

**PRAGMATIC ANALYSIS OF BROWN AND LEVINSON'S POLITENESS
STRATEGIES IN DONALD TRUMP'S SPEECH AT THE SAUDI INVESTMENT
FORUM**

THESIS

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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
MALANG
2026**

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THESIS

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STATEMENT OF AUTHORSHIP

I state that the thesis entitled **“Pragmatic Analysis of Brown and Levinson's Politeness Strategies in Donald Trump's Speech at the Saudi Investment Forum”** is my original work. I do not include 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.

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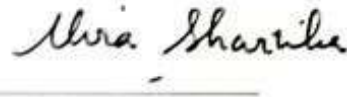
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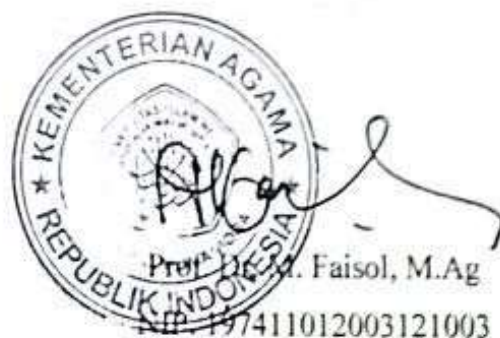
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MOTTO

“Always trying my best to be *khalifallah*”

-Rokhmatullohi Qoriib

DEDICATION

I dedicate this thesis to several parties. First, UIN Maulana Malik Ibrahim Malang, as a party that provides this as one of the graduation requirements, as well as the Faculty of Humanities and the English Literature Department. Second, my parents who pay for my college and support me. Lastly, my beloved friends for supporting and accompanying me.

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Bismillahirrahmanirrahim, Glory be to Allah SWT, Who gives mercy, blessings, guidance, and strength for me to be able to write this thesis. May peace and blessings be upon our Prophet Muhammad SAW, who guided mankind from the age of ignorance to the light of Islam.

First of all, I would like to thank Allah SWT, Who always blesses me with good health, patience, strength, and endless mercy throughout the process of writing this thesis. Without His guidance and permission, I would not have been able to complete this thesis successfully.

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Finally, I realize that this thesis is still far from perfect. Therefore, I sincerely welcome any constructive criticism and suggestions for future improvement. May Allah SWT reward everyone who has supported and assisted me throughout the completion of this thesis. Aamiin.

ABSTRACT

Qoriib, Rokhmatullohi. (2026). Pragmatic Analysis of Brown and Levinson's Politeness Strategies in Donald Trump's Speech at the Saudi Investment Forum. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Zainur Rofiq, M.A.

Keywords: Pragmatics, Politeness Strategies, Face Management, Brown and Levinson, Political Speech, Donald Trump.

This study aims to investigate the politeness strategies employed by Donald Trump in his speech at the Saudi Investment Forum 2025 and to examine how these strategies function in face management. The study used a qualitative research design and applied Brown and Levinson's politeness theory (1987) to analyze the data. The data consisted of utterances containing politeness strategies collected from Donald Trump's speech at the forum. The findings revealed that Donald Trump employed all four types of politeness strategies, namely Bald On-Record, Positive Politeness, Negative Politeness, and Off-Record strategies. A total of 62 utterances were identified and analyzed. Positive Politeness was the most dominant strategy with 29 occurrences, followed by Bald On-Record with 16 occurrences, Off-Record with 13 occurrences, and Negative Politeness with 4 occurrences. The study also identified three face management functions, namely Face Enhancement, FTA Performance, and FTA Mitigation. Among these functions, Face Enhancement was the most dominant with 36 occurrences, followed by FTA Performance with 21 occurrences and FTA Mitigation with 5 occurrences. The findings indicate that Trump primarily used politeness strategies to express appreciation, build solidarity, strengthen cooperation, enhance positive images, and deliver political criticism. The study concludes that the selection of politeness strategies is closely related to the speaker's communicative goals and the context of interaction. Furthermore, the study contributes to pragmatic research by providing a deeper understanding of the use of politeness strategies and face management in contemporary political discourse.

مستخلص

قريب، رحمت الله. (٢٠٢٦). التحليل التداولي لاستراتيجيات التأدب عند براون وليفنسون في خطاب دونالد ترامب في منتدى الاستثمار السعودي. بحث جامعي. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف: زين الرفيق، الماجستير.

الكلمات المفتاحية: التداولية، استراتيجيات التأدب، إدارة الوجه، براون وليفنسون، الخطاب السياسي، دونالد ترامب

تهدف هذه الدراسة إلى تحليل استراتيجيات التأدب التي استخدمها دونالد ترامب في خطابه خلال منتدى الاستثمار السعودي لعام ٢٠٢٥، كما تسعى إلى الكشف عن كيفية توظيف هذه الاستراتيجيات في إدارة الوجه. اعتمدت الدراسة المنهج الكيفي، واستندت إلى نظرية التأدب لبراون وليفنسون (١٩٨٧) في تحليل البيانات. وتمثلت البيانات في العبارات التي تضمنت استراتيجيات التأدب والمستمدة من خطاب دونالد ترامب في المنتدى. وأظهرت النتائج أن دونالد ترامب استخدم الأنواع الأربعة لاستراتيجيات التأدب، وهي التأدب المباشر، والتأدب الإيجابي، والتأدب السلبي، والتأدب غير المباشر. وقد تم تحديد وتحليل اثنتين وستين عبارة. وجاء التأدب الإيجابي بوصفه الاستراتيجية الأكثر استخدامًا بواقع تسع وعشرين مرة، يليه التأدب المباشر بست عشرة مرة، ثم التأدب غير المباشر بثلاث عشرة مرة، وأخيرًا التأدب السلبي بأربع مرات. كما كشفت الدراسة عن ثلاث وظائف لإدارة الوجه، وهي تعزيز الوجه، وأداء الأفعال المهددة للوجه، والتخفيف من الأفعال المهددة للوجه. وكانت وظيفة تعزيز الوجه هي الأكثر شيوعًا بواقع ست وثلاثين مرة، تلتها وظيفة أداء الأفعال المهددة للوجه بإحدى وعشرين مرة، ثم وظيفة التخفيف من الأفعال المهددة للوجه بخمس مرات. وتشير النتائج إلى أن ترامب استخدم استراتيجيات التأدب بصورة رئيسية للتعبير عن التقدير، وبناء التضامن، وتعزيز التعاون، وتحسين الصورة الإيجابية، وتوجيه النقد السياسي. وتخلص الدراسة إلى أن اختيار استراتيجيات التأدب يرتبط ارتباطًا وثيقًا بالأهداف التواصلية للمتحدث وسياق التفاعل. كما تسهم هذه الدراسة في إثراء الدراسات التداولية من خلال تقديم فهم أعمق لاستخدام استراتيجيات التأدب وإدارة الوجه في الخطاب السياسي المعاصر.

