience. Specifically, strategies such as bald on record or sarcasm will be analyzed in the context of how Trump builds his image through more confrontational communication.

There are several previous studies on the impoliteness of strategies that have been researched. For example, research works Piia Marjo Henriikka Kuntsi (2012) entitled *Politeness and Impoliteness Strategies used by Lawyers in the 'Dover Trial'*. He researched the speeches of lawyers in Pennsylvania, United States in 2005. He uses the Theory of Politeness from Brown and Levinson (1987) and also the Theory

of Impoliteness from Culpeper (1996). The study found that while both politeness and impoliteness strategies were employed, politeness strategies were used more frequently. This result supported her hypothesis that legal interactions tend to favor polite forms of communication.

Research conducted by Agustinus Hary Setiawan (2013) titled *Principles of Impoliteness and Politeness in Margaret Thatcher's Political Meetings in The Iron Lady*, analyzed the language used by the character Margaret Hilda Thatcher in political meeting scenes from the film *The Iron Lady*. Using the frameworks of Culpeper (1996) and Brown & Levinson (1987), the study identified four main findings regarding politeness and impoliteness in political discourse. First, impoliteness strategies were more dominant than politeness in both the speech directed at and delivered by Thatcher. Second, impoliteness was used sequentially for various speech acts such as statements, complaints, blame, encouragement, rejection, suggestions, and sarcastic praise. Third, politeness was found to serve a broader range of functions, including statements, encouragement, offers, suggestions, advice, promises, gratitude, blame, and praise. Finally, the use of these strategies was influenced by contextual factors, including situational background and social elements such as power relations, social distance, and the seriousness of the interaction.

Furthermore, the research conducted by Juliani (2022), analyzed the strategy of politeness and impoliteness in the film *Sleeping Beauty* using a qualitative method. The researchers selected and analyzed character dialogues through the lens of

Brown and Levinson's theory, Geoffrey Leech's politeness principles, and the works of Bousfield and Locher within a pragmatic framework. The findings revealed 19 instances of both politeness and impoliteness strategies, comprising 4 examples of general politeness, 8 examples of maximal politeness, and 7 instances of impoliteness. The study concluded that positive impoliteness and maximal politeness were the most dominant strategies found in the film.

The research conducted by Risdianto et al. (2023) with the title *Cyberpragmatic Analysis of Politeness and Impoliteness in Student-Lecturer Internet-Mediated Communication.*, analyzed online communication between students and lecturers in English and Indonesian via WhatsApp and Email. Data was collected from conversations in 14 classes and reinforced with clarity questionnaires involving 87 students and 37 lecturers. This research was studied using the theories of Brown and Levinson (1987) and Leech (1983). The results of the study showed that students applied the principle of politeness more in their communication, especially by using religious expressions to reinforce the effect of politeness. However, in some cases, it was found that the use of disrespectful strategies, both conscious and unconscious by students. The results of the questionnaire also confirmed that the principles of politeness and impoliteness found in the descriptive analysis were in line with the perception of native Indonesian speakers.

Research conducted by Salimi & Mortazavi (2024) *Impoliteness in Twitter Discourse: a case study of replies to Donald trump and greta thunberg*. This study analyzed replies to two controversial and similar tweets, namely Donald Trump's

tweet to Greta Thunberg and Greta Thunberg's tweet to Donald Trump. Researchers found 97 tweets that indecently mocked the original tweets were collected and coded based on the theme of moral order and their pragmatic function. The results of the study showed that the replies given gave rise to expectations of moral order in three general categories, namely age-appropriate behavior, respect and manners, and concern for the common good. Researchers also found that pragmatic functions include criticism of personal character, criticism of supporters, criticism of relatives (specifically Trump), praise of opponents, briefings, ridicule, and rejection of ideology (Thunberg specifically).

The research entitled A pragmatic analysis of politeness strategies in Mulan movie which was researched by Shirley (2022) analyze the politeness strategies used by the main character, Mulan, and her family. Data were collected using a list of observations adapted from the politeness strategy framework of Brown and Levinson (1987). The results of the study show that all of Brown and Levinson's strategies are found in Mulan's speech and the other characters in the film. The most common strategy is positive politeness, this strategy appears four times in the film. Bald on record and negative politeness are the second most frequently used strategies, each strategy appears 3 times. While the off record strategy was found twice, and don't do FTA only appeared once.

Another relevant study was conducted by Nurmalasari et al (2021), titled The Use of Non-Verbal Communication in Supporting the Realization of Brown and Levinson's Politeness Strategies. This research explores how non-verbal

communication between lecturers and students contributes to the application of politeness strategies, such as bald-on-record, positive politeness, negative politeness, off-record, and avoiding face-threatening acts (FTAs) in English language classroom interactions. Employing a qualitative research method, the study found a total of 599 instances where politeness strategies were used by both lecturers and students, with positive politeness emerging as the most dominant, while the “don’t do the FTA” strategy was the least utilized. The study concluded that politeness strategies play a vital role in maintaining interpersonal relationships and fostering a comfortable learning environment in English as a Foreign Language (EFL) settings.

Research conducted by Muziatun et al. (2020) Examine the language style used by Jimmy Fallon on The Tonight Show. As a result, consultative styles were found as many as 11 data and casual styles as many as 18 data, where the casual style became the dominant use. Further research was conducted by Widiastuti (2018). He researched interview techniques on the Mata Najwa Talk Show program. As a result of this study, Najwa Shihab often uses a coercive interview technique with questions that pressure and direct the interviewee to answer according to his wishes or directions, so that it is difficult for the interviewee to avoid or refuse. Research conducted by New (2024), examines the complexities of conducting elite interviews, drawing on insights gained from interviews with 24 senior leaders of organisations in New Zealand. As a result, he found that elite interviews can be conducted effectively with careful preparation, reflexivity, and a strategic approach. In addition, the researcher showed that the power relationship in elite interviews

does not only depend on the authority of the respondents, but also has an influence on the identity of the researcher, such as gender, citizenship and the level of empowerment.

Several previous studies have examined various aspects of politeness and impoliteness strategies across different contexts. However, none have conducted a comparative analysis incorporating both politeness and impoliteness theories in the context of interviews with U.S. presidential candidates discussing racial issues. Notably, no research has specifically focused on interviews conducted by journalists from Black communities or addressing issues pertinent to those communities. While existing studies have identified politeness and impoliteness strategies, often based on the frameworks of Brown and Levinson and Culpeper, they have largely centered on interactions in social media environments, rather than direct verbal exchanges. Additionally, research on political interviews has tended to emphasize the communication style of interviewers rather than the dynamics of politeness and impoliteness strategies employed by political figures in high-stakes scenarios. To date, there is a lack of studies that explicitly address politeness and impoliteness as forms of confrontation within political discourse, particularly involving polarizing figures such as Donald Trump.

Therefore, this study aims to fill the gap by analyzing and comparing politeness and impoliteness strategies used in interviews conducted by the National Association of Black Journalists (NABJ) with Donald Trump and Kamala Harris. It contributes to the literature by applying two theoretical frameworks: Brown and

Levinson's (1987) politeness theory, to examine how face is managed, and Culpeper's (1996) impoliteness theory, to explore how communicative acts are used to create, maintain, or challenge power relations between interview participants. Thus, this study not only identifies the strategies employed and their respective functions but also offers a comparative perspective on how these strategies are applied in politically charged interview contexts.

B. Research Question

Based on the background described above, the researcher used the following three questions:

1. What impoliteness strategies are used by Donald Trump and Kamala Harris in their interviews with NABJ, and how are they manifest in the discourse?
2. What politeness strategies are employed by Donald Trump and Kamala Harris in their interviews with NABJ, and what context do these strategies occur?
3. What are the differences in the communicative functions of politeness and impoliteness in the interactions between Donald Trump and Kamala Harris with NABJ Journalist?

C. Significance of the Study

This study serves as a valuable reference for politicians, media professionals, and communication strategists in understanding the implications of language use in public discourse. The findings underscore how variations in communication strategies influence the dynamics of interviews, particularly in

conversations involving sensitive topics such as race and social justice. By examining the rhetorical strategies of these two prominent figures, the study provides deeper insights into how politeness and impoliteness can be used to construct political image, assert dominance, or garner public support. Moreover, the research highlights the importance of effective and ethical communication in preserving credibility, fostering public trust, and navigating politically charged media interactions.

D. Scope and Limitation

This research focuses on pragmatic analysis, as both impoliteness and politeness are central concern in pragmatic studies. In a pragmatic perspective, impoliteness is analyzed as part of the use of language that can affect, injure, or damage the relationship between the speaker and the listener. Conversely, politeness plays a crucial role in maintaining respectful communication and fostering positive relationships. This study compares the language use of Donald Trump and Kamala Haris in their interviews with NABJ. Analyzing how each employs politeness and impoliteness in addressing racial issues in the U.S., this study examines their verbal expressions and linguistic strategies within cultural and social contexts. By comparing both politicians, it highlights how these strategies shape political discourse and public perception.

The limitations of this study lie in the use of data that only comes from a 30-minute video uploaded by ABC News on YouTube. This study does not include analysis from other video sources or other social media outside of the content

available on the video, so the results are only applicable in the context of the interaction that occurs within the video. Donald Trump's remarks in the video will be analyzed using Culpeper's (1996) theory of impoliteness and Kamala Haris' using Brown and Levinson (1987) theory of politeness.

E. Definition of Key Term

The researcher used several key terms related to the topic of this research:

1. Politeness : Politeness refer to language strategies used to maintain social harmony, show respect, and avoid conflict (Brown & Levinson, 1987). In political interviews, it helps politicians manage their public image and foster positive interactions.
2. Impoliteness : Impoliteness is the intentional violation of politeness norms to assert dominance, challenge others, or create confrontation (Culpeper, 1996). In trump's interviews, impoliteness functions as a rhetorical strategy to control discourse and influence preception.
3. National Association of Black Journalists (NABJ) : The NABJ is a professional organization dedicated to advocating for Black journalists and media profesionals. Trump's interview with NABJ members serves as the primary data source for analyzing how politeness and impoliteness shape political discourse.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher will explain the theoretical foundation of the study. It includes discussion on pragmatics, politeness, impoliteness, and functions of politeness and impoliteness.

A. Pragmatics

Pragmatics is a branch of linguistics that examines the relationship between a speaker's utterance and its interpretation. Pragmatics focuses not only on the meaning of the words used but also on the social context in which the language is used. In this study, the main focus is on how politeness and impoliteness strategies emerge in discourse and how they serve specific functions, such as conveying authority, controlling the conversation, or influencing the interlocutor. As a field of linguistics, pragmatics also encompasses the use of spoken and written language as coherent texts in a particular social context (Leech, 2014).

Pragmatics studies the relationship between the speaker's utterance and the interpretation made by the listener. Pragmatic focuses on how meaning is conveyed and understood in real communication, including the relationship between the speaker's speech and the listener's interpretation (Huang, 2017). As pragmatics continues to develop, its key areas of study include the role of the

speaker, the influence of context, the way meaning is communicated, and how the hearer interprets meaning based on social distance, cultural background, and shared experiences (Ganesh & Holmes, 2011). In the scope of pragmatics, there are two main aspects that must be considered, namely the use of language and the context of speech. The use of language is related to its function in communication, whereas context has a strong connection with the cultural environment, which reflects diversity in society (Scott, 2022).

Speech plays an important role in communication and social interaction, both in face-to-face and digital contexts. Pragmatic, as the study of meaning in speech acts, focuses on the meaning that the speaker wants to convey. In the context of spontaneity, this study analyzes how speakers, particularly political figures such as Donald Trump and Kamala Harris, use language strategically in interviews to shape their messages and influence audiences. Understanding how meaning is constructed and interpreted in a particular context is crucial in analyzing their communication styles. In addition, this study also considers non-verbal elements such as tone of voice, interruptions, and rhetorical strategies that contribute to polite and impolite discourse. Speakers expect their speech to be acknowledged and responded to in a certain way to reinforce the desired impact. This study explores these aspects within the framework of politeness and disrespectful strategies in NABJ Trump's and Kamala's interviews on the issue of racism, by examining the pragmatic function of their discourse.

B. Politeness Theory

The theory put forward by Brown and Levinson (1987) has had a great influence in the study of politeness. Discussing politeness without referring to Brown and Levinson's theory would be incomplete. Therefore, this study will use Brown and Levinson's theory of courtesy as the main framework in analyzing the data.

1. Face concept

Brown and Levinson views politeness as a way to avoid conflict in interactions. Their theory is centered on two main concepts, namely "rationality" and face that are generally possessed by every speaker and speaking partner. "Face" in this context refers to an emotional aspect that can be lost, retained, or enhanced, so it must always be considered in communication (Brown & Levinson, 1987). They distinguish "faces" into two types, namely positive faces and negative faces, which have nothing to do with the moral meaning of good or bad.

A positive face is related to a person's desire for his actions, his possessions, and the values he believes to be recognized and valued by others (Brown & Levinson, 1987). In other words, a positive face reflects a person's expectations of gaining recognition and appreciation. On the other hand, a negative face is related to the individual's desire to be respected by being given the freedom to act without pressure or interference from others (Brown & Levinson, 1987).

2. FTA

Brown and Levinson (1987) stated that most speech acts naturally have the potential to threaten the face, both for the speaker and for the speech partner. This kind of action is called Face Threatening Acts. According to Brown and Levinson (1987) FTA is divided into five strategies, namely, Bald on Record, Positive Politeness, Negative Politeness, Off-Record, Do not do the FTA. Speakers will prefer these politeness strategies appropriately in carrying out face threats (FTA). The selection of this strategy is generally influenced by various situational considerations involving social factors, namely the relative power of the speaker to the speaking partner (power), which refers to the extent to which a person can influence or coerce others without experiencing a loss of face. The second factor is social distancing, which measures how close or close the relationship is between the speaker and the speaking partner and how they interact in a given context. Meanwhile, the ranking of imposition refers to the relative status of a speech act in a certain situation, where a speech can be considered more or less threatening (Brown and Levinson, 1987).

Brown and Levinson (1987) classified politeness strategies into five main types, namely bald on record strategy, positive politeness strategy, negative politeness strategy, indirect or implied strategy (off record), and strategy to not do the FTA (don't do the FTA). Each of these strategies has a number of more specific and detailed sub-strategies. The choice of a politeness strategy is highly dependent on the speaker's assessment of the potential loss of face that may be

experienced by the speaker or the interlocutor. Therefore, the essence of the politeness theory according to Brown and Levinson is how the speaker chooses speech actions that can keep both parties' faces during the communication process. Brown and Levinson (1987) also distinguish two types of face threatening acts: threatening a negative face and a positive face. Actions that threaten a negative face include: giving orders or requests, giving advice or advice, delivering warnings, threats, challenges, offers, promises, praise, and expressing negative emotions such as anger or hatred (Brown & Levinson, 1987). Meanwhile, actions that threaten a positive face include: disapproval, criticism, demeaning or humiliation, conveying grievances, anger, accusations, insults, opposition, challenge, and other similar forms of expression (Brown & Levinson, 1987). These strategies are usually applied in situations where the speaker has a higher position of power than his or her speaking partner, and when the speaker does not care much about whether or not there will be cooperation in the conversation. The following is a further description of each of these politeness strategies.

a. Bald on Record

Bald on record strategy According to Brown and Levinson (1987), the strategy in conveying the Face Threatening Act (FTA) directly and straightforward without any effort to mitigate its impact. This strategy is chosen by speakers when they want to convey their intent in the most efficient way possible, as explained in Brown and Levinson (1987). This strategy consists of

two sub-strategies, namely, Sub-strategies that are carried out without efforts to minimize threats to the face (non-redressive). And sub-strategies that show attention to the face of the speaking partner but are still carried out directly, as explained by Brown and Levinson (1987) An example of using this strategy is "Give me a bag."

The speech shows that the speaker conveys his request directly without considering the feelings or speaking partner. This strategy shows that the speaker is not trying to reduce the impact of the FTA on the interlocutor. However, in some cases, the bald on record strategy can be accompanied by additional phrases such as "please" or "will you", which serves to soften the demand a bit. This kind of expression is referred to as mitigating devices or means of circulation, as explained by Yule (2006).

b. Positive Politeness

According to Brown and Levinson (1987), a positive politeness strategy refers to the speaker's effort to perform face-threatening acts (FTAs) while maintaining the positive face of the hearer. This strategy is intended to create a sense of mutual desire or shared goals between the speaker and the hearer, and to indicate closeness or solidarity in their relationship. Brown and Levinson propose fifteen sub-strategies under this category. The first is paying attention to the hearer's interests, desires, behaviors, needs, and possessions. The second involves exaggerating interest, approval, or sympathy by using intonation and emphasis. The third aims to increase the hearer's engagement through

expressions that attract their attention. The fourth employs identity markers such as greetings, group-specific language or dialects, jargon, slang, and ellipsis to emphasize in-group membership. The fifth strategy seeks approval by repeating parts of the hearer's speech, while the sixth avoids disagreement by expressing approval.

The seventh sub-strategy presupposes similarities between speaker and hearer to reduce the threat of FTAs and generate a sense of connection. The eighth involves the use of jokes to maintain a friendly atmosphere. The ninth suggests that both parties are cooperating and understand each other's desires. The tenth is making offers or promises to meet the hearer's positive face needs. Optimism is the focus of the eleventh strategy, assuming that the hearer will want to or be willing to help the speaker. The twelfth encourages joint activity using inclusive pronouns like "we" or phrases such as "let's." The thirteenth consists of giving or asking for reasons to involve the hearer in a shared action. The fourteenth expects reciprocity, assuming that social exchanges will be mutual. Finally, the fifteenth sub-strategy emphasizes rewarding the hearer not only with tangible benefits but also with emotional validation, such as being liked, noticed, recognized, understood, and listened to.

c. Negative Politeness Strategy

According to Brown and Levinson (1987), the negative politeness strategy refers to the speaker's way of maintaining the negative face of the interlocutor, which is the desire to have freedom of action and to not feel imposed upon. This

strategy demonstrates the speaker's respect and acknowledgment of the hearer's autonomy and desire not to be disturbed or restricted. Brown and Levinson outline ten sub-strategies that reflect this approach. The first involves the use of indirect expressions to avoid direct threats to the hearer's face. The second is the use of hedges or softening language that creates distance or uncertainty to reduce imposition. The third strategy is being pessimistic, where the speaker shows caution and avoids being overly optimistic, thus respecting the hearer's space. The fourth focuses on minimizing the burden on the hearer by downplaying the strength or impact of the face-threatening act (FTA).