ABSTRAK

Qoriib, Rokhmatullohi (2026) Pragmatic Analysis of Brown and Levinson's Politeness Strategies in Donald Trump's Speech at the Saudi Investment Forum. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Zainur Rofiq, M.A.

Kata kunci: Pragmatik, Strategi Kesantunan, Manajemen Muka, Brown dan Levinson, Pidato Politik, Donald Trump.

Penelitian ini mengkaji strategi kesantunan yang digunakan oleh Donald Trump dalam pidatonya pada Saudi Investment Forum 2025 serta menelaah bagaimana strategi tersebut berfungsi dalam manajemen muka. Penelitian ini menggunakan desain penelitian kualitatif dan menerapkan teori kesantunan Brown dan Levinson (1987) untuk menganalisis data. Data penelitian berupa ujaran-ujaran yang mengandung strategi kesantunan yang diperoleh dari pidato Donald Trump dalam forum tersebut. Hasil penelitian menunjukkan bahwa Donald Trump menggunakan keempat jenis strategi kesantunan, yaitu Bald On-Record, Positive Politeness, Negative Politeness, dan Off-Record. Sebanyak 62 ujaran berhasil diidentifikasi dan dianalisis. Positive Politeness menjadi strategi yang paling dominan dengan 29 kemunculan, diikuti oleh Bald On-Record sebanyak 16 kemunculan, Off-Record sebanyak 13 kemunculan, dan Negative Politeness sebanyak 4 kemunculan. Penelitian ini juga menemukan tiga fungsi manajemen muka, yaitu Face Enhancement, FTA Performance, dan FTA Mitigation. Di antara ketiga fungsi tersebut, Face Enhancement menjadi fungsi yang paling dominan dengan 36 kemunculan, diikuti oleh FTA Performance sebanyak 21 kemunculan dan FTA Mitigation sebanyak 5 kemunculan. Temuan penelitian menunjukkan bahwa Trump menggunakan strategi kesantunan terutama untuk mengekspresikan apresiasi, membangun solidaritas, memperkuat kerja sama, meningkatkan citra positif, serta menyampaikan kritik politik. Penelitian ini menyimpulkan bahwa pemilihan strategi kesantunan berkaitan erat dengan tujuan komunikatif penutur dan konteks interaksi. Selain itu, penelitian ini memberikan kontribusi terhadap kajian pragmatik dengan memberikan pemahaman yang lebih mendalam mengenai penggunaan strategi kesantunan dan manajemen muka dalam wacana politik kontemporer.

TABLE OF CONTENT

THESIS	i
STATEMENT OF AUTHORSHIP	ii
APPROVAL SHEET	iii
LEGITIMATION SHEET	iii
MOTTO	v
DEDICATION.....	vi
ACKNOWLEDGEMENT	vii
ABSTRACT	ix
مستخلص	x
ABSTRAK	xi
TABLE OF CONTENT.....	XII
CHAPTER I INTRODUCTION.....	1
A. Background of the Study.....	1
B. Research Question.....	4
C. Significance of the Study	4
D. Scope and Limitation	5
E. Definition of Key Terms	6
CHAPTER II REVIEW OF RELATED LITERATURE	8
A. Pragmatics	8
B. Politeness Theory	10
1. Concept of Face.....	12
2. Social Variables	13
C. Face Threatening Acts (FTA)	16
1. Positive Face Threats	17
2. Negative Face Threats.....	18
D. Types of Politeness Strategies.....	19
1. Bald-on-record Strategy	20
2. Positive Politeness Strategy	21
3. Negative Politeness Strategy.....	22

4. Off-Record Strategy	22
E. Face Management	23
1. Face Enhancement	24
2. FTA Mitigation	25
3. FTA Performance	26
CHAPTER III RESEARCH METHOD	28
A. Research Design.....	28
B. Data and Data Source.....	29
C. Research Instrument.....	30
D. Data Collection.....	31
E. Data Analysis	31
1. Data Condensation	32
2. Data Display	32
3. Conclusion Drawing and Verification	32
F. Coding Criteria.....	33
G. Trustworthiness of the Data	33
CHAPTER IV FINDINGS AND DISCUSSION	35
A. Findings.....	36
1. Bald-on-Record	38
2. Positive Politeness.....	54
3. Negative Politeness	81
4. Off-Record	85
Face Management Functions	98
B. Discussion	100
CHAPTER V CONCLUSION AND SUGGESTION	107
A. CONCLUSION	107
B. SUGGESTION.....	109
REFERENCES.....	111
CURRICULUM VITAE.....	113
APPENDIX.....	114

CHAPTER I

INTRODUCTION

This chapter includes five parts: the background of the study, research question, significance of the study, scope and limitation, and definition of key terms. It gives an overview of the basic elements that support this research, such as the background, the problem being studied, and the purpose and limits of the research. The background section explains the topic, mentions previous related studies, and shows how this research is different.