Furthermore, the fifth strategy involves expressing respect explicitly, while the sixth uses apologies to show that the speaker is aware of the imposition. The seventh avoids directly mentioning either the speaker or the hearer, thereby reducing personal pressure. The eighth strategy declares the FTA as a general social obligation rather than a personal imposition. The ninth involves the use of nominalizations, or abstract references to actions, to make the expression less direct. Finally, the tenth strategy explicitly states that the speaker has provided a favor (or not) to the hearer, thus maintaining clarity in social obligations. These sub-strategies collectively serve to mitigate imposition, uphold social distance, and respect the hearer's personal space in communication.

d. Off Record Strategy

According to Brown and Levinson (1987), the indirect strategy is an approach used to deliver potentially face-threatening acts (FTAs) in a non-

explicit manner. In this strategy, the speaker allows the hearer to interpret the intended meaning rather than stating it directly. This indirectness serves to reduce the threat by giving the interlocutor interpretative space, often making the speech act less imposing. Brown and Levinson identify fifteen sub-strategies under the indirect strategy. The first involves giving hints by stating the reason behind a certain action. The second includes associating prompts by referring to something related to the requested action. The third involves presupposing the speaker's intent, while the fourth states less than what is actually meant, usually by limiting certain attributes to imply negativity. The fifth sub-strategy involves overstating the situation, exaggerating it beyond reality. The sixth uses repetition without clarification to emphasize a significant truth. The seventh introduces contrast by stating a truth that prompts the hearer to resolve an implied issue.

Moreover, the eighth sub-strategy is insinuation by expressing meaning in an indirect or opposite way. The ninth uses metaphors to obscure the real connotation of the utterance. The tenth includes rhetorical questions, where the answer is implied rather than expected. The eleventh relies on ambiguity or double meanings. The twelfth hides the object of the FTA or the offense being addressed. The thirteenth involves overgeneralization to avoid direct imposition by proposing broad, non-specific rules. The fourteenth replaces the direct target of the FTA with someone unlikely to be threatened. Lastly, the fifteenth strategy involves incomplete expressions or ellipses to obscure the full meaning.

Together, these sub-strategies illustrate how speakers may mitigate face threats through subtle, implied, and context-dependent communication.

C. Impoliteness Theory

Impoliteness theory, as proposed by Culpeper (1996), focuses on communicative strategies that are designed to attack face rather than preserve it. These strategies are often used to dominate, offend, or confront the interlocutor, especially in situations involving conflict, power dynamics, or ideological differences. Culpeper categorizes impoliteness into several types, each with its own distinct characteristics and communicative goals, as outlined below.

1. Bald on Record

In this context, the FTA (Face-Threatening Act) is carried out directly, clearly, without ambiguity, and is carried out with short expressions, especially in situations where the face aspect is not considered important or has been minimized, but it should be emphasized that this strategy must be distinguished from the Bald on Record strategy according to Brown and Levinson. For Brown and Levinson, bald on record is included in the politeness strategy, but only under certain conditions. For example, when the concern for the speech partner's face is very small (as in the phrase "please eat" or "please drink"), or when the speaker has much greater power than the speech partner (for example, "stop complaining" said by parents to

their children). In these cases, the risk to the face is minimal, and there is no intention from the speaker to attack his or her speaking partner.

2. Positive Impoliteness

According to Culpeper, positive impoliteness output strategies are linguistic behaviors that directly attack the interlocutor's positive face, which refers to their desire to be liked, accepted, and appreciated. These strategies include ignoring or insulting others by failing to acknowledge their presence, and excluding the interlocutor from activities, such as refusing their participation in a group event. Another form involves distancing oneself socially, for instance, denying association or similarity with the interlocutor or avoiding physical closeness such as sitting together. Acting uninterested, indifferent, or unsympathetic is also a clear marker of positive impoliteness. Moreover, using identity markers inappropriately, such as addressing someone formally with a title and last name in a close relationship, or informally with a nickname in a distant relationship, reflects a lack of social attunement.

Impoliteness can also be expressed through the use of obscure or secretive language, like confusing others with jargon or using coded language known only to a specific group while excluding the interlocutor. Deliberately seeking disagreement by bringing up sensitive topics is another tactic, as is making the interlocutor feel uncomfortable, for example, through sustained silence, inappropriate jokes, forced small talk, or interruptions. The use of taboo words such as profanity, vulgar, or obscene

language is a strong expression of verbal aggression. Lastly, calling someone by a derogatory nickname or an offensive label is a blatant example of positive impoliteness, as it intentionally damages the hearer's self-image and social identity.

3. Sarcasm or Mock Impoliteness

This strategy involves performing a face-threatening act (FTA) through the use of politeness strategies that are overtly insincere, creating a surface appearance of politeness while actually delivering an attack. The speaker pretends to be polite, but the insincerity is made clear through tone, context, or exaggeration, making the utterance function as a form of mockery or ridicule. For instance, a speaker might say, "Oh, that was really smart of you," in a sarcastic tone, when in fact they mean the opposite. Although the form of the utterance appears polite, the underlying intent is impolite, which is what classifies it as mock impoliteness. According to Culpeper (1996), this strategy remains a manifestation of impoliteness because the insincerity undermines the politeness itself, turning it into a tool for criticism or humiliation.

4. Withhold Politeness

Withholding politeness refers to the deliberate omission of expected polite behavior in a context where it is socially required, thus constituting a face-threatening act. This strategy is impolite not through what is said, but through what is left unsaid. For example, failing to thank someone for a gift, or not acknowledging someone's greeting or contribution, may be

interpreted as intentional disrespect or disregard. Such an omission violates the social norms of interaction, particularly those that expect the maintenance of positive face through polite acknowledgment. Culpeper (1996) highlights that this absence of politeness, especially in contexts where politeness is conventionally expected, can be just as damaging as a direct verbal offense, as it signals indifference or contempt toward the hearer.

5. Negative Impoliteness

Negative impoliteness strategies, as outlined by Culpeper, involve direct threats to the interlocutor's negative face, which is the desire for autonomy and freedom from imposition. One such strategy is intimidation, where the speaker instills fear by implying that another adverse or harmful action may follow. Another common tactic is to degrade, insult, or ridicule the hearer, often to assert dominance or superiority. This may involve using belittling language, mocking, or showing a lack of seriousness toward the speech partner, thus diminishing their social standing. A further strategy includes overstepping relational boundaries, either literally, by using overly familiar or intimate language inappropriate to the context, or figuratively, by asking personal questions or discussing matters that exceed the expected level of intimacy between the speaker and the hearer.

Additionally, speakers may deliberately associate the hearer with negative aspects or characteristics, often using the pronouns "I" and "you"

in a way that emphasizes separation and blame. This tactic frames the speaker positively while highlighting the hearer's faults. Lastly, a speaker may bring up a past obligation or debt owed by the hearer, using it as a means to impose, shame, or assert power in the conversation. These strategies collectively function to assert control, diminish the interlocutor's self-esteem, and violate social norms of respectful interaction.

D. Function of the Use of Politeness and Impoliteness.

The factors of using the principles of politeness and impoliteness in communication, the speaker chooses to use the strategy of politeness and impoliteness based on the goals to be achieved, which are influenced by a number of basic factors. The purpose of each speech has been explained in five categories of illocutional acts according to Leech (1983), namely assertive, directive, commissive, expressive, and declarative, each of which has a different function. To understand how the functions of politeness and impoliteness play a role in this study, it is important to consider relevant social conditions. These factors include the power relationship between the speaker and the speaking partner (power), social proximity (distance), and the severity of the speech act carried out (imposition).

Huang (2017) explained that there are several important aspects that need to be taken into account in applying the principles of politeness to achieve communication goals. One of them is the social background of the speaker. In general, men with higher levels of education tend to show a greater level of politeness in their interactions. A better knowledge of the

norms of politeness also encourages them to be more polite in speaking. In addition, the character or personality of the speaker also plays an important role. Individuals with calm and friendly nature tend to opt for face-saving strategies, while those with a harsh temperament are more likely to use face-threatening actions, especially in situations that make them feel at a loss of face (Leech, 2014).

Consideration of circumstances in the use of communication politeness strategies is a complex process and is greatly influenced by the context of the situation. In formal interactions, the speaker generally uses more formal expressions as a form of politeness, especially when talking to strangers. In contrast, in informal situations, the speaker tends to express closeness even though they have just met. This is not necessarily considered polite. For example, in an example, a man walks into a coffee shop and says to the waiter "Hi! Mate! Gimme some Cappucino, would ya?" This casual phrase is used even though they don't know each other yet, as a form of hospitality prevalent in environments like coffeshops (Huang, 2017).

In addition to formal and informal contexts, social distancing or level of familiarity also affects the way a person conveys politeness. According to Yule (1996), in interactions with people who have a considerable social distance, the speaker usually shows respect and concern for the opponent's face. On the contrary, in a closer or intimate relationship. Speakers tend to express solidarity and familiarity. However, it is not uncommon for exceptions to occur. Sometimes, even in very close

relationships, such as between brothers and sisters, a very formal form of speech is used. For example, a husband said to his wife, "sister, would it be alright if I asked you to hand me the umbrella?" Even though they have a very close relationship. This very formal sentence may arise due to a certain context, such as an emotional situation, such as a husband trying to ease tension after an argument. In this case, a form of high politeness is chosen to show concern and reconciling efforts (Huang, 2017). Thus, the use of politeness strategies is greatly influenced by the speaker's background, the level of familiarity of the relationship, and the ongoing communication situation.

CHAPTER III

RESEARCH METHOD

This research will be conducted using a research-appropriate methodology, which includes planning, design, data, and data analysis, instruments, data sources, data collection all of which must be used in this research.

A. Research Design

This study uses a qualitative approach method because the goal is to analyze and compare how Donald Trump and Kamala Harris use the strategies of politeness and impoliteness in responding to the issue of racism in the NABJ interview. In addition, this study uses the theories of Brown and Levinson and Culpeper to build a representation of how the two political figures respond to sensitive issues such as racism.

B. Research Instrument

The research instrument in this study was the researcher herself, who conducted the analysis by watching and transcribing Donald Trump and Kamala Harris' interview with the National Association of Black Journalists (NABJ) from a video available on YouTube. In qualitative research, researcher are considered the main research instruments (Talmy, 2010). Researcher play an

important role in selecting relevant data, identifying speech related to politeness and impoliteness strategies, and interpreting them based on the theoretical frameworks of Brown and Levinson (1987) and Culpeper (1996). Therefore, the researcher plays the role of the main instrument responsible for collecting, analyzing, and interpreting data to answer the formulation of research problems.

C. Data and Data Source

The source of the data in this study comes from a video of a full interview between Donald Trump and Kamala Harris with the NABJ (National Association of Black Journalists) organization available on the YouTube platform. The video of Donald Trump's interview lasted 35 minutes and 47 seconds and was uploaded by the ABC News Channel, while the interview with Kamala Harris lasted 48 minutes and 26 seconds and was uploaded by the FOX 5 Washington DC channel. The data used is in the form of interview transcripts obtained through YouTube's automatic subtitles.

This research focuses on verbal speech related to politeness strategies that arise in the context of discussing the issue of racism. Therefore, only those parts of the interview that are relevant to the topic are analyzed.

D. Data Collection

Data collection was carried out by a documentation method, namely by accessing and downloading automatic subtitles of the NABJ video between Donald Trump and Kamala Harris. The steps taken by the researcher include, identifying and selecting the interview parts that are directly related to the issue

of racism, copying the parts of the transcript that contain the politeness and impoliteness strategies, and then organizing the data for further analysis.

The researcher used a balanced analytical approach, meaning that both Donald Trump's and Kamala Harris' speeches were analyzed in equal portions, in order to provide a fair comparison in terms of the use of politeness and disrespectful strategies.

E. Data Analysis

The data that has been collected is analyzed using two main theories, namely the theory of politeness from Brown and Levinson (1987), and the theory of impoliteness from Culpeper (1996). The analysis was carried out in several stages, the first of which was that the data was classified into types of impoliteness and politeness strategies based on the framework of each theory. Second, the analysis was directed to uncover the manifestation of the strategy in the discourse of Donald Trump and Kamala Harris' interview with NABJ, as well as the social context in which the strategy was used third, making comparisons to identify differences in the communicative function of the politeness and impoliteness strategies used by the two figures, particularly in their responses to questions concerning racism. These functions are analyzed in relation to how these strategies shape the communication style of each character, as well as how they respond to socially sensitive situations.

The results of the analysis are presented in the form of data citations, context explanations, and strategic interpretation of the meaning of speech. This

analysis aims to answer the three main focuses of the research, namely the type of impoliteness and politeness strategies used, then the context of their emergence, and the differences in the communicative functions of these strategies in the interaction of the two figures with NABJ.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents findings and discussion. The findings section of this chapter explores data analyzed using the politeness theory from Brown and Levinson (1987) and the culpeper (1996) theory of Impoliteness. Focusing on verbal speech in Donald Trump and Kamala Harris' interviews with the National Association of Black Journalists (NABJ), this study examines how the two political figures respond to sensitive issues such as racism through the disrespectful strategies they use. The analysis was carried out to classify the types of politeness and impoliteness strategies, identify the context in which they appear, and compare the communicative functions of these strategies used by each character. Next, the discussion section will interpret these findings to reveal how the strategy shapes the communication styles of Trump and Kamala Harris, particularly in responding to socially sensitive questions.

A. Findings

1. Impoliteness Strategies used by Donald Trump and Kamala Harris in NABJ Interviews

In this study, interviews between Donald Trump and NABJ journalists were analyzed to identify the use of politeness and impoliteness strategies. Data were obtained from interview transcripts that included a variety of questions related to racial and policy issues.

a. Impoliteness Strategies by Donald Trump

Datum 1

"Well, first of all, I don't think I've ever been asked a question in such a horrible manner."

Context: In this part of the interview, Donald Trump is being interviewed directly about the issue of racism, more precisely about his actions, statements, and track record which are considered racist, especially towards the black community and other minority groups.

This sentence falls into the category of **bald on record** in Culpeper's theory of impoliteness. The bald on record impoliteness strategy occurs when a face-threatening act (FTA) is carried out explicitly, directly, without mitigation or attempts to protect the other person's face, especially in situations where attention to face is minimized or ignored. This sentence conveys a direct assessment of the journalist's way of asking questions, not the content of the question.

In this case, the FTA is directed at the journalist's positive face, the expectation of being respected, seen as competent, and treated politely. Trump said the question was asked in "a horrible manner," an explicit negative evaluation of the journalist's behavior. There are no mitigators such as maybe, with all due respect, or even a polite opening such as "thank you for the question." This sentence even begins with the opening exclamation "Well, first of all," which pragmatically marks that Trump shifts the topic from the issue of racism being asked to a personal evaluation of the interviewer. This is a direct example of the bald on record

impoliteness strategy, because there is no attempt to maintain social relations, but rather challenges the legitimacy and professional position of the interviewer.

Datum 2

"I have been the best president for the Black population since Abraham Lincoln."

Context: This sentence was delivered in response to a question addressing his contributions to the Black community. By comparing himself to historical figures such as Abraham Lincoln and Lyndon B. Johnson, Trump was attempting to defend himself against criticism related to his racial policies.

This sentence is an example of the **positive impoliteness** strategy in Culpeper's (1996) theory. Positive impoliteness occurs when the speaker attacks or damages the hearer's positive face, that is, their desire to be respected, recognized, and treated as a valued person. This strategy often involves ignoring, dismissing, or showing a lack of concern for the other person. In the context of the interview, Trump had just been asked about serious accusations regarding his racist actions, such as insulting Black journalists, calling prosecutors "animals," and dining with a white supremacist. Instead of responding seriously, he made an exaggerated and unproven claim that he was "the best president" for Black Americans.

This shows a lack of concern for the seriousness of the question. The statement ignores the reality and experiences of the interviewer, a Black journalist representing a community that feels harmed by Trump's previous behavior. That's why this sentence falls into positive impoliteness: not because the words are

offensive by themselves, but because they break social solidarity and show little respect for the other speaker's position and feelings. According to Culpeper, one form of positive impoliteness is "disassociate from the other" and "ignore, snub the other." In this case, Trump ignores the racism issue and instead praises himself, which indirectly makes the interviewer feel dismissed and disrespected.

Datum 3

"Kamala is allowing it to happen. She's the worst border person in the history of the world."

Context: The statement reflects a racialized context where Trump blames Kamala Harris, a woman of color, for the border crisis and claims it harms Black and Hispanic communities. This frames immigration as a racial threat and shifts blame onto a minority figure, reinforcing racial division.

This sentence is an example of **bald on record** impoliteness, as theorized by Culpeper (1996). The use of a superlative ("the worst") amplifies the attack and emphasizes an extreme negative judgment, which aligns with what Culpeper (1996) identifies as a discrediting or damaging evaluative act aimed at the hearer (or target) with no attempt to soften the insult. Moreover, the phrase "Kamala is allowing it to happen" implies deliberate negligence or complicity, assigning intentional failure to her without supporting data or explanation. This strategy aligns with Culpeper's sub, strategy of direct disapproval and accusation, one which may evoke shame or blame in the hearer and is intended to provoke audience alignment or laughter, particularly when performed in public or media interviews.

Additionally, when examined from a sociopolitical discourse perspective, this type of language is used by Trump not only to attack Harris's political performance but also to reinforce his identity as a dominant, confrontational leader. According to Culpeper (2011), impoliteness can serve identity construction and the performance of power and authority, especially in political contexts where dominance is often demonstrated through verbal aggression. Trump's linguistic aggression serves to boost his ethos among supporters who value bluntness and strong opposition to the Democratic party's immigration policies.