A. Background of the Study

Communication plays an important role in human life because language is used to express thoughts, emotions, intentions, and information. Individuals develop social relations and accomplish certain communication objectives through communication. However, communication may cause misunderstanding when speakers do not use suitable communication approaches. Individuals should not only take into consideration their words but also the manner in which they communicate so as to preserve healthy social relations (Holmes, 2013).

Language usage in contexts is explained through pragmatics. According to Yule (1996), pragmatics is defined as the study of speaker meaning, contextual meaning, and saying more than is actually said. One aspect of pragmatics is politeness. Politeness refers to a set of linguistic strategies used by speakers to

reduce the impact of Face Threatening Acts (FTAs) and maintain interpersonal relationships. The theory presented by these scholars is based on four key politeness strategies including bald-on-record, positive politeness, negative politeness, and off-record strategies. These politeness strategies have strong connections with the notion of face that refers to the public image that speakers want to preserve when interacting with others.

Other studies have explored politeness strategies in various communicative contexts. Ogiermann (2021) emphasized the importance of indirectness and off-record strategies in maintaining interpersonal harmony. Chen and Lin (2021) found that positive politeness was frequently used to establish solidarity and strengthen relationships in online communication. Batubara (2022) reported that political figures often employed direct language through bald-on-record strategies when discussing political issues and policy achievements. Similarly, Ayuningrum et al. (2023) found that positive politeness strategies were commonly used to create a cooperative atmosphere and maintain positive interactions among participants. Arribath (2023) further demonstrated that politicians frequently use positive politeness to gain audience approval and build a favorable public image. In addition, Fafiyebi (2023) revealed that political speakers often combine politeness strategies with face-threatening acts in order to persuade audiences and strengthen their arguments.

Recent studies have continued to examine politeness strategies in different contexts. Simangunsong (2024) found that political leaders frequently employed direct and indirect politeness strategies depending on their communicative

objectives. Noreewec (2024) reported that negative politeness was commonly utilized in parliamentary discourse to balance authority and interpersonal relationships. Rajik (2025) found that public figures often employed multiple politeness strategies simultaneously to achieve different communicative goals in formal speeches. Likewise, Silitonga et al. (2025) found that speakers strategically selected politeness strategies according to audience characteristics and situational context. These studies indicate that politeness strategies play an important role in shaping communication across various settings. However, most previous studies focused on political debates, parliamentary discourse, online communication, classroom interaction, and public communication, while limited attention has been given to political speeches delivered in international investment forums. Furthermore, previous studies mainly concentrated on identifying politeness strategies, whereas relatively few studies have specifically examined how those strategies function in face management.

Although previous studies have examined politeness strategies in various communicative contexts, several limitations remain. Studies conducted by Ogiermann (2021), Chen and Lin (2021), Ayuningrum et al. (2023), and Simangunsong (2024) primarily focused on identifying the types of politeness strategies employed by speakers. Meanwhile, studies by Batubara (2022), Fafiyebi (2023), and Noreewec (2024) mainly investigated political discourse, parliamentary communication, and public interactions. However, limited attention has been given to political speeches delivered in international investment forums, particularly speeches involving diplomatic, political, and economic audiences simultaneously.

Furthermore, previous studies rarely examined the relationship between politeness strategies and face management functions. Therefore, the present study attempts to address these gaps by analyzing both politeness strategies and face management in Donald Trump's speech at the Saudi Investment Forum 2025.

B. Research Question

Based on the background of the study presented above, the researcher formulates the following research questions:

- 1) What types of politeness strategies are employed by Donald Trump in his speech at the Saudi Investment Forum 2025?
- 2) How do Donald Trump's politeness strategies function in managing face, including face enhancement, FTA mitigation, and FTA performance, in the context of the Saudi Investment Forum 2025?

C. Significance of the Study

By Theoretically, this study is expected to contribute to the development of pragmatic studies, particularly those concerning Brown and Levinson's (1987) politeness theory and face management in political discourse. The findings of this study are expected to enrich the existing literature on how politeness strategies are employed by political leaders in formal speeches and how these strategies function in managing face during communication. In addition, this study may provide further insights into the relationship between politeness strategies and face management in political contexts.

Practically, it will be quite helpful for all the students, researchers, and the readers who are concerned about the study of pragmatics, political discourse, and politeness studies. In addition to that, the results of the research can also be helpful for readers as they will get knowledge about the use of politeness strategies by the political speakers for the achievement of their objectives. Moreover, this study will work as a guide for the further researchers who wish to conduct research on politeness strategies and face management in different communication situations.

D. Scope and Limitation

This study focuses on analyzing the politeness strategies employed by Donald Trump in his speech at the Saudi Investment Forum. The analysis is limited to identifying and classifying the types of politeness strategies based on Brown and Levinson's (1987) theory, namely bald-on-record, positive politeness, negative politeness, and off-record strategies. In addition, this study investigates how these politeness strategies function in face management during the speech.

The research is not concerned with other elements of discourse such as ideology, power relations, persuasion, and critical discourse analysis since the main emphasis is on politeness strategies and face management. According to Yule (1996), politeness is associated with how speakers maintain their social relations through language. The data used for this research is only one speech delivered by Donald Trump in Saudi Investment Forum. Thus, the results of this research cannot be applied to all political speeches or any other forms of communication.

E. Definition of Key Terms

The researcher provides several key terms and their definitions in order to avoid misunderstanding and to clarify the concepts used in this study:

1. Politeness Strategies: refer to linguistic strategies employed by speakers to maintain social relationships and minimize Face-Threatening Acts (FTAs) during communication. According to Brown and Levinson (1987), politeness strategies are classified into four main types: bald-on-record, positive politeness, negative politeness, and off-record strategies.
2. Face-Threatening Act (FTA): communicative acts that potentially threaten an individual's positive face or negative face. Brown and Levinson (1987) propose that speakers employ politeness strategies to minimize or avoid such threats during interaction.
3. Face Management: refers to the ways speakers maintain, protect, enhance, or threaten face during communication. In this study, face management includes face enhancement, Face-Threatening Act (FTA) mitigation, and FTA performance in Donald Trump's speech.
4. Political Speech: refers to a formal communicative activity delivered by political figures to convey messages, influence audiences, promote policies, or achieve particular political goals. Political speeches are generally addressed to a broad public audience.
5. Saudi Investment Forum: an international forum that serves as the communicative context of this study, in which Donald Trump delivered his

speech before political leaders, business representatives, and international audiences.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter will provide the theoretical background that forms the basis for this study. Some of the theories that will be covered under pragmatics include politeness theory, face threatening acts, politeness strategies, and face management. The literature on previous research on politeness strategies in different contexts will also be discussed. The theories and literature reviewed will provide the theoretical framework for the analysis of Brown and Levinson's politeness strategies and face management in Trump's speeches.

A. Pragmatics

Pragmatics is a part of study under linguistics that deals with the study of the use of language within context. It differs from semantics in that whereas semantics pays more attention to the actual meanings of words and phrases in language, pragmatics looks into how meaning can be interpreted in various contexts.

According to Yule (1996), pragmatics is related to four important aspects: Speaker Meaning, Contextual Meaning, More Said Than Uttered, and Relative Distance. The first aspect is Speaker Meaning, which is defined as the meaning that a speaker intends to express instead of the meaning expressed in words. The second one is Contextual Meaning, which is the interpretation of the utterance based on the context in which the utterance has been made. Pragmatics shows how people express meanings indirectly by using contextual information.

The study of pragmatics further looks at the connection between language and context. The context is important in deciding on the meaning of an utterance because the same utterance can have varied meaning depending on the context in which it is said. Pragmatics helps one understand context. Yule (1996) indicates that pragmatics helps in examining how the speaker organizes what they need to communicate based on the audience, the time, place, and situation of communication.

Pragmatics has many connections to social dimensions of human communication. According to Holmes (2013), speech is affected by certain social factors like social status, social relations, and communication contexts. Likewise, Leech (2014) notes that besides the meaning issue, pragmatics is focused on rules of effective and polite communication. Thus, pragmatics research often deals with the problem of selection of proper linguistic means for the maintenance of social harmony.

Pragmatics is especially important in the analysis of political speech because politicians often use indirect meanings in order to convince their audience and form their political identity as well as a good image. Political speeches include many persuasive messages and indirect meanings that need pragmatic analysis. Thus, pragmatics can be considered as a good theory for analyzing politeness strategies used by Donald Trump in his speech at the Saudi Investment Forum.

According to the reasons explained above, pragmatics can be regarded as an appropriate theoretical framework for the present research since it helps the

researcher understand the usage of politeness strategies in particular situations and how such strategies work in dealing with face in political discourse.

B. Politeness Theory

The politeness theory is regarded as one of the most important theories of pragmatics due to the fact that it helps us understand how people build social relationships using language. When people communicate, they do not only transmit information but, also try to preserve good social relationships and avoid any conflicts with other people.

According to Brown and Levinson (1987), politeness is defined as those techniques that the speakers use to avoid Face Threatening Acts (FTAs). It allows speakers to communicate their messages taking into account the emotions, expectations, and needs of the interlocutors. The speaker can avoid the conflict and establish a good relationship through the technique of politeness.

The politeness theory by Brown and Levinson is founded on the idea of "*face*," which was first introduced by Goffman (1967). The face according to Brown and Levinson (1987) refers to the public self-image of an individual that each and every person within a society would like to claim. This being the case, people are likely to use politeness techniques to ensure that neither theirs nor other people's face is threatened.

According to Brown and Levinson (1987), politeness is universal because all individuals have face wants that should be respected in the process of communication. The manifestation of politeness will different from one situation to

another. Holmes (2013) suggests that politeness is determined by social relations, social status, and communicative situations. According to Leech (2014), politeness serves as a tool for the maintenance of social balance and effective communication. Politeness cannot be treated only as a linguistic concept but also as a social phenomenon.

In addition to the theoretical explanation, previous empirical research also supports the importance of politeness strategies in maintaining interpersonal relationships. Djayanti and Wahyudi (2015) found that front counter staff frequently employed politeness strategies to establish harmonious interactions with customers. Their findings indicate that appropriate politeness strategies contribute to creating positive communication, reducing potential conflicts, and maintaining mutual respect between speakers and hearers. This suggests that politeness strategies are applicable not only in everyday service encounters but also in broader communicative contexts.

In political communication, politeness techniques are often used by political leaders as ways to influence people, build solidarity, show respect, and maintain good public images. Politicians carefully choose their words to communicate in order to accomplish certain communicative tasks while at the same time building relationships with their audiences. Thus, politeness theory by Brown and Levinson is extremely relevant to Donald Trump's speech at the Saudi Investment Forum.

1. Concept of Face

Face is regarded as the core element of the politeness theory developed by Brown and Levinson (1987). It is a self-image of the speakers that they want other people to appreciate. In the process of communicating, speakers normally try to keep their faces as well as those of other people in order to keep harmonious relations between them. The politeness theory identifies two main types of face, including positive face and negative face. They affect the linguistic behavior of speakers.

a. Positive Face

Positive face is defined as the need for the individual to be loved, approved, appreciated, and accepted by others. People usually believe that their opinions, values, and needs are appreciated by members of the society. That is why the speakers usually use the linguistic techniques that show friendliness, approval, appreciation, or solidarity to fulfill the interlocutor's positive face.