Datum 4

"I have too much respect for you to be late."

Context: The statement was delivered in a racial context where Trump contrasted himself with Black and Hispanic journalists he accused of being late.

In this statement, Trump uses the **bald on record impoliteness strategy**, delivering a direct and unsoftened comparison that highlights the journalists' perceived unprofessionalism. While the surface structure of the statement appears polite, it is strategically framed to imply a contrast, that unlike them, he respects punctuality. The phrase "too much respect" functions as a rhetorical device to position himself as morally superior while indirectly accusing the journalists of disrespect. Though the accusation is veiled, the impoliteness is clear: their lateness is implicitly framed as a violation of basic professional and interpersonal norms, creating a face-threatening act aimed at their positive face, their desire to be seen as respectful and responsible.

This strategy is manifested in the discourse through subtle moral positioning, where Trump presents himself as the more respectful and principled participant. Rather than engaging directly with the substance of the interview, he redirects the frame toward a commentary on personal behavior, establishing a tone of grievance. This rhetorical move not only undermines the journalists' credibility but also functions as a tool of self-elevation, reinforcing a narrative in which Trump is dignified and unfairly treated. In political discourse, such tactics often serve to mobilize emotional support by invoking perceived slights or breaches of decorum, which resonate with audiences who value respect and hierarchy. Here, impoliteness operates not through overt hostility, but through strategic contrast and implication, maintaining dominance while avoiding direct confrontation.

Datum 5

“Everybody knows that the media is totally dishonest.”

Context: This statement appears in a context where Trump is being interviewed by Black and Hispanic journalists.

In his statement, Donald Trump used a **negative impoliteness** strategy, which involves damaging the hearer's face wants by attacking their quality face, that is, their desire to be respected and trusted (Culpeper, 1996). By asserting that “everybody knows” the media is “totally dishonest,” Trump not only delivers a face-threatening act (FTA) but also intensifies the impoliteness through presupposition and exaggeration. The use of absolute terms like “everybody” and

"totally" leaves no room for dissent, effectively silencing opposition and portraying the media as monolithically corrupt.

This strategy is manifested in the discourse through the use of generalized accusations and absolutist language that delegitimizes the role of the media as a neutral and credible institution. The phrase "everybody knows" functions rhetorically to manufacture consensus and implies that disagreement is irrational or uninformed. Meanwhile, "totally dishonest" maximizes the intensity of the accusation, leaving no space for nuance or exception. These lexical choices reflect a pattern in Trump's discourse where sweeping generalizations are used to undermine critics and reinforce his own authority, thus creating an antagonistic communicative environment.

Datum 6

"You're a disaster. Nobody respect you"

Context: The statement was made when Trump was asked what he had done for the Black community. Instead of answering, he attacked the Black journalist personally, shifting the focus from racial issues to a direct insult, reflecting a defensive and racially charged context.

These remarks exemplify a combination of bald on record impoliteness and negative impoliteness, as categorized by Culpeper (1996). Bald on record impoliteness occurs when a speaker performs a face-threatening act (FTA) in a direct, unmitigated way, with no attempt to soften the blow. In saying "You're a disaster," Trump delivers a blunt personal attack that offers no redressive action.

This utterance attacks the quality face (the desire to be competent and respected) of the interlocutor and is meant to provoke a reaction or assert dominance. The second sentence, “Nobody respect you,” reinforces the attack through negative impoliteness, particularly the strategy of disassociating from the other and explicitly asserting lack of respect (Culpeper, 1996). The phrase implies social rejection and isolates the hearer by appealing to an imagined collective (“nobody”) that allegedly shares Trump's negative judgment. This not only degrades the hearer individually but also socially, suggesting that their reputation is beyond repair.

This impoliteness is manifested in the discourse through Trump's preference for direct, evaluative language that is devoid of hedging or politeness markers. His use of short, declarative sentences increases the force and clarity of the attack, leaving little space for reinterpretation or ambiguity. The repetition of absolute terms like “disaster” and “nobody” magnifies the offense and aligns with discursive patterns in populist rhetoric, where enemies or opponents are demonized using stark, polarizing language.

Datum 7

"I didn't know she was Black until a number of years ago when she happened to turn Black."

Context: This statement was made when Trump was asked about his criticism of Kamala Harris. Instead of addressing her qualifications, he questioned her racial identity in a mocking tone. The context reflects a racially charged moment, as he trivializes Black identity and implies it's performative, which reinforces racial stereotypes and discredits Harris's identity as a woman of color.

In this utterance, Donald Trump employs a **positive impoliteness strategy**, specifically through the use of ridicule and mock impoliteness (Culpeper, 1996), which targets Kamala Harris's personal identity. The sarcastic phrasing "she happened to turn Black" trivializes Harris's racial background and portrays her identity as performative or opportunistic. Here, Trump undermines Kamala Harris's legitimacy as a Black woman by implying her racial identity is not authentic but rather constructed or adopted for political gain. This aligns with mock impoliteness, a sub, strategy wherein the speaker feigns humor or sarcasm to convey an underlying insult, often cloaked as a joke but intended to harm (Culpeper, 1996).

This strategy is manifested in the discourse through the combination of sarcasm, presupposition, and racial insensitivity, forming a rhetorical performance that serves multiple functions. Linguistically, the use of the phrase "happened to turn Black" frames racial identity as something mutable or superficial, which negates the lived experience and historical struggle of being Black in America. The utterance also reflects an ideological function, in that it reinforces racial gatekeeping, suggesting who is 'really' Black and who is not, thus drawing boundaries of inclusion and exclusion. By questioning Harris's identity in this way, Trump not only marginalizes her personally but also symbolically dismisses broader Black representation in politics, thereby using language to assert dominance and maintain racial hierarchies.

Datum 8

"They're taking Black jobs."

Context: This statement was made when Trump was discussing immigration.

In this statement, Trump employs the **bald on record impoliteness strategy** (Culpeper, 1996), characterized by a direct and unmitigated face-threatening act. The utterance offers no hedging or politeness markers and makes a blunt assertion that immigrants are taking jobs specifically from the Black community. This targets the positive face wants of both groups, immigrants and Black Americans, by framing them in competition and suggesting that one is harming the other. It is an overt, divisive claim that lacks nuance and is used strategically to provoke emotional responses. Additionally, the statement contains an implicit presupposition that certain jobs are racially owned or reserved ("Black jobs"), which reinforces essentialist and exclusionary views of employment and race.

This strategy is manifested in the discourse through the use of divisive language that positions immigrants as a threat and the Black community as victims, while avoiding discussion of deeper economic or systemic factors. The phrase "Black jobs" suggests that employment opportunities are racially assigned, which reinforces social divisions and racial essentialism. Through this framing, Trump appeals to the economic fears of his audience while directing blame away from broader issues like wage stagnation or policy failures. The impoliteness here functions not only to provoke emotional reactions but also to manipulate group

identities, reinforcing a political narrative based on conflict and exclusion rather than shared interests.

Datum 9

"Many of these people are coming in from mental institutions, from prisons."

Context: This statement was made while Trump was discussing immigrants at the border. He claimed that many are coming from mental institutions and prisons, framing immigrants, often people of color, as dangerous or criminal.

In this statement, Trump employs a form of **withhold impoliteness**, a strategy in which respect, empathy, or acknowledgment is intentionally absent when it is expected. Rather than engaging with immigrants as individuals with complex backgrounds and human dignity, he reduces them to threatening categories, “from mental institutions” and “from prisons.” This implicit negative evaluation contributes to negative stereotyping, which paints an entire group with a harmful generalization. The absence of any balancing or humanizing language strengthens the effect of impoliteness by implying that immigrants are inherently dangerous or unstable.

This strategy is manifested in the discourse through the selective focus on extreme or stigmatized categories, which are used to characterize the entire group. By choosing specific, fear-inducing labels, Trump constructs a narrative that links immigration with societal threat. This kind of framing activates fear and moral panic in the audience, especially those already concerned about national security or public safety. Rather than offering evidence or nuance, the statement functions as a

rhetorical tool to justify exclusionary policies and hardline immigration stances. The result is a dehumanizing discourse that promotes division and redirects attention away from more constructive discussions on immigration reform or humanitarian concerns.

Datum 10

"You invited me under false pretenses."

Context: The statement was made when Trump felt challenged by tough questions. Instead of addressing the substance, he accused them of being deceptive, framing the minority-led press as dishonest. This response carries a racial undertone by reinforcing stereotypes that portray people of color as untrustworthy when they question authority.

In this statement, Trump uses the **bald on record impoliteness strategy**, issuing a direct accusation without any softening or hedging. By claiming that the journalists invited him under "false pretenses," he challenges their honesty and professionalism in a blunt, confrontational manner. This act undermines their credibility and calls into question the legitimacy of the interview setting. Rather than addressing the questions posed, Trump shifts the focus to the journalists' intentions, framing them as deceptive actors. This creates a face-threatening act aimed at their positive face, targeting their desire to be seen as fair, ethical, and respectful interlocutors.

The impoliteness is manifested in the discourse through the strategic redirection of blame and the construction of a victim narrative. Instead of engaging with

potentially uncomfortable or critical questions, Trump positions himself as someone who has been wronged, thus appealing to empathy from his audience. This rhetorical move reframes the interaction from a standard interview into a confrontation, where Trump assumes a defensive stance against perceived manipulation. It also reflects a broader pattern in political discourse where attacking the intentions or character of the media is used to delegitimize scrutiny and evade accountability. The adversarial tone disrupts the flow of civil discourse and reinforces the idea that the media is not a neutral observer but an opponent.

Datum 11

"I think it's disgraceful that I came here in good spirit."

Context: The statement was made after Trump was confronted with critical questions. Instead of addressing the issue, he positioned himself as the victim and framed the journalists' approach as hostile. The context reflects a racial undertone by portraying legitimate questioning as inappropriate, reinforcing the stereotype that assertiveness from minority voices is disrespectful.

In this statement, Trump uses a **bald on record impoliteness strategy**, openly expressing his disapproval without attempting to soften the criticism. The word "disgraceful" carries a strong moral judgment, which acts as a direct face-threatening act aimed at his interlocutors. By emphasizing that he came "in good spirit," Trump constructs a contrast between his supposed goodwill and the negative treatment he claims to have received. This move highlights a sense of

injustice or betrayal, which functions to attack the journalists' positive face, their desire to be seen as fair or respectful.

This strategy is manifested in the discourse through a self-victimizing narrative, where Trump centers himself as a reasonable participant who has been disrespected. This portrayal shifts attention away from the substance of the interview and toward Trump's emotional reaction, reframing the situation as one of personal grievance rather than public accountability. The implication is that the setting or questioning was inappropriate or hostile, which can foster a defensive posture and delegitimize the media's role. This type of discourse contributes to a broader pattern in which emotional appeals and personal indignation are used to avoid criticism, mobilize support, and perpetuate an oppositional stance against the press.

Datum 12

"You were half an hour late."

Context: This statement was made by Trump to criticize the journalist's lateness. In the context of a racially focused interview, the comment goes beyond punctuality and carries a condescending tone toward the journalist's professionalism.

In this statement, Trump applies the **bald on record impoliteness strategy**, where a speaker directly performs a face-threatening act without redressive action. The blunt and unsoftened phrasing "You were half an hour late" is a direct criticism aimed at the journalists' behavior. This statement attacks their positive face, which is their desire to be respected, competent, and considerate. Instead of expressing dissatisfaction in a mitigated or polite manner, such as asking for clarification or

using indirect language, Trump openly highlights the journalists' lateness in front of an audience. The effect is not just a complaint but a public shaming. According to the framework of impoliteness strategies, such an act is designed to embarrass or undermine the interlocutor by removing the option for them to save face or justify the situation.

This strategy is manifested in the discourse through disruption of topic control and conversational dominance. Rather than responding to questions or continuing with the intended flow of the interview, Trump redirects attention to the journalists' personal behavior. The reference to their lateness functions as a tactic of conversational power, signaling that he is in control of the situation and can challenge the legitimacy of the setting. From a discursive perspective, this utterance shifts the frame of the interview from one of professional dialogue to personal accountability, putting the journalists on the defensive. It also mirrors broader populist communication tactics, where leaders often seek to discredit the media by portraying them as unprofessional or biased. By focusing on a procedural fault like lateness, Trump constructs a narrative where he is the wronged party, reinforcing his image as someone who is treated unfairly by the press. In this way, the impoliteness is not only about the words used, but about how language is used to shift power relations in the moment of interaction.

Datum 13

"I saved historically Black colleges and universities."

Context: This statement was made when Trump was defending his record on race.

In this statement, Trump uses a **positive impoliteness strategy**, which involves focusing on oneself while ignoring the hearer's needs or contributions. The claim that he "saved" historically Black colleges and universities (HBCUs) frames the speaker as the sole agent of change, presenting a highly self-promotional narrative that overlooks the long history of struggle, advocacy, and support from within the Black community itself. This strategy targets the positive face of the hearer, particularly those in the Black academic and political community, by ignoring their role, contributions, and agency. The verb "saved" is an exaggerated and absolute term, implying that the institutions were on the verge of collapse and that Trump alone is responsible for their survival, a framing that diminishes the efforts of HBCU leadership and dismisses structural complexities.

This strategy is manifested in the discourse through Trump's tendency to take all the credit for complex issues, which is often seen in political speech. However, in this case, it works to erase the collective efforts of others and place himself at the center as the sole figure responsible. Instead of addressing the long history of underfunding, structural inequality, or detailed policy work involved in supporting HBCUs, the statement reduces all of that into a simple, personal claim of rescue. This kind of language performs a political function, it aims to gain approval from marginalized groups without meaningfully engaging with the real challenges they face.

Datum 14

"I think it's a very rude introduction."

Context: This statement was made after Trump was asked a direct question at the start of the interview. Instead of responding to the substance, he criticized the tone of the journalist.

In this statement, Trump applies a **bald on record impoliteness strategy**, directly expressing dissatisfaction without any attempt to soften the criticism. The phrase “very rude” is a strong evaluative judgment that targets the journalists’ positive face, their desire to be seen as respectful and professional. By calling out the introduction so openly, Trump performs a face-threatening act that is both personal and immediate. Rather than addressing the content of the introduction or responding diplomatically, he confronts it head-on, asserting his own sense of propriety and moral high ground. This creates an imbalance in the interaction, where Trump claims to have been wronged before the substantive discussion has even begun.

This strategy is manifested in the discourse as a tactic of emotional redirection, shifting the focus away from the interview’s purpose and toward his own perceived mistreatment. The use of the word “rude” functions to reframe the setting as adversarial, positioning Trump as a victim of disrespect rather than a political figure being held accountable. This move disrupts the expected norms of formal political dialogue and instead centers personal grievance. In broader political discourse, such comments serve to rally sympathy from supporters by reinforcing

a narrative where the media is hostile and unfair. This reinforces Trump's outsider persona and distracts from the issues being raised, replacing accountability with confrontation.

Datum 15

"You don't even say, 'Hello, how are you?'"

Context: This statement was made as Trump reacted to what he perceived as a blunt or direct opening by the journalist.

In this statement, Trump uses a **bald on record impoliteness strategy** by directly criticizing the journalists for failing to observe basic conversational politeness. The phrase "You don't even say" expresses dissatisfaction in a straightforward, unmitigated way, without any hedging or softening. This statement targets the journalists' positive face, their desire to be seen as respectful, polite, and socially appropriate. By pointing out the absence of a common greeting, Trump suggests a breach of expected etiquette, implicitly framing himself as deserving of a certain level of deference or interpersonal respect. This direct criticism functions as a face-threatening act that shifts the tone of the interaction early on.

This strategy is manifested in the discourse through a focus on manners rather than message, allowing Trump to assert conversational dominance and frame the interviewers as impolite or unprofessional. Instead of engaging with substantive questions, the comment repositions the power dynamic, placing Trump in a morally superior role. This tactic contributes to an adversarial atmosphere where emotional reactions and personal grievances overshadow policy or issue-based discussion. It

also fits within a larger rhetorical pattern in Trump's discourse, where critiques of tone, approach, or respect are used to deflect attention from critical inquiry and reinforce a narrative of being unfairly treated. In this way, impoliteness functions not just as personal attack, but as a calculated move to redirect the flow of the conversation and maintain control.

b. Impoliteness Strategies by Kamala Harris

Datum 1

"I think some people have confused leadership with bullying."

Context: This statement was made as Kamala Harris addressed leadership behavior, subtly criticizing aggressive styles, likely referencing Trump. Though not directly about race, in the context of a race-focused interview, it can be seen as rejecting confrontational leadership that often sidelines minority voices.

In this statement, Kamala Harris employs an **off-record impoliteness strategy**, which involves delivering a face-threatening act through indirectness. Rather than naming her opponent explicitly, she uses vague reference "some people" to imply criticism while maintaining plausible deniability. This strategy allows her to question the character and leadership style of a rival without engaging in direct confrontation. The key phrase "confused leadership with bullying" contains a subtle insult, suggesting that the opponent's behavior is aggressive and authoritarian, not genuine leadership. This kind of indirect impoliteness targets the opponent's positive face, challenging their competence, morality, and public image.

This strategy is manifested in the discourse as a rhetorical balancing act, where Kamala delivers critique while preserving a tone of civility. The indirectness gives her a strategic advantage, it allows her to raise questions about character and values while avoiding accusations of being confrontational. This is particularly important in racialized or gendered contexts, where women of color in politics are often judged more harshly for direct criticism. By keeping her language diplomatic, she positions herself as a leader who values respectful dialogue, while still exposing the flaws of her opponent.

Datum 2

"It's interesting how some claim to support justice but only when it's convenient."

Context: This statement was made as Kamala Harris discussed the inconsistency in people's commitment to justice. The comment challenges superficial support and calls for genuine accountability in addressing systemic racism.

In this statement, Kamala Harris uses a **mock impoliteness strategy**, which involves indirect criticism delivered with an ironic or sarcastic tone. The phrase "It's interesting how..." softens the surface of the utterance, but functions as a rhetorical device to express doubt and challenge sincerity. By pointing out that some people support justice "only when it's convenient," Kamala questions their consistency and moral integrity, subtly accusing them of performative activism or selective concern. This is a form of positive face attack, as it questions the opponent's values and self-image, especially if they publicly associate themselves with justice and equality.