According to Brown and Levinson (1987), positive face shows that the individual has a need to belong to society. For instance, appreciation, compliments, agreement, and praising statements can be used to meet the positive face of the interlocutor. A positive face is often achieved in political speeches through the techniques of gratefulness, complimenting, and solidarity.

b. Negative Face

The concept of negative face is the need for people to have freedom from others' constraints. Every individual expects his/her freedom from constraints

and right to choose to be honored while interacting. According to Brown and Levinson (1987), the use of politeness strategies to reduce the imposition of one's freedom on the other party and honor the negative face of the other party is a common occurrence. Requests, commands, suggestions, and criticism pose a threat to negative face.

In political communication, speakers can use the negative politeness strategies to show respect to the audience, political partners, or foreign leaders, while at the same time minimizing possible face threats. Indirect speech, hedges, apologizing, and using formal language are ways of achieving this.

2. Social Variables

The choice of politeness strategies is affected by many social factors, according to Brown and Levinson (1987). Three social factors affect the weightiness of an FTA, namely the degree of social distance, the power of the speaker compared to the hearer, and the level of imposition of the act. As the severity of the possible threat to face increases, so does the politeness of the speaker.

a. Social Distance (D)

The social distance is determined by the intimacy between the speaker and listener. Social distance plays a very significant role in determining the degree of politeness in communication as mentioned by Brown and Levinson (1987). Where there is a close relationship between the speaker and the listener, the speaker may use informal and more direct speech. Conversely, where there is a distant relationship between the two, formal and indirect speech prevails.

Social distance can be influenced by various factors, including friendship, family relationships, professional relationships, and frequency of interaction. Holmes (2013) states that people generally adjust their language according to the social relationship they have with their interlocutors. For instance, close friends may use informal expressions and direct language, whereas individuals who have just met may prefer more formal and polite expressions.

There is normally social distance between political leaders and their audience in political speeches since the connection that is established between them is always formal. For this reason, there are many times when politeness strategies are used by political speakers in order to create social closeness with their audiences.

b. Relative Power (P)

Relative power is defined as the amount of power or social standing that one individual has over the other individual during the process of communication. According to Brown and Levinson (1987), power relationships are known to influence language choices and politeness strategies. People who have high social standing or power tend to communicate directly while those with low social standing tend to communicate in an indirect manner.

Power relations exist in a variety of settings like teacher-student power relations, employer-employee power relations or politician-citizen power relations. According to Holmes (2013), social standing and roles in organizations affect how people interact with each other. This means that the

manager will give orders to his employees while the employees will address the manager respectfully.

In political communication, power relations play a crucial role because political leaders usually hold institutional power. Nonetheless, although political leaders are more powerful, they use politeness tactics for sustaining their popularity, showing respect to others, and creating a favorable impression on their audience.

c. Ranking of Imposition (R)

Ranking of imposition refers to the degree to which a particular act is considered burdensome or intrusive within a specific social context. Brown and Levinson (1987) explain that different communicative acts carry different levels of imposition. The higher the level of imposition, the greater the need for politeness strategies.

Actions like ordering, requesting, criticizing, or asking for favors can be imposing on the listener's freedom, and thus require more politeness. On the other hand, actions which involve little imposition normally require less politeness to be expressed. The degree of imposition can differ according to culture, situation, and relationship between people.

For example, borrowing a small amount of money from a close friend may be considered a low imposition, whereas requesting a large sum of money from a stranger may be considered a high imposition. Consequently, speakers tend

to employ more elaborate politeness strategies when performing highly imposing acts.

In political speeches, speakers frequently address sensitive issues, propose policies, or persuade audiences to support particular actions. Such communicative acts may involve a considerable degree of imposition. Therefore, political leaders often employ various politeness strategies to minimize potential face threats and gain audience acceptance.

Based on the explanations above, social distance, relative power, and ranking of imposition play significant roles in determining the choice of politeness strategies. These social variables provide a useful framework for understanding how Donald Trump employs politeness strategies and manages face in his speech at the Saudi Investment Forum.

C. Face Threatening Acts (FTA)

Face-Threatening Acts (FTAs) is one of the fundamental ideas presented by Brown and Levinson (1987) within the politeness theory framework. FTAs are those acts of communication that can endanger the "*face*" of either the speaker or listener while communicating. In general, people like to preserve their image in front of others, and some acts can be threatening for their self-image.

Brown and Levinson (1987) argue that almost every communicative act has the potential to threaten face. Acts such as requests, commands, criticisms, disagreements, and refusals may threaten either positive face or negative face.

Consequently, speakers need to consider the possible effects of their utterances on the interlocutor before performing a particular speech act.

According to Yule (1996), politeness is highly correlated with the concept of being aware of other people's faces. When communicating, most people strive to achieve social harmony through choosing proper linguistic utterances that will not threaten other people's faces. Thus, knowledge about FTAs is important when studying politeness strategies.

In addition to the above, the seriousness of FTA depends on several social variables such as social distance, relative power, and ranking of imposition (Brown & Levinson, 1987). In situations where the threat posed by the communicative behavior is high, individuals adopt more indirect and polite approaches. However, in cases where the threat posed is relatively low, they adopt more direct statements.

1. Positive Face Threats

Positive face threats are actions that have the potential to affect negatively an individual's need for respect, acceptance, approval, and liking by other people. They are usually disapproving, disagreeing, or indifferent actions towards the interlocutor. Because people normally want to maintain their positive image in society, there is a possibility that threats to positive face may make the person feel embarrassed, rejected, or disappointed.

According to Brown and Levinson (1987), some actions can be considered as threats to positive face, such as criticism, disagreements, accusations, complaining, insulting, interrupting, and disapproving. When a speaker makes open criticism on

what the other person says, his positive face will definitely be threatened. The following utterance illustrates a positive face threat:

"Your proposal is unrealistic and cannot be implemented."

The utterance above threatens the positive side of the person being talked to because it questions their point of view and, in doing so, reduces their sense of being valued and appreciated.