This strategy is manifested in the discourse through implied judgment and contrast. Kamala does not name anyone explicitly, but the use of vague reference ("some") and the morally charged topic of justice invites the audience to infer who she's referring to, especially in racially sensitive contexts. Her use of irony draws attention to hypocrisy in political rhetoric, making the audience reevaluate who truly supports justice and who only uses it as a political tool. Unlike direct accusation, this approach allows her to criticize powerfully without seeming overtly aggressive, which aligns with her broader communicative style of challenging injustice while maintaining composure. The impoliteness here lies in the implication, not the form, making it a subtle but effective tool to promote accountability and provoke reflection.

Datum 3

"We need to speak truth about the generational impact of our history."

Context: This statement was made as Kamala Harris addressed the long-term effects of racial injustice. In the context of a race-focused interview, it highlights the importance of acknowledging systemic harm passed through generations.

In this statement, Kamala Harris employs a **bald on record strategy**, delivering a direct and unambiguous call to acknowledge historical injustices. The phrase "we need to speak truth" is assertive and carries an urgent tone, making it clear that avoiding or softening the topic is not acceptable. This directness can be perceived as face-threatening to those who prefer to minimize or deny the effects of racism, as it challenges their stance without cushioning. The impoliteness lies in the

confrontation of denial, where she expresses dissatisfaction toward narratives that seek to downplay or erase systemic racism and its long-term consequences.

This strategy is manifested in the discourse as a morally assertive stance, aligning Kamala with a position of advocacy and truth-telling. By highlighting the “generational impact” of history, she shifts the conversation toward structural issues rather than isolated incidents, urging the audience to recognize the lasting effects of slavery, segregation, and discrimination on the Black community. This kind of language disrupts comfort zones, especially for audiences who resist confronting historical truths, and invites collective accountability. Her straightforward approach functions not only to inform but also to challenge dominant narratives, framing her as a leader unafraid to confront uncomfortable realities. In doing so, she appeals to those seeking justice and truth, while signaling that avoiding the topic is a form of complicity.

Datum 4

"Black women are three to four times more likely to die in connection with childbirth than other women."

Context: This statement was made as Kamala Harris addressed racial disparities in healthcare. In the context of a race-focused interview, it highlights systemic racism in maternal health and draws attention to the urgent need for equity in medical treatment. The remark reinforces her commitment to confronting structural inequality affecting Black communities.

In this statement, Kamala Harris uses the **bald on record impoliteness strategy**, as defined by Culpeper (1996), which involves expressing a

face, threatening act (FTA) in the most direct and unmitigated way. The blunt use of a statistically alarming fact "three to four times more likely to die" delivers a clear, unequivocal judgment of systemic failure within the healthcare system. This strategy does not attempt to soften the message with politeness markers or indirect phrasing; instead, it confronts the audience with an uncomfortable reality. The positive face of the hearer, especially institutions or individuals who identify with the healthcare system, political leadership, or broader society, is challenged, as the statement implies complicity or negligence in addressing racial disparities. The impoliteness lies in the moral pressure created by the stark truth: it forces acknowledgment of a deeply rooted problem that many might prefer to ignore.

This strategy is manifested in the discourse as a form of institutional critique that uses quantitative data as a rhetorical weapon. The use of specific numbers intensifies the impact, providing empirical backing to moral judgment. In Culpeper's model, this kind of impoliteness serves a discursive function to coerce, in this case, pushing the audience or institutions to feel urgency, discomfort, and a need to act. Moreover, by emphasizing Black women's vulnerability in maternal health outcomes, Kamala reframes the healthcare debate in terms of racial and gendered injustice, challenging dominant narratives that portray the system as neutral or effective. Her statement functions not only as critique but also as a call to awareness and action, reinforcing her political identity as someone who advocates for marginalized groups. In this context, impoliteness is not a breakdown in communication, but a deliberate strategy to disrupt silence and provoke social change.

Datum 5

"We have to agree that not only must we end this war, but we must also have a goal of a two, state solution."

Context: This statement was made as Kamala Harris addressed the conflict in the Middle East. While not directly tied to race, in the context of a race, focused interview, it reflects a broader commitment to justice, peace, and human rights. The remark aligns with values of equity and self, determination, which are central themes in discussions on racial and global justice.

In this statement, Kamala Harris employs a **bald on record impoliteness** strategy, as described by Culpeper (1996), through her direct and unmitigated demand for consensus and action. The imperative phrase "we have to agree" functions as a strong assertion of moral urgency, leaving little room for disagreement. Rather than inviting discussion, it assumes a shared moral stance and calls out any potential resistance as unjustifiable. This creates a face, threatening act particularly for political actors or audiences who may hold opposing views, as it implicitly challenges their values and commitment to peace and justice. The lack of hedging or polite framing increases the force of the statement, marking it as a deliberate act of linguistic pressure aimed at shaping public and political alignment.

This strategy is manifested in the discourse as a form of moral coercion and ideological positioning, where Kamala asserts a vision of global justice that resonates with broader themes of anti, racism and human rights. By invoking the two, state solution, a sensitive and deeply politicized issue, she links foreign policy with a universal framework of justice, appealing to those who view international

conflicts through the lens of equity and marginalized experiences. The impoliteness is not personal or insulting but emerges from her challenge to the political status quo, forcing audiences to confront uncomfortable questions about occupation, inequality, and violence. In doing so, Kamala expands the concept of justice beyond national borders, using impoliteness as a rhetorical tool to disrupt neutrality, demand ethical alignment, and reframe global responsibility in solidarity with oppressed populations.

2. Politeness strategies used by Donald Trump and Kamala Harris in NABJ Interviews

a. Politeness strategies by Donald Trump

Datum 1

“I love the Black population of this country.”

In this statement, Donald Trump employs a **positive politeness strategy**, specifically aiming to show approval and express solidarity with a particular social group, in this case, the Black community. According to Brown and Levinson (1987), one of the sub, strategies of positive politeness is showing exaggerated interest, approval, or sympathy toward the hearer, often through emotionally charged expressions. The use of the word “love” is a strong affective term that signals inclusion and support, which aligns with the politeness strategy of emphasizing common ground or shared identity. This type of language is often used in political discourse to reduce social distance and gain favor with marginalized groups by signaling unity or concern.

However, from a pragmatic and critical discourse perspective, this expression can be interpreted as performative rather than sincere, especially if it is not backed by concrete actions or consistent policy support. As explained by theorists like Watts (2003), politeness in political language is often strategic, serving to construct a favorable public image rather than reflect genuine interpersonal concern. In this case, Trump's statement may function more as a rhetorical device to appeal to voters, particularly during high-stakes moments such as interviews on race-related issues. Without follow-up measures or acknowledgment of structural issues faced by the Black population, this expression of "love" risks being perceived as tokenistic, aimed more at deflecting criticism than fostering genuine engagement. Thus, while the surface structure of the utterance is polite, its deeper function may serve to mask or avoid real accountability.

Datum 2

"I have done so much for the black population of this country, including employment, including opportunity zones..."

In this statement, Donald Trump employs a **positive politeness strategy**, particularly through the sub-strategy of giving reasons and providing detailed information. According to Brown and Levinson (1987), one way to maintain the hearer's positive face, their desire to be appreciated and understood, is by involving them in shared goals and giving justifications or examples. By listing specific accomplishments such as employment and opportunity zones, Trump attempts to reduce social distance and construct an image of active involvement and concern

for the Black community. This aligns with the politeness strategy of highlighting mutual interests, where the speaker shows that their actions align with the hearer's values and needs.

However, in a pragmatic and political discourse context, this statement may also serve a self-promotional function, especially when delivered in a setting where racial issues are being publicly scrutinized. While Trump appears to present facts, the repeated use of "I have done so much" centers the speaker's self-image, which can shift the focus away from the community's actual experiences to a narrative of personal success. Thus, although this utterance linguistically fits the frame of positive politeness, it simultaneously reflects an effort to defend personal reputation and gain approval, potentially limiting the depth of authentic engagement with systemic racial issues.

Datum 3

"The media is very unfair to me when it comes to my policies on race."

In this statement, Donald Trump applies a **negative politeness strategy**, particularly through the act of shifting blame and expressing dissatisfaction indirectly. While negative politeness typically aims to respect the hearer's autonomy and avoid imposition, it can also function defensively, to protect the speaker's own face from criticism. By accusing the media of being unfair, Trump attempts to deflect responsibility for any backlash or scrutiny regarding his racial policies. This aligns with Brown and Levinson's view that negative politeness includes strategies to distance oneself from face-threatening acts, such as using

impersonal references, hedging, or blaming external forces to maintain a positive self,image.

This strategy is manifested in the discourse as a protective move, where Trump positions himself not as a figure of racial controversy, but as someone misunderstood and mistreated by a biased media. The phrase “very unfair” intensifies his claim of being wronged, and the reference to “my policies on race” allows him to acknowledge the topic without engaging directly with its potential criticisms. In doing so, Trump preserves his public face by suggesting that the problem lies not in the policies themselves, but in how they are represented. This tactic enables him to maintain credibility among his supporters, while also delegitimizing critiques as products of media distortion. As such, it reflects how negative politeness can be recontextualized in political discourse to avoid accountability while reaffirming personal authority.

Datum 4

"We need to address the issues facing the Black community, like job opportunities and education."

In this statement, Donald Trump applies a **negative politeness strategy**, particularly through the act of shifting blame and expressing dissatisfaction indirectly. While negative politeness typically aims to respect the hearer's autonomy and avoid imposition, it can also function defensively, to protect the speaker's own face from criticism. By accusing the media of being unfair, Trump attempts to deflect responsibility for any backlash or scrutiny regarding his racial policies. This aligns with Brown and Levinson's view that negative politeness

includes strategies to distance oneself from face-threatening acts, such as using impersonal references, hedging, or blaming external forces to maintain a positive self-image.

This strategy is manifested in the discourse as a protective move, where Trump positions himself not as a figure of racial controversy, but as someone misunderstood and mistreated by a biased media. The phrase “very unfair” intensifies his claim of being wronged, and the reference to “my policies on race” allows him to acknowledge the topic without engaging directly with its potential criticisms. In doing so, Trump preserves his public face by suggesting that the problem lies not in the policies themselves, but in how they are represented. This tactic enables him to maintain credibility among his supporters, while also delegitimizing critiques as products of media distortion. As such, it reflects how negative politeness can be recontextualized in political discourse to avoid accountability while reaffirming personal authority.

Datum 5

"The Black community has been treated very unfairly by the previous administrations."

In this statement, Donald Trump uses **a positive politeness strategy**, specifically by acknowledging the hearer's negative experiences, which is one of the sub-strategies proposed by Brown and Levinson (1987). By pointing out that the Black community has faced unfair treatment, Trump seeks to show empathy and understanding, appealing to the community's positive face, their need to be heard, respected, and valued. This type of acknowledgment helps construct a narrative of

solidarity, in which the speaker aligns themselves with the concerns of the hearer. The use of the word “unfairly” functions as a moral evaluation, signaling recognition of past wrongs and building a framework of emotional connection between the speaker and the marginalized group.

This strategy is manifested in the discourse as a rhetorical alignment technique, positioning Trump as someone who is not only aware of historical injustice but also distinct from past leadership. By blaming “previous administrations,” he distances himself from the sources of the problem, while implicitly presenting himself as the one who will correct it. This form of positive politeness can be effective in political contexts, where showing awareness of community grievances helps soften public image and foster trust. However, the effectiveness of this strategy often depends on whether such empathetic language is matched by tangible policy action. In this case, the utterance functions both to express shared concern and to construct a contrastive identity, where Trump appears more attentive and fair than his predecessors, thereby reinforcing his image as a reformer or ally in the eyes of targeted communities.

Datum 6

"I have worked with many Black leaders to improve their communities."

This statement reflects a clear use of **positive politeness strategy**, particularly the sub, strategies of claiming common ground and demonstrating cooperation. According to Brown and Levinson (1987), showing involvement and shared goals with the hearer helps reduce social distance and satisfy their positive

face, their need to feel respected, valued, and included. By stating that he has “worked with many Black leaders,” Trump constructs a narrative of collaborative engagement and emphasizes a connection with influential figures within the Black community. The phrase “to improve their communities” further supports this by portraying the collaboration as action-oriented and beneficial, implying alignment with the interests and well-being of those communities.

This strategy is manifested in the discourse as an image-building move, one that positions Trump as a cooperative and inclusive leader. In political communication, referencing partnerships with minority leaders serves to boost credibility, particularly when addressing racial issues. Such language aims to frame the speaker not as an outsider or distant authority, but as someone who listens, collaborates, and acts. However, as noted in critical discourse perspectives, the effectiveness of this strategy often depends on context and consistency, whether the claim aligns with actual policy outcomes and whether the “Black leaders” mentioned represent the wider community’s interests. Thus, while the surface structure of the statement builds rapport and signals respect, its pragmatic function may also serve to deflect criticism, affirm political alignment, and gain support through association with trusted community figures.

Datum 7

"We need to ensure that Black Americans have equal opportunities in education and employment."

This statement reflects a **positive politeness strategy**, particularly through the sub-strategies of paying attention to the hearer’s needs and interests and

highlighting shared goals. According to Brown and Levinson (1987), speakers can maintain the hearer's positive face by demonstrating empathy and concern for their well-being. By explicitly addressing core issues such as education and employment, Trump signals awareness of the structural inequalities experienced by Black Americans. The use of the inclusive pronoun “we” helps reduce social distance, implying collective responsibility and solidarity, which are typical linguistic markers of positive politeness.

This strategy is manifested in the discourse as a moral appeal that projects the speaker as committed to equality and justice. In the context of racial discussions, acknowledging inequality is a key discursive move to demonstrate understanding and alignment with marginalized groups. While the utterance expresses good intentions, its effectiveness depends on how consistently it is supported by actions or policies. In political communication, such statements often function not only to show solidarity but also to neutralize criticism and build a more favorable public image. By focusing on equality, Trump aligns himself with democratic values and positions himself as someone who supports the aspirations of Black Americans. This reflects the strategic use of politeness to establish rapport and reduce perceived social tension, particularly in contexts involving race and historical injustice.

b. Politeness Strategies by Kamala Harris

Datum 1

“I appreciate the spirit of the question”

Kamala Harris employs a **positive politeness strategy** as outlined by Brown and Levinson (1987). This utterance is a clear instance of sub,strategy 2, which involves “exaggerating interest, approval, or sympathy” through tone and lexical choices. Harris uses the word “*appreciate*” to show approval and respect for the journalist's intent, even before addressing the content of the question itself. According to Brown and Levinson, this kind of strategy is used to attend to the hearer's positive face, specifically their desire to be liked, respected, and understood. By expressing overt appreciation, Harris aligns herself with the speaker and creates solidarity, showing that she values the journalist's perspective and intentions, even if the question itself is challenging or sensitive. This technique is often used to reduce the threat of face-threatening acts (FTAs) in political discourse, particularly when addressing controversial or emotionally charged topics.

This positive politeness strategy occurs in the context of racially sensitive political interviews conducted by the National Association of Black Journalists (NABJ), where questions are often direct and probe systemic racial issues in American governance. By stating “*I appreciate the spirit of the question,*” Harris not only preemptively neutralizes potential tension but also positions herself as empathetic and cooperative, traits vital in building trust with racially marginalized communities. In such settings, where racial topics can easily provoke confrontation or defensiveness, this kind of positive politeness helps open space for constructive dialogue. As Brown and Levinson's (1987) framework suggests, maintaining a positive face is essential for promoting mutual understanding. In this context, the strategy helps Harris navigate journalistic scrutiny while reinforcing her alignment

with the values and concerns of Black Americans, especially those represented by NABJ. The emotional validation she provides here is a form of symbolic solidarity, one of the core goals of positive politeness as described in your reference document

Datum 2

"I think it's very important to not operate from the assumption that Black men are in anybody's pocket"

This sentence reflects the use of **negative politeness strategies** according to Brown and Levinson's theory. This strategy is intended to preserve the negative face of others, their desire for autonomy, freedom from imposition, and respect for individual identity. Kamala Harris employs sub,strategy 1 (indirectness) and sub,strategy 3 (being pessimistic) to present a critique of racial assumptions without directly accusing the interviewer or audience. By framing her statement with the modal "I think it's very important," Harris softens the force of the assertion, creating space for disagreement and thus reducing the imposition. The use of negation ("to not operate from the assumption") also reflects a hedging technique, allowing her to criticize harmful stereotypes in a manner that avoids confrontation. According to your provided file, negative politeness involves strategies that show respect for the hearer's autonomy and aim to mitigate threats, precisely what Harris achieves here by addressing a stereotype indirectly and cautiously.

This statement occurs in the context of a racially sensitive interview setting with the National Association of Black Journalists (NABJ), where Kamala Harris addresses assumptions about political loyalty among Black men. In such a high,stakes conversation, where public discourse often reduces marginalized groups to monolithic voting blocs, Harris's use of negative politeness signals awareness of the dignity and individuality of Black men. Her cautious phrasing

helps avoid alienating any audience members who may hold such assumptions, while still inviting critical reflection on implicit biases. Brown and Levinson emphasize that negative politeness is commonly used in formal or delicate situations, especially when discussing potentially offensive or controversial topics. In this case, Harris uses it to navigate a racial stereotype respectfully, contributing to a more inclusive and nuanced political dialogue. This communication approach not only protects the face of the marginalized group but also underscores the speaker's alignment with principles of equity and justice.

Datum 3

"I intend to be a president for all people"

This utterance aligns with sub,strategy 7: presupposing or asserting common ground or shared values, and sub,strategy 9: asserting cooperation between speaker and hearer. By using inclusive language such as "all people," Kamala Harris communicates solidarity and commonality, aiming to satisfy the hearers' positive face, their desire to be included, respected, and valued. According to the theory presented in your file, positive politeness strategies aim to highlight mutual goals and shared identities. In this case, Harris is not simply expressing a campaign promise, but constructing an identity of a unifying figure. This choice of language reduces potential face-threatening acts by not excluding any group, thereby creating a climate of trust, respect, and inclusion.

This strategy appears in the context of a political interview focused on race and leadership, conducted by the National Association of Black Journalists (NABJ),

where the audience includes both minority communities and the broader electorate. In such a sensitive setting, asserting a unifying identity is not only a strategic move but a rhetorical necessity to bridge divides and promote national cohesion. Political discourse in the United States is often polarized, especially along racial and ideological lines. Thus, the phrase *“a president for all people”* functions as a counter to divisive narratives and signals a commitment to inclusive governance. In this context, Harris seeks to appeal to marginalized voters while also engaging broader national concerns, using positive politeness to foster a sense of belonging and shared future. This communicative move reflects her effort to avoid alienation and instead reinforce collective identity and cooperation, making it a crucial strategy in political interviews discussing diversity, equity, and representation.

Datum 4

“I recognize that we have so many entrepreneurs in the community who do not have access to capital”

This sentence reflects the use of **positive politeness strategy**, particularly sub,strategy 1: noticing and attending to the hearer’s wants, interests, and needs. According to Brown and Levinson (1987), this sub,strategy reflects the speaker’s attempt to address the concerns of the hearer, in this case, the marginalized group of entrepreneurs, often from underrepresented communities, who lack access to financial resources. By using the phrase *“I recognize,”* the speaker acknowledges a specific struggle that affects her audience. This serves to affirm their experiences and validate their concerns, which strengthens the social bond between speaker and hearer. As emphasized in your provided document, this strategy shows the speaker’s concern for the hearer’s well,being and is crucial in creating a supportive and understanding atmosphere.

This positive politeness strategy is employed in the context of an interview addressing racial and economic disparities, particularly those that affect Black and minority-owned businesses. In such a setting, especially during discussions with the NABJ where systemic barriers are at the forefront, acknowledging economic inequality serves not just as a factual statement but as a form of empathic engagement. Kamala Harris's recognition of this issue sends a signal that she is not detached from the lived realities of marginalized communities. In doing so, she maintains their positive face, which is the desire to be seen, heard, and supported. This context is highly relevant because discussions of access to capital are deeply intertwined with historical economic exclusion. Her statement invites collaborative dialogue around solutions while fostering political trust, making it a potent example of how positive politeness can be strategically used in political communication to build alliances and demonstrate commitment to equity.

Datum 5

"I've worked, and will continue to work, to speak the truth about those obstacles"

this sentence reflects the use of positive politeness strategy, particularly sub,strategy 9: asserting cooperation and shared goals, and sub,strategy 10: making promises or offers. According to Brown and Levinson (1987), these sub,strategies aim to show that the speaker and hearer are in alignment, working together toward a mutual goal. The phrase "I've worked, and will continue to work" expresses ongoing commitment and shared responsibility, which functions as a promise and a display of solidarity with the hearer. Rather than positioning herself as an outsider or authority figure issuing critique, the speaker invites a sense of joint struggle and

progress. As elaborated in your file, positive politeness involves strategies that validate the hearer's perspective and reinforce in-group identity, which Harris achieves here by emphasizing continuity, truth, and collective progress.

This strategy is used in the context of discussing systemic obstacles, likely within the framework of racial inequality or access to opportunity in the NABJ interview setting. These are emotionally charged and often polarizing topics, where defensive reactions can be common. By focusing on her sustained efforts to “speak the truth about those obstacles,” Harris avoids accusatory language and instead frames the conversation around honesty and action, key elements that foster trust. This is particularly effective in a journalistic and political context, where marginalized communities often feel dismissed or unheard. The use of positive politeness in this context allows Harris to acknowledge challenges without escalating tension, while affirming her role as an ally and participant in the ongoing pursuit of justice. It shifts the dynamic from blame to constructive engagement, reinforcing the importance of truth-telling and accountability in public leadership.

Datum 6

"I believe there are a lot of opportunities available to the American people if we just see them"

This sentence reflects a **positive politeness strategy**, specifically sub,strategy 11: expressing optimism that the hearer will want to cooperate and sub,strategy 12: including both speaker and hearer in the activity. The use of inclusive language like “we” implies mutual effort and shared vision between the speaker and audience. According to Brown and Levinson (1987), expressing hope

and positive expectations toward the hearer's actions not only strengthens social bonds but also helps minimize the threat of face-threatening acts (FTAs). The optimism embedded in this statement motivates the audience by suggesting that success and opportunity are within reach. As explained in your reference document, this kind of encouragement fulfills the hearer's positive face by acknowledging their potential and fostering an atmosphere of encouragement, solidarity, and collective possibility.

This strategy is used in the context of addressing national development, public empowerment, and economic progress, likely in response to concerns raised about inequality or stagnation. In political interviews such as those conducted by the NABJ, where issues of access and equity are central, Kamala Harris's statement works to shift the focus from barriers to potential. The phrase "if we just see them" subtly suggests that the issue may lie not only in the availability of opportunities but also in perception and awareness, thus inviting citizens to engage actively and hopefully. In a broader sense, this utterance serves to inspire the American people, including marginalized communities, to believe in the possibility of upward mobility. This form of positive politeness helps reinforce unity, encourages a forward-looking mindset, and establishes the speaker's role as an empowering leader who seeks to uplift through encouragement rather than critique. It reflects a constructive communicative approach to political leadership rooted in optimism and shared agency.

Datum 7

"We need to speak truth about the generational impact of our history"

The sentence reflects the use of positive politeness strategy, particularly sub,strategy 12: including both speaker and hearer in the activity, and sub,strategy 13: giving or asking for reasons. The use of the inclusive pronoun “we” creates a sense of shared responsibility and mutual engagement between Kamala Harris and her audience. According to Brown and Levinson (1987), including the hearer in the proposed action helps reduce the distance between speaker and hearer, thereby reinforcing solidarity and minimizing the threat of face-threatening acts (FTAs). Additionally, the act of calling for an honest discussion (“speak truth”) implies a shared moral duty, inviting cooperation rather than confrontation. As explained in your reference document, positive politeness works to build common ground and affirm the hearer’s role in a shared task, here, the task of acknowledging and addressing the legacy of systemic racial injustices.

This strategy is used in the context of a politically and emotionally charged conversation on historical racial inequality, particularly in an interview setting like NABJ, where issues of justice, identity, and legacy are central. By referring to “*the generational impact of our history*,” Harris opens space for a broader and deeper dialogue on systemic oppression, such as slavery, segregation, and institutional racism, that continues to affect marginalized communities. The use of positive politeness in this context allows the speaker to address a difficult topic without assigning individual blame, thereby avoiding defensiveness. Instead, it fosters an environment of collective reflection and responsibility, encouraging all listeners, regardless of race or background, to participate in healing and progress. This approach strengthens Harris’s identity as a unifying figure who acknowledges pain

while promoting shared accountability, making it a powerful rhetorical move in discussions of racial justice.

Datum 8

"I know that people are deeply troubled by what is happening to that community"

This sentence reflects a **positive politeness strategy**, especially sub,strategy 2: exaggerating interest, approval, or sympathy, and sub,strategy 1: noticing and attending to the hearer's wants and feelings. According to Brown and Levinson (1987), these strategies are used to show that the speaker cares about the hearer's emotional state and acknowledges their concerns. By stating that she "*knows*" people are "*deeply troubled*," the speaker demonstrates awareness and emotional alignment with the public's distress, which helps maintain the hearer's positive face, their desire to be seen, heard, and emotionally validated. As elaborated in your provided file, this form of empathy enhances social connection and reinforces the idea that the speaker is emotionally invested in the community's well,being.

This strategy is employed in the context of discussing community,level suffering or injustice, likely tied to racially motivated violence or systemic neglect, such as police brutality or socioeconomic disparity, common topics in the NABJ interviews. In this context, acknowledging the audience's emotional reaction is a crucial step toward building trust and legitimacy. Kamala Harris's use of positive politeness here helps defuse potential tension by showing solidarity and understanding, rather than detachment or defensiveness. By voicing what the community feels, Harris presents herself as a listener and ally, someone who does

not just speak but also absorbs and reflects the public's emotional reality. In high-stakes political discourse around race and justice, this empathetic acknowledgment plays a key role in fostering mutual respect and cooperative dialogue, signaling that leadership is grounded in emotional as well as political awareness.

Datum 9

"It's a crying shame, literally, what's happening to those families"

This sentence reflects the use of **positive politeness strategy**, particularly sub,strategy 2: exaggerating interest, approval, or sympathy, and sub,strategy 8: using emotive language or jokes to create shared sentiment (though in this case, emotive intensity rather than humor is used). According to Brown and Levinson (1987), exaggeration is used to emphasize the speaker's emotional engagement and concern for the hearer or those being discussed. The phrase "*a crying shame*" is a highly expressive and emotionally charged idiom that conveys deep sorrow and frustration. By intensifying the expression with "*literally*," the speaker further heightens the emotional impact, emphasizing that the suffering of the families is real and not abstract. As explained in your file, positive politeness strategies like this one help speakers show alignment with the hearer's values and emotional states, reinforcing solidarity and shared moral outrage.

This emotionally expressive strategy is used in the context of addressing human suffering, likely related to racial injustice, immigration crises, or social neglect, issues that often surface in politically sensitive interviews such as those

conducted by NABJ. By invoking vivid and empathetic language, the speaker, Kamala Harris, demonstrates that she is not emotionally distant from the pain experienced by marginalized communities. Instead, she communicates an urgent moral stance, drawing attention to the severity of the situation while inviting the audience to respond emotionally and ethically. In contexts where communities feel overlooked or dismissed, this kind of empathetic rhetoric serves to build emotional resonance between the speaker and the audience, reinforcing trust and encouraging collective responsibility. It also positions the speaker as a leader who recognizes the human cost of policy decisions, making this a powerful example of affective engagement in political communication.

Datum 10

"We must take it seriously in every way, understanding it's not just about a sound bite"

This sentence reflects a **positive politeness strategy**, particularly sub,strategy 12: including both speaker and hearer in the activity, and sub,strategy 13: giving or asking for reasons. By using the inclusive pronoun “we”, Kamala Harris invites the audience to join her in taking shared responsibility, reinforcing a sense of collective engagement. This reflects Brown and Levinson’s idea of minimizing the distance between speaker and hearer by constructing an in,group identity. Furthermore, the phrase “*it’s not just about a sound bite*” offers a reason for deeper engagement, implicitly critiquing superficial discourse while inviting critical reflection. As outlined in your uploaded file, positive politeness strategies like these aim to foster cooperation and solidarity, while also validating the hearer’s intelligence and willingness to engage in meaningful dialogue.

This strategy is used in the context of addressing the depth and seriousness of racial and social justice issues, especially in response to media narratives or political discourse that often reduce complex realities into simplified slogans. In the setting of an interview with the National Association of Black Journalists (NABJ), such a statement underscores Harris's awareness of how systemic issues like racism are too often treated with performative concern rather than substantive policy. By stating that this matter goes beyond "a sound bite," Harris positions herself as a speaker who values substance over superficiality, encouraging the audience, including journalists and the public, to commit to thoughtful, informed engagement. In this way, the use of positive politeness not only builds solidarity but also serves as a call to action, reinforcing shared values and encouraging deeper civic participation.

Datum 11

"I think most people in our country, regardless of their race, are starting to see through this nonsense"

This sentence reflects the use of **positive politeness strategy**, particularly sub,strategy 7: presupposing or asserting common ground and sub,strategy 9: asserting cooperation or mutual understanding. According to Brown and Levinson (1987), these sub,strategies are used to reduce the threat of face-threatening acts (FTAs) by emphasizing shared values and beliefs between the speaker and the audience. The use of inclusive language, "*most people*," "*our country*," and "*regardless of their race*", reinforces the idea of collective awareness and unity across racial lines. Furthermore, by using the informal and evaluative term

“nonsense,” the speaker aligns herself with the audience’s presumed frustration and critical perspective, creating a sense of solidarity and joint resistance against misleading narratives. As noted in your reference document, such expressions serve to validate the hearer’s opinions, reinforce mutual trust, and promote a feeling of in-group belonging.

This statement occurs in the context of challenging misleading or divisive narratives, possibly political rhetoric or media-driven misinformation that affects the public’s understanding of race-related or national issues. In an interview setting like that with the National Association of Black Journalists (NABJ), where discussions often center around racial justice, inequality, and political truth, Kamala Harris’s use of this positive politeness strategy seeks to build a cross-racial coalition of awareness. By stating that *“most people... are starting to see through this nonsense,”* Harris suggests a growing public consciousness that transcends racial divisions, presenting a more unified and discerning national identity. This rhetorical move not only encourages listeners to feel part of a broader, awakened community but also invites them to maintain critical thinking and resist manipulation. It’s a strategy that validates the audience’s intelligence while promoting constructive social discourse and collective accountability.

Datum 12

"Let's turn the page and chart a new way forward"

This sentence reflects a **positive politeness strategy**, particularly sub-strategy 12: including both speaker and hearer in the activity and sub-strategy

9: asserting cooperation between speaker and hearer. The use of the inclusive pronoun “*let’s*” (let us) reduces the distance between the speaker and audience, signaling joint participation and collective responsibility. According to Brown and Levinson (1987), including the hearer in the proposed course of action is a powerful way to preserve positive face, which is the desire to be accepted and appreciated. In your uploaded document, this strategy is emphasized as a way to foster solidarity and common purpose. The metaphor “*turn the page*” also implies closure from past divisions, while “*chart a new way forward*” suggests optimism and progress, key features of positive politeness used to motivate and unite.

This statement is typically used in contexts of transition or reconciliation, often after a period of division, controversy, or hardship. In the setting of the NABJ interview, where Kamala Harris discusses racial issues and national unity, this phrase functions as a call for renewal and collective progress. It signals a shift from blame or critique to action and hope, inviting all members of society, regardless of race, political alignment, or background, to participate in shaping a better future. By using positive politeness in this way, Harris encourages an atmosphere of collaboration over confrontation, reinforcing her role as an inclusive leader. The strategy also helps manage the emotional tone of the discussion, particularly on sensitive issues like racism, by steering the audience toward forward-looking solutions and unity.

Datum 13

"I want to acknowledge the incredible work that journalists do every day"

This sentence exemplifies **positive politeness strategy**, especially sub,strategy 2: exaggerating interest, approval, or sympathy, and sub,strategy 1: noticing and attending to the hearer's wants and needs. According to Brown and Levinson (1987), this strategy is employed to maintain the hearer's positive face, their desire to be appreciated and respected. The speaker, Kamala Harris, uses emotionally loaded language like "*incredible work*" to express sincere praise and recognition toward journalists. This kind of exaggerated appreciation signals solidarity and validation. As noted in your uploaded file, positive politeness strategies aim to strengthen in,group identity and mutual respect by emphasizing shared values and roles. In this case, journalists are acknowledged as important contributors to democratic society, and the speaker positions herself as someone who values their efforts.

This strategy occurs in the context of a political interview with journalists, specifically with the National Association of Black Journalists (NABJ), a group representing media professionals often working in racially charged environments. In this setting, Kamala Harris's recognition of journalists' work does more than offer personal praise, it becomes a strategic act of building rapport and institutional trust. Amid heightened public scrutiny of the media and its role in social justice, affirming journalists' contributions serves to bridge the gap between political figures and the press, creating a foundation for cooperative dialogue. Furthermore, it reinforces Harris's image as a transparent and respectful political leader. By employing this positive politeness strategy in such a setting, she supports

democratic values, affirms freedom of the press, and promotes a communicative atmosphere rooted in mutual acknowledgment and respect.

Datum 14

"It's crucial that we address the historic inequities that have faced the Black community"

This sentence reflects a **positive politeness strategy**, particularly sub,strategy 12: including both speaker and hearer in the activity, and sub,strategy 13: giving or asking for reasons. The inclusive pronoun “we” reflects a shared responsibility between the speaker and the audience, which Brown and Levinson (1987) identify as a method of minimizing the distance between participants and fostering solidarity. By framing the action as “crucial,” the speaker adds a sense of urgency and shared moral responsibility. According to the theory presented in your uploaded file, such strategies serve to acknowledge the hearer’s values, in this case, the importance of justice and equality, and invite them into a collective effort to correct systemic wrongs.

This strategy is used in the context of racial justice discourse, specifically addressing long-standing structural inequalities that have affected the Black community. In a political interview like those conducted with the NABJ, Kamala Harris’s use of this language signals more than policy awareness; it shows empathic alignment with communities that have been historically marginalized. The phrase “*historic inequities*” reflects recognition of systemic injustices rather than isolated incidents, appealing to an audience that values historical accountability and social repair. By using positive politeness in this context, the speaker creates a platform

for collective acknowledgment and action, inviting the audience to move beyond passive agreement toward engagement. This rhetorical move is critical in framing racial issues as a shared concern, helping build trust and credibility with communities affected by those inequities.

Datum 15

"I believe in the power of community and the strength that comes from unity"

positive politeness strategy, especially sub,strategy 7: presupposing or asserting shared values and sub,strategy 9: asserting cooperation between speaker and hearer. Brown and Levinson (1987) explain that this type of strategy works by minimizing social distance and reinforcing common ground. In this case, Kamala Harris expresses shared beliefs about unity and community, which appeals to the hearer's positive face, their desire to be included, valued, and seen as part of a group. The phrase emphasizes collectivity and cooperation, which fosters emotional resonance and solidarity. According to the file you provided, such strategies help strengthen in,group identity and maintain harmonious interaction, especially when addressing large audiences on meaningful social issues.

This strategy is used in the context of inspiring national unity and community empowerment, particularly in response to division or social unrest. Within the NABJ interview context, which addresses the lived experiences of marginalized groups and racial inequality, Harris's statement affirms her alignment with grassroots values and community,based strength. By emphasizing unity as a source of power, she implicitly challenges fragmentation and invites cooperation

across racial, political, and economic lines. This rhetorical choice is particularly effective in political discourse, where listeners seek both hope and inclusion. The statement frames social change not as the effort of a few but as a collective responsibility, reinforcing the idea that transformation is possible through shared effort. In this way, Harris builds trust and motivates her audience to work together toward common, equitable goals.