In political communication, a positive face threat happens quite commonly where politicians question the opposing party, negate policies, or disagree with some point of view. As a result, politicians use politeness strategies while delivering their messages.

2. Negative Face Threats

Negative face threats are communicative acts that potentially interfere with an individual's freedom of action or personal autonomy. Since every individual generally expects to act without being imposed upon, certain speech acts may threaten negative face by restricting the hearer's freedom or creating obligations.

Brown and Levinson (1987) explain that requests, commands, suggestions, warnings, reminders, and advice are common examples of acts that threaten negative face. These acts may place pressure on the hearer because they require the hearer to perform or avoid certain actions. The following utterance illustrates a negative face threat:

"You must submit the report by tomorrow."

This utterance threatens the hearer's negative face because it imposes an obligation and limits the hearer's freedom of action.

To minimize threats to negative face, speakers frequently employ politeness strategies such as hedging, indirectness, apologies, or formal expressions. For instance, instead of saying "*Open the window*," a speaker may say, "*Could you possibly open the window?*" The latter expression sounds more polite because it reduces the degree of imposition.

In political speeches, negative face threats may appear when political leaders urge audiences to support policies, follow regulations, or take particular actions. Consequently, politicians often use various politeness strategies to reduce imposition and encourage audience acceptance.

Based on the explanations above, FTAs play an essential role in Brown and Levinson's politeness theory because they explain why speakers choose particular politeness strategies during communication. Understanding FTAs enables researchers to analyze how Donald Trump manages face and minimizes potential face threats in his speech at the Saudi Investment Forum.

D. Types of Politeness Strategies

Brown and Levinson (1987) propose four major politeness strategies that speakers may employ to minimize Face-Threatening Acts (FTAs) during communication. The choice of a particular strategy depends on several factors, including social distance, relative power, and the degree of imposition. These

strategies are bald-on-record, positive politeness, negative politeness, and off-record. Each strategy reflects different levels of concern for the interlocutor's face.

1. Bald-on-record Strategy

Bald-on-record strategy is the most direct politeness strategy. In this strategy, speakers express their intentions clearly, directly, and unambiguously without making significant efforts to minimize the threat to the hearer's face. According to Brown and Levinson (1987), bald-on-record strategies are typically employed when efficiency and clarity are more important than politeness.

Speakers usually employ bald-on-record strategies in situations where there is urgency, close social relationships, or when misunderstandings must be avoided. This strategy is commonly found in emergency situations, military commands, warnings, or interactions between individuals who have a close relationship.

Brown and Levinson (1987) identify several circumstances in which bald-on-record strategies are frequently used, such as: Cases of urgency or emergency, Situations where maximum efficiency is required, Contexts in which the speaker has greater authority, and Interactions between individuals with intimate relationships. The following utterances illustrate bald-on-record strategy:

"Close the door."

"Sit down."

"Be careful!"

These utterances are termed bald-on-record since the speaker delivers the message in its plain form without using any devices that could make it more subtle. In political speeches, bald-on-record strategies can be used by political leaders who

give direct instructions, stress their message, and make commitments to certain policies.

2. Positive Politeness Strategy

The positive politeness strategy is directed towards the positive face of the listener. The goal of this approach is to fulfill the desire of the listener to be valued and accepted by other people. Brown and Levinson (1987) note that positive politeness is applied to build solidarity, close the social distance, and make the speaker and listener closer.

In using positive politeness strategy, speakers prove their friendly attitude and mutual respect for each other. With the help of this strategy, speakers try to convey the message that they both are from one social community.

Brown and Levinson (1987) propose several sub-strategies of positive politeness, including: Noticing and attending to the hearer's interests, wants, or needs, Exaggerating approval or sympathy, Intensifying interest to the hearer, Using in-group identity markers, Seeking agreement, Avoiding disagreement, Including both speaker and hearer in an activity, Giving reasons, and Giving; gifts, praise, sympathy, or appreciation. Examples of positive politeness include:

"You have done a great job. I really appreciate your effort."

"We can solve this problem together."

"My friends, we are all working toward the same goal."

Such utterances try to keep solidarity and ensure positive relations with other people. When giving political speeches, positive politeness strategies are often employed by politicians in order to build solidarity and good images.

3. Negative Politeness Strategy

Negative politeness strategy is meant for the hearer's negative face; it is the need of acting free from any kind of interferences and imposition. According to Brown and Levinson (1987), negative politeness attempts to reduce the burden of the imposition placed on the hearer, and shows the hearer respect as an autonomous being. The concept of negative politeness is usually linked to the notion of formality and social distance.

Brown and Levinson (1987) identify several sub-strategies of negative politeness, such as: being conventionally indirect, using hedges or questions, being pessimistic, minimizing the imposition, giving deference, apologizing, impersonalizing the speaker and hearer, and Stating the FTA as a general rule. Examples of negative politeness include:

"Could you possibly open the window?"

"I am sorry to bother you, but I would like to ask for your assistance."

"If you do not mind, I would like to make a suggestion."

Such utterances avoid impoliteness and show politeness towards the listener. In politics, negative politeness is usually used when one wants to express politeness to an audience, to a political associate, or even to a foreign leader.

4. Off-Record Strategy

Strategic off-record is the least direct politeness strategy according to Brown and Levinson (1987). Here, speakers do not say what they want to mean directly. Speakers give indirect hints to listeners so that they may understand what the speaker wants to convey.

Through off-record strategies, speakers can avoid direct responsibility for the intended message because the meaning remains open to interpretation. Consequently, off-record strategies are often employed to avoid conflict or reduce the risk of threatening the hearer's face.

Brown and Levinson (1987) propose several off-record sub-strategies, including: Giving hints, Giving association clues, Presupposing, Understating, Overstating, Using metaphors, Using rhetorical questions, Being ironic, and Being vague or ambiguous. Examples of off-record strategy include:

"It is a bit cold in here."