Datum 16

"We must ensure that every voice is heard and valued in this conversation"

this sentence reflects the use of **positive politeness strategy**, particularly sub,strategy 12: including both speaker and hearer in the activity, and sub,strategy 1: noticing and attending to the hearer's needs. By using the inclusive pronoun "we", the speaker constructs a sense of shared responsibility and involvement, which is a core method for preserving the hearer's positive face, their desire to be included and respected. The emphasis on "every voice" being "heard and valued" aligns with Brown and Levinson's description of positive politeness as fostering solidarity, equality, and in,group membership. As stated in your reference file, these strategies function to create an atmosphere of cooperation and mutual appreciation.

This strategy appears in the context of promoting inclusive dialogue, especially in discussions around racial or social justice issues, such as those raised during interviews with the National Association of Black Journalists (NABJ). In a setting where historically marginalized communities have often been silenced or overlooked, Kamala Harris's statement is a deliberate effort to promote equity and

participatory engagement. The phrase not only acknowledges the importance of diverse voices but also directly responds to the structural inequalities that limit representation. By framing inclusivity as a shared mission, Harris positions herself as a leader who supports democratic discourse and respectful engagement. This use of positive politeness reinforces her credibility and trustworthiness, particularly among communities seeking affirmation and recognition in national conversations.

Datum 17

"I understand the frustrations that many people feel regarding these issues"

This sentence reflects a **positive politeness strategy**, specifically sub,strategy 1: noticing and attending to the hearer's wants, feelings, and needs, and sub,strategy 2: exaggerating approval or sympathy. According to Brown and Levinson (1987), these strategies are designed to maintain the hearer's positive face, their need to be recognized, heard, and appreciated. Kamala Harris's acknowledgment of "*frustrations*" signals empathetic awareness and concern for the emotional experience of the public. This kind of affective alignment serves to validate those who feel unheard or disillusioned. As explained in your uploaded file, recognizing the emotional state of the hearer is an essential tool in fostering mutual respect and social harmony.

This strategy is likely used in the context of discussing controversial or unresolved public concerns, such as systemic inequality, government inaction, or racial injustice. In political interviews like those with the NABJ, audiences often come with strong emotions tied to long-standing grievances. By openly stating "*I*

understand the frustrations,” Harris positions herself as a leader who listens and identifies with public sentiment, rather than distancing herself through authority or policy language. This positive politeness strategy strengthens the bond between speaker and audience, allowing for a more collaborative and open dialogue. It also prepares the ground for solution-oriented discussion by affirming that the speaker acknowledges and respects the audience’s emotional reality. Such empathy is vital in political communication aimed at reconciliation, trust-building, and inclusive policymaking.

Datum 18

"It's important to have these discussions openly and honestly"

This sentence reflects a **positive politeness strategy**, particularly sub,strategy 9: asserting cooperation between speaker and hearer, and sub,strategy 13: giving or asking for reasons. According to Brown and Levinson (1987), these strategies aim to minimize the social distance between the speaker and the hearer by promoting mutual understanding and shared responsibility. By emphasizing the value of *“openly and honestly”* discussing issues, the speaker signals a willingness to engage transparently and respectfully, which reinforces the hearer's positive face, their need to be seen as trustworthy and intelligent participants in the dialogue. As explained in your uploaded file, asserting collaboration and offering reasoning fosters a supportive communication environment where all individuals feel invited to contribute

This strategy is particularly effective in the context of political and social discourse, where sensitive topics, such as race, equity, and justice, are often marked by tension and mistrust. In an interview setting like the one with the National Association of Black Journalists (NABJ), Kamala Harris's statement functions as an invitation to engage without fear of judgment or dismissal. The phrase encourages both the audience and the speaker to contribute sincerely, creating a two-way exchange that is constructive rather than confrontational. In this way, the speaker models a democratic and inclusive approach to problem-solving. The positive politeness strategy here reinforces the notion that everyone's voice matters, and that honest conversations are a key step toward social healing and effective policy change.

Datum 19

"I am committed to working alongside communities to create real change"

This sentence showcases Kamala Harris' **positive politeness strategy**, particularly sub,strategy 12: including both speaker and hearer in the activity and sub,strategy 9: asserting cooperation between speaker and hearer. According to Brown and Levinson (1987), positive politeness is used to enhance the hearer's positive face by showing inclusion, appreciation, and solidarity. Kamala Harris's use of the phrase "*working alongside communities*" signals not a top-down approach but a shared endeavor, where the speaker and audience are positioned as equals working toward the same goal. This reinforces a sense of unity and mutual respect. As your uploaded file highlights, positive politeness includes the use of

inclusive language and cooperative intent to minimize distance and affirm relational closeness.

This strategy is particularly relevant in the context of addressing racial injustice and community empowerment, issues often raised in interviews with the National Association of Black Journalists (NABJ). In such contexts, where communities have experienced historical exclusion or marginalization, Harris's commitment to "*working alongside*" rather than "*for*" the community affirms her role as a collaborative and inclusive leader. This rhetorical choice not only preserves the community's positive face by recognizing their agency and importance, but also promotes trust and credibility. The emphasis on "*real change*" signals seriousness and authenticity, not symbolic gestures, which is essential in dialogues with communities demanding structural reform. In this way, the strategy contributes to legitimizing inclusive leadership and fostering long-term political solidarity.

Datum 20

"We need to uplift each other and work towards a common goal"

This sentence is a clear example of a **positive politeness strategy**, particularly sub,strategy 12: including both speaker and hearer in the activity and sub,strategy 7: presupposing shared values or goals. According to Brown and Levinson (1987), positive politeness strategies aim to promote solidarity, reduce distance, and maintain the hearer's positive face, their need for inclusion, appreciation, and belonging. Kamala Harris's use of "*we*" and "*each other*" emphasizes reciprocity and unity, fostering a sense of communal responsibility. As

supported in your uploaded document, these strategies work to create warmth and trust, showing that the speaker does not place herself above the audience but stands alongside them in mutual effort.

This strategy is particularly relevant in the context of addressing systemic inequality and racial division, where public trust and community healing are crucial. During interviews like those with the National Association of Black Journalists (NABJ), this kind of inclusive and empowering language becomes a tool for affirming shared identity and joint commitment to social progress. The phrase “*uplift each other*” implicitly responds to historical marginalization by proposing solidarity as a solution, rather than conflict or blame. It encourages collective motivation and cooperation among diverse groups to confront and overcome complex societal challenges. In this way, Harris not only maintains the audience’s positive face but also cultivates social cohesion and constructive engagement, key components in effective political communication around justice and unity.

Datum 21

"I believe that together, we can overcome the challenges we face,"

In this sentence, Kamala uses a **positive politeness strategy**, particularly sub,strategy 12: including both speaker and hearer in the activity, and sub,strategy 11: expressing optimism that the hearer will want to cooperate. According to Brown and Levinson (1987), this strategy helps maintain the hearer’s positive face by promoting solidarity and shared agency. Kamala Harris’s use of the word “*together*” invites mutual responsibility and engagement, minimizing social

distance and creating a collective identity. The optimistic tone, suggesting that challenges *can* be overcome, reassures the hearer and reinforces confidence in cooperation. As stated in your uploaded file, this type of strategy is designed to create social warmth, support, and motivation within the interaction.

This strategy is particularly impactful in the context of addressing systemic challenges such as racial injustice, where feelings of alienation and powerlessness are common. In interviews with organizations like the National Association of Black Journalists (NABJ), Kamala Harris's message of unity and collective strength functions as a tool to restore hope and increase community engagement. The statement validates the existence of shared struggles while simultaneously offering a path forward through cooperation. In this way, Harris not only shows leadership, but also positions herself as part of the broader fight for equity, thus enhancing trust. By reducing the emotional and social gap between politician and public, this strategy promotes inclusivity, empowerment, and meaningful participation in the ongoing pursuit of justice.

Datum 22

"Let's focus on solutions that benefit everyone in our society"

This sentence reflects a **positive politeness strategy**, especially sub, strategy 12: including both speaker and hearer in the activity, and sub, strategy 7: presupposing shared values. According to Brown and Levinson (1987), this kind of strategy reduces social distance and maintains the hearer's positive face by promoting mutual involvement and valuing collective interests. The inclusive

pronoun “*let’s*” signals a cooperative stance, while the phrase “*benefit everyone*” underscores a commitment to fairness and universality. As elaborated in your uploaded file, positive politeness creates social warmth and fosters a sense of shared identity. The speaker does not impose a directive unilaterally, but instead invites joint action and inclusive problem-solving.

In the context of racial justice and social policy, this strategy is particularly significant because it addresses historical concerns that certain groups have been excluded from policy benefits or public discourse. Referring to Young (1990), partial or group-specific solutions can risk perpetuating inequality if they do not address the root causes of systemic oppression. Kamala Harris’s appeal to solutions that “benefit everyone” aims to bridge these divides by promoting universalism and inclusivity. This mirrors what Ramage et al. (2015) describe as an inclusive communication model, which calls for dialogic leadership that invites cooperation across differences to foster sustainable change. Harris’s statement thus functions not only as a strategic use of politeness, but also as a political gesture of unity and shared responsibility, reinforcing democratic values and trust in multi-racial, pluralistic societies.

3. Communicative functions of politeness and impoliteness in Donald Trump’s and Kamala Harris’s interactions with NABJ

Politeness and impoliteness are not just forms of verbal expression but also have strategic communicative functions in shaping and managing social relationships and self-image in interaction. According to Brown and Levinson

(1987), politeness strategies serve to reduce the risk of face-threatening acts and maintain harmonious interpersonal relationships. In contrast, impoliteness, according to Culpeper (1996), acts as a tool to challenge, criticize, or dominate the interlocutor, which can create tension and conflict in communication.

In the context of political interviews with the National Association of Black Journalists (NABJ), the communicative functions of politeness and impoliteness go beyond simply maintaining good manners or attacking opponents; they become a means of reinforcing political positions, shaping public opinion, and managing social identity. Thus, the analysis of politeness and impoliteness strategies in Donald Trump and Kamala Harris' interactions shows how both figures use language pragmatically to manage power relations and influence audiences, rather than simply conveying a message.

a. Communicative functions of politeness in Donald Trump's and Kamala Harris' interactions with NABJ

1) Communicative functions of politeness in Kamala Harris' interactions with NABJ

Datum 1

"I appreciate the spirit of the question"

Kamala's speech used positive politeness by showing appreciation for the interviewer, namely NABJ journalists who helped build harmonious interpersonal relationships. The illocution function of this statement is expressive, because it

expresses gratitude. The goal is to reduce tension and create a cooperative atmosphere with journalists.

Datum 2

"I think it's very important to not operate from the assumption that Black men are in anybody's pocket,"

Kamala Harris uses negative politeness by carefully rejecting generalizations, which shows respect for the autonomy and views of the audience. The illocution function of this statement is assertive, because it expresses an opinion. The goal is to avoid the impression of patronizing as well as show respect for individuals in the black community.

Datum 3

"I intend to be a president for all people"

The statement reflects positive politeness by including all listeners in its vision, creating a sense of belonging. The function of illocution is assertive, as it expresses personal commitment. The goal is to emphasize inclusivity and reject an exclusive view.

Datum 4

"I recognize that we have so many entrepreneurs in the community who do not have access to capital"

Kamala Harris applies positive politeness to show empathy and recognition of community achievements. The function of illocution is assertive, because it

conveys social facts. The goal is to validate and empower the community through such recognition.

Datum 5

"I've worked, and will continue to work, to speak the truth about those obstacles"

This sentence reflects a positive politeness strategy, because it emphasizes commitment to cooperation and business continuity. Illocutionarily, this utterance is more accurately categorized as assertive, because the speaker states a commitment and conveys information about the actions that have been and will be taken. According to Searle (1976), assertive is a type of speech act that states something that the speaker believes to be true, and in this case, Trump asserts his active role in a process or policy.

Datum 6

"I believe there are a lot of opportunities available to the American people if we just see them"

Kamala uses positive politeness to evoke enthusiasm and hope. The function of illocution is assertive, because it conveys personal beliefs. The goal is to motivate and optimism the listener.

Datum 7

"We need to speak truth about the generational impact of our history"

Kamala's speech was met with negative politeness, because it discussed sensitive topics with caution. The function of illocution is directive, inviting honest

dialogue. The goal is to encourage open discussion without blaming a particular party.

Datum 8

"I know that people are deeply troubled by what is happening to that community"

Kamala uses positive courtesy to show empathy. The function of illocution is expressive, because it acknowledges the existence of public unrest. The goal is to connect emotionally with the community and affirm that their feelings are valued.

Datum 9

"It's a crying shame, literally, what's happening to those families"

This expression is a form of positive politeness, which shows mutual emotional concern. This speech has an expressive function, because it conveys emotional involvement to the issue being discussed. The goal is to create solidarity through emotional resonance.

Datum 10

"We must take it seriously in every way, understanding it's not just about a sound bite"

The speech reflects the use of negative politeness, emphasizing the importance of the issue while remaining cautious in conveying it. The function of the illocution is directive, which is to invite the audience to be serious. The goal is to emphasize the urgency of the issue without seeming forced.

Datum 11

"I think most people... are starting to see through this nonsense"

Kamala's answer contains positive politeness, because it associates her with the majority view. The function of illocution is assertive, as it indicates a change in public perception. The goal is to strengthen a sense of collective consciousness and open up space for a change in shared attitudes.

Datum 12

"Let's turn the page and chart a new way forward"

The excerpt from Kamala's answer illustrates positive politeness, by inviting the audience to move forward together. The function of the illocution is directive, as an invitation to start a new chapter. The goal is to create change collectively in a spirit of optimism.

Datum 13

"I want to acknowledge the incredible work that journalists do every day,"

In the quote, Kamala Harris uses a positive politeness strategy by praising and appreciating journalists' performance. This statement is expressive, as it expresses feelings of respect and gratitude. The goal is to create a respectful atmosphere and build a good relationship with the journalists, avoiding confrontational impressions in interviews.

Datum 14

“It’s crucial that we address the historic inequities that have faced the Black community,”

In the statement, Kamala Harris again applied positive courtesy to show empathy for the history of injustice experienced by the black community. This speech is included in the act of assertiveness, because it expresses deep opinions and attitudes towards social issues. The goal is to show concern, as well as show that he understands and supports efforts to address these inequality.

Datum 15

“I believe in the power of community and the strength that comes from unity”

The sentence that Kamala said was a form of positive politeness that aimed to affirm the value of togetherness. This illocution is assertive, because it conveys the speaker's personal belief in the power of the community. The goal is to build a sense of solidarity, unity, and mutual optimism, especially in the context of discussing social issues that require collective work.

Datum 16

“We must ensure that every voice is heard and valued in this conversation,”

In the statement, Kamala Harris invited to ensure that everyone has the right to speak. This is a form of positive courtesy with directive actions, because it directs others to do something, namely creating an equal and inclusive space for dialogue. The goal is for every individual to feel valued and involved in the process of social discussion.

Datum 17

“I understand the frustrations that many people feel regarding these issues,”

The sentence shows empathy for public emotions. It is a form of positive politeness, with expressive illocution, as he openly acknowledges the feelings of disappointment or frustration of society. His goal is to create a close emotional bond with the listener, showing that he understands the suffering and anxiety that the public feels.

Datum 18

“It’s important to have these discussions openly and honestly”

The sentence is also an example of positive courtesy with a directive function. In this case, Kamala Harris invites the public to discuss honestly and openly. The goal is to create a healthy, open, and honest climate of dialogue, which is important in talking about sensitive issues such as race and injustice.

Datum 19

“I am committed to working alongside communities to create real change”

The statement made by Kamala Harris contained positive politeness because it showed a commitment to working together. Its function of the illusion is assertive, because it expresses attitudes and intentions. The goal is to affirm that change cannot be done alone, but with the community, and to strengthen an inclusive and participatory leadership image.

Datum 20

“We need to uplift each other and work towards a common goal,”

In this sentence, Kamala Harris uses positive politeness by inviting the audience to support each other. This speech is a directive, because it encourages action. The goal is to emphasize the importance of cooperation and solidarity in order to achieve a greater common goal.

Datum 21

“I believe that together, we can overcome the challenges we face”

The speech also reflects positive politeness. With assertive illocution, Kamala Harris conveys his belief in collective power. The goal is to build hope and encourage the community that challenges can be faced if they work together, creating a positive and motivating narrative.

Datum 22

“Let’s focus on solutions that benefit everyone in our society,”

In this statement, Kamala Harris again showed positive politeness through an invitation that is inclusive. The illocution function of this sentence is directive, because it invites the audience to focus on the solution, not the conflict. The goal is to avoid divisions and show that good leaders think for the benefit of all walks of life.

2) Communicative Functions of Politeness in Donald Trump's Interactions with NABJ

Datum 1

"I love the Black population of this country."

This statement uses a strategy of positive politeness because Donald Trump seeks to show affection and solidarity with the black community through expressions of love. In illocution, it is classified as expressive, because it expresses personal feelings. However, because the sentence is too general and does not refer to a specific aspect or experience, it may sound insincere to the listener. In the context of Brown & Levinson's theory, such a strategy risks failing if it is not accompanied by concrete evidence, which can lower the value of politeness and actually raise doubts.

Datum 2

"I have done so much for the Black population of this country, including employment, including opportunity zones..."

In this sentence, Trump applies positive politeness by conveying contributions as a form of concern for the target group. Its function of illocution is assertive, as it conveys claims about the successes it has made. However, this speech appears to be a form of self-praise or an effort to raise one's own image (face-boosting), not to highlight the recipient of the message. According to Brown & Levinson's theory, this is less effective in terms of politeness because attention is focused on the speaker, not on the speaking partner.

Datum 3

“ The media is very unfair to me when it comes to my policies on race ”

This remark does not indicate a strategy of politeness directly towards the interlocutor, particularly the black community or the interviewer. The function of its illocution is assertive, because it conveys personal complaints. From a politeness perspective, this speech can shift the focus from the racial issue being discussed to the speaker's personal complaints, so that they are socially considered less sensitive to the context of the discussion. In Brown & Levinson's theory, this can be considered ignoring the positive face of the listener and even leading to a potential face-threatening act (FTA).

Datum 4

“We need to address the issues facing the Black community, like job opportunities and education. ”

Trump uses a positive politeness strategy by showing empathy for the problems facing the black community. The illocution is directive, because it contains an invitation or encouragement to act. However, the use of the word "we" is ambiguous, it is not specifically explained who belongs to "we", so it can create ambiguity of responsibility. In Brown & Levinson's theory, this strategy of inclusivity needs to be concretized in order to truly strengthen social solidarity.

Datum 5

“The Black community has been treated very unfairly by the previous administrations. ”

This statement is a form of positive politeness, by showing sympathy for the injustices experienced by the black community. The function of the illocution is assertive, that is, to convey facts or opinions about unfair treatment. However, this statement also has the potential to contain a strategy of face attack against the previous government. In the context of politeness theory, this can be considered as an FTA against third parties, which can indirectly weaken efforts to build harmonious relationships.

Datum 6

“I have worked with many Black leaders to improve their communities.”

This sentence uses positive politeness to show direct engagement with the black community, as a form of creation of closeness. Its illocution function is assertive, as it expresses personal experience. However, the main focus of this sentence remains on the speaker, not on collaboration or the result of joint work. In theory, this has the potential to be a strategy of self-centered politeness, which is less effective at building an emotional connection with listeners because it lacks mutual engagement.

Datum 7

“We need to ensure that Black Americans have equal opportunities in education and employment.”

This speech shows a positive form of politeness by fighting for justice and equality for black citizens. Its illocution function is directive, as it contains an invitation to act or make changes. This statement is classified as neutral and

constructive, because it uses the word "we" to indicate joint work and does not contain an element of blaming other parties. In Brown & Levinson's theory, this reflects the strategy of maintaining a positive face from the target group, as well as promoting social solidarity.

Datum 8

"I believe that we can work together to solve the problems facing the black community."

From the perspective of Brown and Levinson's (1987) politeness theory, the use of the word "we" in this sentence reflects a positive politeness strategy, which aims to build solidarity and good relations between speakers and listeners. This strategy is often used to create a sense of togetherness and reduce social distance. However, the effectiveness of this strategy is highly dependent on the consistency between statements and concrete actions that support the cooperation. The sentence is illocutionarily categorised as assertive. According to John Searle (1976), assertive speech acts are statements that convey the speaker's belief in the truth of a proposition, such as stating, claiming, or concluding. In this sentence, the phrase 'I believe' indicates that the speaker expresses his belief in the possibility of cooperation to solve the problem.

3) The Differences in the Communicative Functions of Politeness in Donald Trump's and Kamala Harris' Interactions with NABJ

The communicative function of the politeness strategy shows the striking differences between Donald Trump and Kamala Harris in their interview with

NABJ. Kamala Harris tends to use courtesy to create a warm and cooperative atmosphere of dialogue. He often shows empathy, listens carefully, and gives responses that reflect attention to journalists' questions. Strategies used include expressing approval, including listeners in statements ("we", "our communities"), and showing appreciation for the role of journalists. Functionally, Kamala Harris' politeness strategy is used to build rapport, minimize social distance, and create mutual respect in conversations. This reflects a collaborative and inclusive communicative orientation.

Instead, Donald Trump shows a very different approach. He often ignores conventional politeness strategies and uses a more direct, even confrontational, style of communication. Trump often gives answers in an attacking tone, interrupts questions, or responds with sarcasm and insincere politeness, such as empty praise followed by sharp criticism. The communicative function of this approach is not to build closeness, but to assert authority, control the direction of the interview, and respond to pressure with verbal dominance. The politeness he displays is more strategic, used to avoid criticism or reverse accusations, not to foster good relationships.

As such, the main difference lies in communicative orientation and purpose: Kamala Harris uses politeness to build relationships and create harmony, while Trump uses (or even ignores) politeness to maintain control and assert his superior position in communication. This pattern reflects a different communicative approach ideologically and rhetorically in dealing with journalists and the public.

b. Communicative Functions of Impoliteness in Donald Trump's and Kamala Harris' Interactions with NABJ

The function of disrespect, based on Culpeper's (2009) classification, consists of affective and coercive disrespect. Affective disrespectfulness serves to reinforce or oppose social identities and norms, while coercive disrespectful seeks to rearrange values between the speaker and the speaking partner for the benefit of the speaker. In the context of the Trump and Kamala Harris interactions, the analysis will consider social factors such as relative power, social distancing, and the absoluteness of speech imposition.

The context and background of the situation when the interaction occurred will also be analyzed, including political, social, and cultural factors that influence the use of politeness and impoliteness. Thus, this study aims to provide a deeper understanding of the dynamics of communication in the political context, as well as its implications for the relationship between public figures and the media.

1) Communicative Functions of Impoliteness in Donald Trump's Interactions with NABJ

This section analyzes Donald Trump's utterances during interviews with the National Association of Black Journalists (NABJ) by applying Brown and Levinson's (1987) politeness theory. The analysis focuses on how politeness strategies are employed in addressing sensitive topics such as race and social justice. The following data illustrate the communicative functions of politeness in

Trump's interactional discourse, accompanied by commentary on their pragmatic implications.

Datum 1

"I appreciate the spirit of the question"

Kamala's speech used positive politeness by showing appreciation for the interviewer, namely NABJ journalists who helped build harmonious interpersonal relationships. The illocution function of this statement is expressive, because it expresses gratitude. The goal is to reduce tension and create a cooperative atmosphere with journalists.

Datum 2

"I think it's very important to not operate from the assumption that Black men are in anybody's pocket,"

Kamala Harris uses negative politeness by carefully rejecting generalizations, which shows respect for the autonomy and views of the audience. The illocution function of this statement is assertive, because it expresses an opinion. The goal is to avoid the impression of patronizing as well as show respect for individuals in the black community.

Datum 3

"I intend to be a president for all people"

The statement reflects positive politeness by including all listeners in its vision, creating a sense of belonging. The function of illocution is assertive, as it expresses

personal commitment. The goal is to emphasize inclusivity and reject an exclusive view.

Datum 4

"I recognize that we have so many entrepreneurs in the community who do not have access to capital"

Kamala Harris applies positive politeness to show empathy and recognition of community achievements. The function of illocution is assertive, because it conveys social facts. The goal is to validate and empower the community through such recognition.

Datum 5

"I've worked, and will continue to work, to speak the truth about those obstacles"

This sentence reflects a positive politeness strategy, because it emphasizes commitment to cooperation and business continuity. Illocutionarily, this utterance is more accurately categorized as assertive, because the speaker states a commitment and conveys information about the actions that have been and will be taken. According to Searle (1976), assertive is a type of speech act that states something that the speaker believes to be true, and in this case, Trump asserts his active role in a process or policy.

Datum 6

"I believe there are a lot of opportunities available to the American people if we just see them"

Kamala uses positive politeness to evoke enthusiasm and hope. The function of illocution is assertive, because it conveys personal beliefs. The goal is to motivate and optimism the listener.

Datum 7

"We need to speak truth about the generational impact of our history"

Kamala's speech was met with negative politeness, because it discussed sensitive topics with caution. The function of illocution is directive, inviting honest dialogue. The goal is to encourage open discussion without blaming a particular party.

Datum 8

"I know that people are deeply troubled by what is happening to that community"

Kamala uses positive courtesy to show empathy. The function of illocution is expressive, because it acknowledges the existence of public unrest. The goal is to connect emotionally with the community and affirm that their feelings are valued.

Datum 9

"It's a crying shame, literally, what's happening to those families"

This expression is a form of positive politeness, which shows mutual emotional concern. This speech has an expressive function, because it conveys emotional involvement to the issue being discussed. The goal is to create solidarity through emotional resonance.

Datum 10

"We must take it seriously in every way, understanding it's not just about a sound bite"

The speech reflects the use of negative politeness, emphasizing the importance of the issue while remaining cautious in conveying it. The function of the illocution is directive, which is to invite the audience to be serious. The goal is to emphasize the urgency of the issue without seeming forced.

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"I think most people... are starting to see through this nonsense"

Kamala's answer contains positive politeness, because it associates her with the majority view. The function of illocution is assertive, as it indicates a change in public perception. The goal is to strengthen a sense of collective consciousness and open up space for a change in shared attitudes.

Datum 12

"Let's turn the page and chart a new way forward"

The excerpt from Kamala's answer illustrates positive politeness, by inviting the audience to move forward together. The function of the illocution is directive, as an invitation to start a new chapter. The goal is to create change collectively in a spirit of optimism.

Datum 13

“I want to acknowledge the incredible work that journalists do every day,”

In the quote, Kamala Harris uses a positive politeness strategy by praising and appreciating journalists' performance. This statement is expressive, as it expresses feelings of respect and gratitude. The goal is to create a respectful atmosphere and build a good relationship with the journalists, avoiding confrontational impressions in interviews.

Datum 14

“It’s crucial that we address the historic inequities that have faced the Black community,”

In the statement, Kamala Harris again applied positive courtesy to show empathy for the history of injustice experienced by the black community. This speech is included in the act of assertiveness, because it expresses deep opinions and attitudes towards social issues. The goal is to show concern, as well as show that he understands and supports efforts to address these inequality.

Datum 15

“I believe in the power of community and the strength that comes from unity”

The sentence that Kamala said was a form of positive politeness that aimed to affirm the value of togetherness. This illocution is assertive, because it conveys the speaker's personal belief in the power of the community. The goal is to build a sense of solidarity, unity, and mutual optimism, especially in the context of discussing social issues that require collective work.

Datum 16

“We must ensure that every voice is heard and valued in this conversation,”

In the statement, Kamala Harris invited to ensure that everyone has the right to speak. This is a form of positive courtesy with directive actions, because it directs others to do something, namely creating an equal and inclusive space for dialogue. The goal is for every individual to feel valued and involved in the process of social discussion.

Datum 17

“I understand the frustrations that many people feel regarding these issues,”

The sentence shows empathy for public emotions. It is a form of positive politeness, with expressive illocution, as he openly acknowledges the feelings of disappointment or frustration of society. His goal is to create a close emotional bond with the listener, showing that he understands the suffering and anxiety that the public feels.

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“It’s important to have these discussions openly and honestly”

The sentence is also an example of positive courtesy with a directive function. In this case, Kamala Harris invites the public to discuss honestly and openly. The goal is to create a healthy, open, and honest climate of dialogue, which is important in talking about sensitive issues such as race and injustice.

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“I am committed to working alongside communities to create real change”

The statement made by Kamala Harris contained positive politeness because it showed a commitment to working together. Its function of the illusion is assertive, because it expresses attitudes and intentions. The goal is to affirm that change cannot be done alone, but with the community, and to strengthen an inclusive and participatory leadership image.

Datum 20

“We need to uplift each other and work towards a common goal,”

In this sentence, Kamala Harris uses positive politeness by inviting the audience to support each other. This speech is a directive, because it encourages action. The goal is to emphasize the importance of cooperation and solidarity in order to achieve a greater common goal.

Datum 21

“I believe that together, we can overcome the challenges we face”

The speech also reflects positive politeness. With assertive illocution, Kamala Harris conveys his belief in collective power. The goal is to build hope and encourage the community that challenges can be faced if they work together, creating a positive and motivating narrative.

Datum 22

“Let’s focus on solutions that benefit everyone in our society,”

In this statement, Kamala Harris again showed positive politeness through an invitation that is inclusive. The illocution function of this sentence is directive, because it invites the audience to focus on the solution, not the conflict. The goal is to avoid divisions and show that good leaders think for the benefit of all walks of life.

2) Communicative Functions of Impoliteness in Kamala Harris' Interactions with NABJ

Datum 1

"I think some people have confused leadership with bullying"

In the statement, Kamala Harris applied the strategy of off-record impoliteness to convey indirect criticism of her political opponents. Through this strategy, he tries to influence the opinions and emotions of the audience without explicitly mentioning names, so that the communicative function that emerges is to affect. He wants the audience to judge for himself that certain leadership styles are oppressive, and with that Kamala reinforces her image as a wiser and more inclusive leader.

Datum 2

"It's interesting how some claim to support justice but only when it's convenient"

Kamala uses mock impoliteness that implies insinuation and irony towards those who only support justice when it benefits them. In this way, he not only entertains the audience through a sharp rhetorical communication style (to entertain), but also arouses dissatisfaction with the hypocritical attitude (to affect). This strategy shows Kamala's ability to create a moral contrast between herself and her opponents.

Datum 3

"We need to speak truth about the generational impact of our history"

In the statement, Kamala showed bald on record impoliteness by directly stating the need to acknowledge the historical impact of racism. The function of communication in this statement is to coerce, that is, to encourage certain parties not to ignore painful historical narratives that are often removed from public discussion. This sentence reflects Kamala's efforts to force a change in social consciousness regarding racial injustice.

Datum 4

"Black women are three to four times more likely to die in connection with childbirth than other women"

The statement uses bald on record impoliteness, but is more directed to raise awareness as well as moral pressure. By conveying decisive statistical data, Kamala activates two communication functions: to affect and to coerce. He wants audiences to be touched and shocked by racial inequities in the health system, while also driving systemic change.

Datum 5

"We have to agree that not only must we end this war, but we must also have a goal of a two, state solution"

The statement shows bald on record impoliteness in a diplomatic context. This sentence forces the audience and related parties to consider a just peaceful solution, demonstrating the function of communication to coerce. While not explicitly attacking, this statement puts pressure on certain political positions, demonstrating Kamala's commitment to global justice.

3) The Differences in the Communicative Functions of Politeness in Donald Trump's and Kamala Harris' Interactions with NABJ

In his interaction with NABJ, Donald Trump showed various impoliteness strategies that have dominant communicative functions such as to coerce, to affect, and to entertain. He uses the bald on record strategy to convey direct criticism without mitigation, such as in the statements "I don't think I've ever been asked a question in such a horrible manner" and "You were half an hour late", which aim to pressure the other person and show dominance in the conversation. He also uses positive impoliteness by making exaggerated or sarcastic claims, such as in "I have been the best president for the Black population since Abraham Lincoln" and "I didn't know she was Black until a number of years ago when she happened to turn Black", which serves to influence public perception while entertaining his supporting audience. Negative impoliteness strategies such as in "Everybody knows that the media is totally dishonest" are used to emotionally degrade the opponent, strengthen the identity of the support group, and weaken the credibility of the opponent. Overall, impoliteness in Trump's discourse tends to be used as a confrontational tool to build a dominant image and control the direction of discussion in an aggressive and manipulative way.

On the contrary, Kamala Harris in her interaction with NABJ showed a much more minimal and controlled use of impoliteness. She avoids frontal strategies such as bald on record, preferring a polite and diplomatic approach, even in provocative situations. No data was found to show that Kamala Harris used impoliteness for the

purpose of coercing or demeaning opponents directly. Her approach tends to be defensive and aims to maintain a professional image. These striking differences suggest that the impoliteness in these two figures' speeches reflects not only personal communication styles, but also deliberate political strategies.

Trump's use of impoliteness is not solely targeted at journalists, but also functions as a performance for his political base. His confrontational tone aligns with populist communication styles, where attacking perceived elites such as the media is part of his appeal (Mudde, 2004). In contrast, Kamala Harris generally does not employ impoliteness strategies like Trump. Her communication style is more oriented toward institutional politeness, characterized by respectful language, acknowledgment of interlocutors, and diplomatically delivered criticism. This reflects conventional political communication ethics that align with institutional expectations.

B. Discussion

In this section, the researcher presents the results of the analysis that have been obtained previously. Applying Brown & Levinson's (1987) theory of politeness and Culpeper's (1996) theory of impoliteness, the researcher revealed how linguistic strategies were used by two political figures, Donald Trump and Kamala Harris in interviews with the National Association of Black Journalists (NABJ) to form a communication style that represented power, confrontation, solidarity, and self-image in the context of racial issues. This in-depth discussion is necessary because it aims to answer the research question, the first of which is how

the strategy of disrespect is used by Trump and Kamala as a rhetorical tool to defend or challenge positions in political discourse. Second, how the politeness strategy is used to maintain an image and build social relationships in racially sensitive interactions, and third, how the communicative function of the two strategies differs in shaping the communication style of each character. Researcher found 52 data, consisting of 22 impoliteness strategy data and 30 politeness strategy data, taken from transcripts of Donald Trump and Kamala Harris' interviews with NABJ. The data were analyzed by considering the social and political context of the speech, and mapped based on the type of strategy used. The analysis was carried out to uncover the pragmatic meaning of the speeches, as well as to understand how these strategies were used as a tool of political communication in responding to racial issues. The following is an in-depth discussion of the results of the analysis that has been carried out by the researcher.

Researcher have found verbal speech that reflects the strategies of politeness and rudeness used in Donald Trump and Kamala Harris' interviews with the National Association of Black Journalists (NABJ). The study collected 52 data, consisting of 22 speeches related to impoliteness and 30 speeches that reflected politeness. These utterances include direct statements, criticism, praise, indirect suggestions, and rhetorical expressions. These linguistic expressions directly represent how each political figure constructs and projects their communicative styles, both confrontational and collaborative, in response to questions surrounding sensitive SARA issues. Language choice becomes the main rhetorical strategy to

build their public image, showing dominance and confrontation (rudeness) or solidarity and respect (politeness).