"Some people never arrive on time."

"I wonder if anyone could help me."

The first example indirectly suggests that someone should close the window without explicitly requesting it. In political speeches, off-record strategies may be used to convey criticism, suggestions, or sensitive messages indirectly in order to avoid controversy and maintain positive public images.

Based on the explanations above, Brown and Levinson's four politeness strategies provide a comprehensive framework for analyzing how speakers manage interpersonal relationships and minimize face threats during communication. Therefore, these strategies serve as the primary analytical framework in the present study.

E. Face Management

Face management is an essential aspect of pragmatics, through which people manage, maintain, defend, or negotiate their public image in terms of interaction.

Face management concept comes from the face concept by Brown and Levinson (1987), where it is pointed out that people usually want to save their face as well as the face of other people in their interaction. In communicative processes, people use various language techniques in order to avoid conflicts and keep social harmony.

According to Kádár and Haugh (2013), face management refers to the process through which speakers manage interpersonal relationships by attending to issues of face during communication. Face management does not merely involve protecting face from threats but also includes enhancing, maintaining, challenging, or negotiating face depending on the communicative context. Therefore, face management is considered a dynamic process that continuously occurs during interaction.

Face management is an important concept in political communication because political leaders tend to communicate with different kinds of audiences at the same time as they try to project positive images of themselves. In other words, face management analysis allows one to examine how politicians use language to develop interpersonal relationships.

1. Face Enhancement

Face enhancement can be defined as communicative acts aimed at improving, reinforcing or supporting one's self-image as a speaker. As noted by Kádár and Haugh (2013), speakers use different linguistic acts in order to enhance their own

face or somebody else's face. These acts normally involve praise, compliments, appreciation, gratitude, encouragement, and solidarity.

Face enhancement is usually used in order to build good interpersonal relationships and increase social solidarity. Through face enhancement, speakers can create a positive environment for the development of cooperation. The following utterances illustrate face enhancement:

"Your contribution has been truly remarkable."

"We greatly appreciate your continued support."

These utterances function to enhance the hearer's positive face because they express appreciation and recognition.

In political speeches, face enhancement is frequently used to praise audiences, acknowledge achievements, express gratitude, or strengthen diplomatic relationships. Through face enhancement, political leaders may establish positive impressions and increase audience support.

2. FTA Mitigation

FTA mitigation refers to communicative efforts undertaken by speakers to reduce or soften the potential threat posed by Face-Threatening Acts. Since certain speech acts may threaten the hearer's positive or negative face, speakers often employ mitigating devices to minimize possible negative effects.

Brown and Levinson (1987) explain that politeness strategies function primarily as mechanisms for mitigating FTAs. Speakers may utilize indirectness, hedges,

apologies, formal expressions, or expressions of respect to reduce the severity of face threats. Examples of FTA mitigation include:

"I am sorry to interrupt, but I would like to add something."

"Could you possibly consider this proposal?"

These utterances soften the potential threat by employing apologies and indirect expressions.

In political discourse, FTA mitigation is particularly important because political leaders frequently discuss sensitive issues that may potentially threaten the audience's face. Therefore, mitigation strategies are often employed to maintain social harmony and avoid conflict.

3. FTA Performance

FTA performance refers to situations in which speakers intentionally or necessarily perform acts that threaten either their own face or the face of others. According to Brown and Levinson (1987), some communicative situations require speakers to perform FTAs despite the potential risks involved.

Examples of FTA performance include criticism, disagreement, warnings, commands, accusations, and refusals. Although these acts may threaten face, speakers may still perform them in order to achieve particular communicative goals. The following examples illustrate FTA performance:

"Your policy has failed to address the actual problem."

"We must take immediate action."

The first statement violates the hearer's positive face since it involves criticism, while the second statement might violate the hearer's negative face since it imposes a requirement on him.

FTAs can be found in political speeches where political figures criticize opposition, deny particular policies, or ask people to take up certain actions. This is essential for achieving persuasion and political goals.

Based on the explanations above, face management provides an important framework for understanding how speakers maintain, enhance, mitigate, or threaten face during communication. Therefore, face management theory is highly relevant to the present study because it enables the researcher to examine not only the types of politeness strategies employed by Donald Trump but also how these strategies function in managing face during his speech at the Saudi Investment Forum.

CHAPTER III

RESEARCH METHOD

This chapter presents the methodology employed in conducting the study. It discusses the research approach, data and data source, research instrument, data collection procedures, data analysis procedures, and trustworthiness of the data. The purpose of this chapter is to provide a clear explanation of the procedures used in investigating politeness strategies and face management in Donald Trump's speech at the Saudi Investment Forum.

A. Research Design

This Qualitative method was used in this study. As per Creswell and Poth (2018), qualitative research is a methodology that is used to study or understand the meaning that people or groups place on social or human problems. Qualitative research focuses on understanding the interpretation of meanings obtained through text or visual sources of data.

The qualitative approach was considered appropriate for this study because the researcher aimed to investigate the politeness strategies and face management employed by Donald Trump in his speech at the Saudi Investment Forum. Since the data consisted of utterances in the form of words, phrases, clauses, and sentences rather than statistical data, qualitative research enabled the researcher to interpret the meanings embedded in the speech comprehensively.

Furthermore, this study applied pragmatic analysis as the analytical approach. Pragmatic analysis was employed because the study focused on language use in relation to its context. According to Yule (1996), pragmatics is concerned with the interpretation of meaning as communicated by speakers and interpreted by listeners. Through pragmatic analysis, the researcher was able to identify the types of politeness strategies proposed by Brown and Levinson (1987) and examine how those strategies functioned in managing face during communication.

B. Data and Data Source

The data of this study consisted of utterances containing politeness strategies in Donald Trump's speech at the Saudi Investment Forum. The data included words, phrases, clauses, sentences, and speech extracts that reflected politeness strategies and face management.