Furthermore, the results of the analysis show that that Donald Trump tends to dominate using the strategy of impoliteness, especially bald on record, positive impoliteness, and withhold politeness. This strategy is used directly to assert dominance and confrontation. For example, in the statement "I don't think I've ever been asked a question in such a horrible manner," Trump displayed outright disrespect, denied the legitimacy of the interviewer, and shifted the substance of the criticism to a personal matter. This is in line with Culpeper's (1996) theory, where the impoliteness strategy is used to create tension and show superiority in interactions. Instead, Kamala Harris uses more implicit impoliteness strategies, such as off-record or mock impoliteness, to convey criticism of political opponents indirectly. This strategy tends to maintain self-image while still conveying disapproval. This use of a more diplomatic style suggests that Kamala maintains relationships with interviewers and the public, reflecting an inclusive approach to racial issues

Trump also uses a strategy of positive politeness, but this strategy tends to be strategic and rhetorical, as in the statement "I love the Black population of this country." Although in theory this is a positive politeness strategy (Brown & Levinson, 1987), in practice this statement is not supported by a cooperative attitude in interviews. This means that politeness is used more as a tool for self-promotion than as a means of building sincere interpersonal relationships. In contrast, Kamala

Harris consistently uses positive and negative courtesy strategies to show empathy, respect the interviewer, and avoid confrontation. Statements such as "I appreciate the spirit of the question" indicate an effort to maintain a positive face of the interlocutor, as explained by Brown and Levinson (1987), especially in socially sensitive contexts such as racial issues.

The main difference between Trump and Kamala lies in the communicative function of the strategies they use. Trump uses impoliteness as a form of confrontation, domination, and control of discourse. This strategy serves to challenge, discredit, or defend oneself from critical questions. This is in line with Culpeper's (1996) view that the strategy of impoliteness can be used to strengthen power and disrupt social interaction. Meanwhile, Kamala Harris uses a strategy of politeness to build trust, avoid conflict, and create a supportive discussion atmosphere. This strategy affirms the image of an inclusive leader who is sensitive to the issue of social injustice, in line with Brown & Levinson's theory that politeness aims to maintain "face" and social harmony.

Theoretically, the results of this study are consistent with the framework of Brown & Levinson (1987) and Culpeper (1996). Kamala's politeness strategy is in accordance with the principles of positive face and negative face, while Trump's strategy reflects the use of FTA that is not muted. In the context of an interview with the National Association of Black Journalists, the strategy used has significant social and political significance. Trump tends to show racial tension, while kamala shows empathy and inclusivity.

When compared to several previous studies, this research has different uniqueness and contributions, both in terms of object, context, and analysis approach. Research Salimi & Mortazavi (2024) who analyzed impoliteness in replies to tweets against Donald Trump and Greta Thunberg did use Culpeper's theory, but only limited to one-way interactions on social media. In contrast to this study, which highlighted direct and two-way interactions in interviews, and involved spontaneous responses from political figures to questions from journalists from the black community. Research conducted by Kuntsi (2012) on the strategy of politeness and rudeness in lawyers' speeches at the Dover Trial shows that the strategy of politeness is more dominant in a formal legal context. However, the study did not highlight social issues such as race or political ideology, so it did not reflect the ideologically fraught communication dynamics as in this study.

Meanwhile, a study by Setiawan (2013) that analyzed the principles of politeness and impoliteness in the film *The Iron Lady* used data from fictitious film scripts, not from real interactions. This is different from this study which uses authentic data from actual interviews in the mass media, so that it is able to show how language strategies are used spontaneously by political figures in dealing with sensitive issues. Unlike previous studies, this study not only identifies the types of politeness and impoliteness strategies, but also analyzes how these strategies are used to shape a political image, maintain a position of power, or show resistance to criticism. In this context, this research makes a new contribution to the understanding of how linguistic strategies are used as rhetorical tools in political discourse involving racial issues.

The advantage of this study compared to previous studies lies in its approach that combines two main pragmatic theories simultaneously, namely the theory of from Brown & Levinson (1987) and the theory of impoliteness from Culpeper (1996). This approach makes the analysis more comprehensive because it not only highlights one side of the communication strategy, but compares two poles at once, namely politeness and rudeness in the same situation. This study also used real and actual data, namely transcripts of Donald Trump and Kamala Harris' interviews with the National Association of Black Journalists (NABJ) broadcast through public media platforms, not fictitious data such as movies or advertisements. The use of authentic data from interviews that discuss the issue of racism makes this study contextually and socially relevant, and adds to the actuality and depth of the analysis.

In addition, this study also offers a comparative approach between two political figures who have contrasting communication styles. Donald Trump, for example, tends to use a strategy of direct and confrontational disrespect, such as when he told a NABJ interviewer, "I don't think I've ever been asked a question in such a horrible manner". This remark shows a bald on record impoliteness strategy that aims directly to attack the interviewer personally and discredit his question. This form of confrontation suggests that Trump is not only rejecting the content of the question, but also attacking the way the question is presented, which strategically creates distance and dominance in the discourse.

Instead, Kamala Harris opted for a cooperative approach and used a strategy of politeness, as in her speech, "I appreciate the spirit of the question". This sentence shows positive politeness because it serves to acknowledge and appreciate the interviewer's intentions, even though the question may be critical. This strategy creates a more harmonious communication atmosphere and shows empathy for the interviewer's social context. Harris' approach opens up a more inclusive space for dialogue and maintains good relations with the interlocutor.

This comparative approach opens up space to see how communication strategies are used strategically in shaping political imagery and responding to social issues such as racial discrimination. This study not only identifies the types of strategies used by the two political figures, but also examines the pragmatic and ideological functions of these strategies. In this context, the impoliteness strategy, as described by Culpeper (1996), is used as a tool to dominate discourse, disrupt interactions, and demonstrate superiority through face-threatening acts directly. Instead, the politeness strategy is used to build empathy, maintain social relationships, and create positive impressions, which is in accordance with the concepts of positive face and negative face in the theory of Brown & Levinson (1987). This is especially important in the context of interviews involving racially sensitive issues, where language choices greatly influence public perceptions of leadership and humanitarian values.

Another advantage of this research is the specific and strong object context, namely interviews conducted with black journalists from the National Association of Black

Journalists (NABJ), which provides a background for interactions that are full of ideological, political, and social content. This distinguishes this study from previous studies that have generally focused only on general communication, fictional texts such as movies, or online interactions without complex social contexts. This research also fills a gap in previous literature that has not highlighted direct verbal interactions between political figures and interviewers from minority communities in public forums that explicitly discuss racial issues. Thus, this research makes a new contribution in the field of pragmatics and political discourse analysis by showing how linguistic strategies analyzed through the frameworks of Brown & Levinson (1987) and Culpeper (1996) can reflect power relations, racial identity, and social ideology in contemporary political communication.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter presents conclusions and recommendations derived from the discussion.

A. Conclusion

Based on the results of the analysis, it can be concluded that This study aims to analyze and compare the strategies of politeness and impoliteness used by two political figures in the United States, namely Donald Trump and Kamala Harris, in their interviews with the National Association of Black Journalists (NABJ). This interview specifically addresses sensitive issues of racism and social identity, so it is important to understand how language is used by public figures in responding to questions from journalists from the black community.

Using the theory of Brown & Levinson (1987) to analyze the strategy of politeness and the theory of Culpeper (1996) to analyze the strategy of politeness, this study found that Donald Trump was more dominant in using strategies of politeness, such as bald on record, positive impoliteness, and withhold politeness. This strategy is often used by Trump to assert power, ignore social norms, and attack the interlocutor directly, especially when he feels attacked or challenged by the interviewer. In contrast, Kamala Harris more often uses politeness strategies, especially positive politeness and off-record, which reflect a cooperative attitude and a desire to build harmonious social relationships. He often uses strategies that signal an effort to respect the interviewer and maintain interpersonal relationships.

This choice of strategy also illustrates the image of Kamala Harris as a political figure who prioritizes inclusivity and empathy in answering questions related to sensitive issues such as racial discrimination.

This study also concludes that linguistic strategies are not only used as a communication tool, but also as an ideological tool to shape and display certain political images. Trump's strategy of politeness serves as a means to show dominance and resistance to criticism, while Kamala Harris' politeness strategy builds an image as a leader who embodies and respects diversity. This shows that the choice of linguistic strategy reflects the political values and social ideology carried by each figure.

Furthermore, the difference in this study from previous research also lies in the context of a specific and socially significant object, namely direct verbal interaction between political figures and interviewers from minority communities, namely black journalists. This context provides space to explore how power relations, racial identity, and social constructs are manifested through language choices in public interviews. This study closes a gap in previous studies that rarely addressed the context of political communication that explicitly involved ideological and racial tensions directly. Thus, this research makes an important contribution to the pragmatic study and analysis of political discourse, as it not only discusses the types of strategies used, but also the pragmatic functions, ideological representations, and social images that are formed through language, especially in contexts that are highly relevant to today's racial and identity politics issues.

B. Suggestion

After completing this research, the researcher realises that there are several limitations in this study. Firstly, the data are limited to political interviews with NABJ, so the findings may not fully capture the variety of politeness and impoliteness strategies found in other political communication settings. Secondly, this research only analyzes verbal expressions, without including non-verbal elements such as intonation, facial expressions, or body gestures, which can influence the interpretation of speech acts. Thirdly, the study focuses only on two political figures from the United States, which means it does not reflect how cultural differences may affect the use of politeness and impoliteness strategies.

For future researcher, it is recommended to expand the scope of data so that the results of the study are more diverse and can be compared from various points of view. One form of expansion is to compare politeness and impoliteness strategies in different contexts, such as presidential candidate debates, state speeches, international forums, or political interviews with foreign media. By making comparisons between contexts, researcher can gain a broader picture of how communication strategies are chosen based on specific political communication situations and objectives.

In addition, future research could also examine political figures from different cultural backgrounds, in order to see how different cultural values affect the way people use politeness and impoliteness strategies in public interactions. Such

analyses will enrich the study of cross-cultural pragmatics, as well as broaden the scope of the global application of Brown & Levinson and Culpeper's theories.

In addition to expanding the context, future research is also recommended to add non-verbal elements in the analysis, such as tone of voice, intonation, facial expressions, eye contact, and body gestures. Non-verbal elements have an important contribution in shaping meaning in communication, especially when politeness and impoliteness strategies are not only determined by words, but also by physical and emotional delivery. For example, a statement that sounds polite verbally can feel offensive when delivered in a sarcastic tone or a condescending facial expression. Therefore, combining verbal and non-verbal analyses will provide a more comprehensive understanding of the communication intentions of political figures.

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CURRICULUM VITAE



Najidah Rahmadina was born in Gresik on April 11, 2002. She graduated from Senior High School 1 Kebomas, Gresik. During her time in high school, she was actively involved in the school's scout organization, where she developed leadership and teamwork skills. In 2021, she continued her education at Maulana Malik Ibrahim State Islamic University Malang to complete her undergraduate degree in the Department of English Literature and finished in 2025. Finally, she expected that her thesis entitled “Politeness and Impoliteness Strategies in NABJ Interviews with Donald Trump and Kamala Harris on Racial Issues” become a contribution to the world of education.

APPENDIX

This appendix shows Donald Trump's utterances analyzed using politeness (Brown & Levinson, 1987) and impoliteness (Culpeper, 1996) theories, along with their illocutionary functions.

Impoliteness strategies (Jonathan Culpeper)				
No	Speaker	Data	Strategy type	Function
1.	Donald Trump	"Well, first of all, I don't think I've ever been asked a question in such a horrible manner."	Bald on Record	Assertive – to criticize and dominate
2.	Donald Trump	"I have been the best president for the Black population since Abraham Lincoln."	Positive Impoliteness	Assertive – to affect opinion and elevate self, image
3.	Donald Trump	"Kamala is allowing it to happen. She's the worst border person in the history of the world."	Bald on Record	Assertive – to coerce and discredit
4.	Donald Trump	"I don't think I've ever been asked a question in such a horrible manner."	Bald on Record	Assertive – to degrade credibility
5.	Donald Trump	"Everybody knows that the media is totally dishonest."	Negative Impoliteness	Assertive – to affect and delegitimize media
6.	Donald Trump	"You're a disaster. Nobody respects you."	Bald on Record	Assertive – to humiliate and intimidate
7.	Donald Trump	"I didn't know she was Black until a number of years ago when she happened to turn Black."	Positive Impoliteness	Expressive – to entertain/supporters and affect identity
8.	Donald Trump	"They're taking Black jobs."	Bald on Record	Directive – to affect and incite hostility
9.	Donald Trump	"Many of these people are coming in from mental	Withhold Politeness	Directive – to coerce through fear

		institutions, from prisons.”		
10.	Donald Trump	“You invited me under false pretenses.”	Bald on Record	Assertive – to blame and undermine credibility
11.	Donald Trump	“I think it’s disgraceful that I came here in good spirit.”	Bald on Record	Expressive – to affect audience and play victim
12.	Donald Trump	“You were half an hour late.”	Bald on Record	Directive – to embarrass and assert dominance
13.	Donald Trump	“I saved historically Black colleges and universities.”	Positive Impoliteness	Assertive – to affect public opinion manipulatively
14.	Donald Trump	“I think it’s a very rude introduction.”	Bald on Record	Directive – to coerce and reposition self as victim
15.	Donald Trump	“You don’t even say, 'Hello, how are you?'”	Bald on Record	Directive – to discredit and control tone
16.	Donald Trump	“I have too much respect for you to be late.”	Bald on Record	Directive – to coerce and moralize
17.	Donald Trump	“I think somebody should look into that too.”	Withhold Politeness	Assertive – to affect and cast doubt
18.	Kamala Harris	“I think some people have confused leadership with bullying.”	Off,record impoliteness	Assertive – to affect criticize indirectly and shape perception
19.	Kamala Harris	“It’s interesting how some claim to support justice but only when it’s convenient.”	Mock impoliteness	Expressive – to affect and entertain insinuate hypocrisy and engage the audience
20.	Kamala Harris	“We need to speak truth about the generational impact of our history.”	Bald on record impoliteness	Directive – to coerce urge acknowledgment of racial injustice
21.	Kamala Harris	“Black women are three to four times more likely to die in connection with childbirth than other women.”	Bald on record impoliteness	Assertive – to affect and coerce highlight systemic injustice and pressure for change
22.	Kamala Harris	“We have to agree that not only must we end this war, but we must also have a	Bald on record impoliteness	Directive – to coerce pressure political consensus and promote peaceful resolution

		goal of a two, state solution.”		
	Politeness strategies (Brown n Levinson)			
23.	Kamala Harris	I appreciate the spirit of the question	Positive politeness	Expressive – expresses appreciation and gratitude
24.	Kamala Harris	I think it’s very important to not operate from the assumption that Black men are in anybody’s pocket	Negative politeness	Assertive – states opinion carefully to respect others’ views
25.	Kamala Harris	I intend to be a president for all people	Positive politeness	Assertive – expresses personal intention and commitment
26.	Kamala Harris	I recognize that we have so many entrepreneurs in the community who do not have access to capital	Positive politeness	Assertive – conveys acknowledgment of social reality
27.	Kamala Harris	I’ve worked, and will continue to work	Positive politeness	Assertive – states personal actions and commitments
28.	Kamala Harris	I believe there are a lot of opportunities	Positive politeness	Assertive – expresses personal belief or perspective
29.	Kamala Harris	We need to speak truth about the generational impact	Negative politeness	Directive – encourages open dialogue on sensitive topics
30.	Kamala Harris	“I know that people are deeply troubled by what is happening to that community”	Positive politeness	Expressive – acknowledges people’s emotional states
31.	Kamala Harris	It’s a crying shame	Positive politeness	Expressive – conveys emotional concern and frustration
32.	Kamala Harris	We must take it seriously	Negative politeness	Directive – urges action cautiously and respectfully
33.	Kamala Harris	I think most people are starting to see through this nonsense	Positive politeness	Assertive – shares viewpoint and observes public perception
34.	Kamala Harris	Let’s turn the page and chart a new way forward	Positive politeness	Directive – invites collective action for change

35.	Kamala Harris	I want to acknowledge the incredible work that journalists do every day	Positive politeness	Expressive – shows respect and gratitude directly
36.	Kamala Harris	It's crucial that we address the historic inequities that have faced the Black community	Positive politeness	Assertive – expresses belief about social responsibility
37.	Kamala Harris	I believe in the power of community and the strength that comes from unity	Positive politeness	Assertive – declares personal belief in unity and collective strength
38.	Kamala Harris	We must ensure that every voice is heard and valued in this conversation	Positive politeness	Directive – calls for inclusive participation
39.	Kamala Harris	I understand the frustrations that many people feel regarding these issues	Positive politeness	Expressive – shows empathy toward public concerns
40.	Kamala Harris	It's important to have these discussions openly and honestly	Positive politeness	Directive – encourages open, honest communication
41.	Kamala Harris	I am committed to working alongside communities to create real change	Positive politeness	Assertive – declares commitment and willingness to act
42.	Kamala Harris	We need to uplift each other and work towards a common goal	Positive politeness	Directive – encourages supportive collective action
43.	Kamala Harris	I believe that together, we can overcome the challenges we face	Positive politeness	Assertive – expresses hopeful belief in unity
44.	Kamala Harris	Let's focus on solutions that benefit everyone in our society	Positive politeness	Directive – invites focus on inclusivity and problem-solving
45.	Donald Trump	"I love the Black population of this country."	Positive politeness	Expressive – shows affection, but risks insincerity due to lack of specificity
46.	Donald Trump	"I have done so much for the Black population of this country, including employment, including	Positive politeness	Assertive – expresses achievements, but leans toward self-praise (face,boosting)

		opportunity zones...”		
47.	Donald Trump	“The media is very unfair to me when it comes to my policies on race”	Negative politeness	Assertive – shifts focus to personal grievance, ignores listener’s positive face (potential FTA)
48.	Donald Trump	“We need to address the issues facing the Black community, like job opportunities and education.”	Positive politeness	Directive – invites action, but ambiguous use of “we” may blur responsibility
49.	Donald Trump	“The Black community has been treated very unfairly by the previous administrations.”	Positive politeness	Assertive – shows sympathy, but risks FTA against third parties (previous admins)
50.	Donald Trump	“I have worked with many Black leaders to improve their communities.”	Positive politeness	Assertive – expresses involvement, but focus remains self-centered, limiting mutual connection
51.	Donald Trump	“We need to ensure that Black Americans have equal opportunities in education and employment.”	Positive politeness	Directive – promotes justice and solidarity through inclusive “we”
52.	Donald Trump	“I believe that we can work together to solve the problems facing the black community.”	Positive politeness	Assertive – expresses belief in cooperation, but relies on consistent action for credibility