The primary data source of this study was Donald Trump's speech entitled *"President Trump Delivers Remarks at the U.S.-Saudi Investment Forum"* uploaded by CNBC Television on YouTube on May 13, 2025. The video has a duration of approximately 1 hour and 4 minutes. The researcher selected this speech because it represents a formal political speech delivered in an international forum involving political leaders, business representatives, and global audiences.

The researcher used the YouTube-generated transcript and manually rechecked the transcript by repeatedly watching the video to ensure the accuracy of the utterances used as research data. The video can be accessed through the official

CNBC Television YouTube channel or the video can be accessed through https://www.youtube.com/live/Dgmt8_A-7c0?si=JDHpr4XunjfGXBnY.

Since the focus of this study was limited to politeness strategies and face management, only utterances relevant to Brown and Levinson's (1987) politeness strategies and Kádár and Haugh's (2013) concept of face management were selected and analyzed.

C. Research Instrument

In qualitative research, the researcher serves as the primary research instrument. Creswell and Poth (2018) state that qualitative researchers collect, interpret, and analyze data directly. Therefore, the researcher was responsible for identifying, classifying, interpreting, and analyzing the data.

The researcher identified utterances containing politeness strategies and classified them according to Brown and Levinson's (1987) politeness theory. In addition, the researcher analyzed how these strategies functioned in managing face based on Kádár and Haugh's (2013) concept of face management.

Another instrument employed in this study was a data classification table. The table was used to organize, classify, and code the data systematically according to the categories of politeness strategies and face management. The use of classification tables facilitated the identification of recurring patterns and ensured consistency during the analysis process.

D. Data Collection

The data in this study were collected through documentation technique. According to Creswell and Poth (2018), documents and audiovisual materials constitute important sources of qualitative data.

The procedures of data collection were conducted as follows:

1. Downloading and watching Donald Trump's speech at the Saudi Investment Forum from the CNBC Television YouTube channel.
2. Reading and examining the speech transcript carefully.
3. Watching the speech repeatedly to understand the communicative context, including the formal setting of the forum and the relationship between the speaker and the audience.
4. Rechecking the transcript by comparing it with the original video to ensure the accuracy of the data.
5. Identifying utterances containing politeness strategies and face management.
6. Underlining and coding the identified utterances.
7. Classifying the data based on Brown and Levinson's (1987) politeness strategies and Kádár and Haugh's (2013) concept of face management.

E. Data Analysis

The data in this study were analyzed using the interactive model proposed by Miles, Huberman, and Saldaña (2014). The analysis consisted of three stages: data condensation, data display, and conclusion drawing and verification.

1. Data Condensation

Data condensation refers to the process of selecting, focusing, simplifying, and transforming the raw data obtained from the speech. In this stage, the researcher selected utterances containing politeness strategies and face management while excluding utterances that were not relevant to the research objectives.

Each utterance was treated as one unit of analysis. One datum was defined as a single pragmatic utterance containing one dominant politeness strategy. A datum could consist of a word, phrase, sentence, or speech extract as long as it performed one primary communicative function.

2. Data Display

After the data had been condensed, the researcher organized and presented the findings in the form of tables and descriptive explanations. The data were classified into four categories of politeness strategies proposed by Brown and Levinson (1987), namely bald-on-record, positive politeness, negative politeness, and off-record. The researcher also categorized the data according to their functions in face management, namely face enhancement, FTA mitigation, and FTA performance.

3. Conclusion Drawing and Verification

In the last step, the researcher made interpretation of the results obtained by identifying patterns and made conclusions. Interpretation of the findings was done using politeness theory by Brown and Levinson (1987) and face management approach by Kádár and Haugh (2013). The conclusions were continuously verified

throughout the analysis process to ensure consistency, credibility, and accuracy of interpretation.

F. Coding Criteria

To ensure consistency during the coding process, the researcher established coding criteria based on Brown and Levinson's (1987) politeness theory.

Strategy Type	Code
Bald-on-record	BL
Positive Politeness	POS
Negative Politeness	NEG
Off-Record	OR

When an utterance potentially reflected more than one politeness strategy, the researcher classified the utterance according to its dominant communicative function within the context.

To address the examiner's suggestion during the thesis defense, each utterance was categorized into only one dominant politeness strategy. The dominant strategy was determined based on the primary communicative purpose of the utterance rather than on the presence of multiple linguistic indicators.

G. Trustworthiness of the Data

To ensure the trustworthiness of the findings, the researcher employed theory triangulation. Creswell and Poth (2018) explain that triangulation is used to increase the credibility and consistency of qualitative findings.

In this study, theory triangulation was conducted by interpreting the data using two theoretical frameworks, namely Brown and Levinson's (1987) politeness theory and Kádár and Haugh's (2013) concept of face management.

The researcher also repeatedly reviewed the transcript, rechecked the coding process, and discussed several findings during consultation sessions with the thesis advisor to minimize subjective interpretation and ensure analytical consistency.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the findings and discussion of the study concerning the use of politeness strategies and face management functions in Donald Trump's speech at the Saudi Investment Forum 2025. The analysis is based on Brown and Levinson's (1987) politeness theory, which classifies politeness strategies into four major categories: Bald-on-record, Positive Politeness, Negative Politeness, and Off-Record strategies.

The data were collected from the official transcript of Donald Trump's speech delivered at the Saudi Investment Forum 2025. Each utterance was carefully identified, coded, and analyzed according to its linguistic characteristics and communicative purposes. In addition to identifying the types of politeness strategies, the researcher also examined how those strategies functioned in managing face through Face Enhancement, Face Threatening Act (FTA) Performance, and FTA Mitigation.

This chapter is divided into two main sections. The first section presents the findings of the study, including the frequency and distribution of politeness strategies found in the speech as well as representative examples from each category. The second section discusses the findings by comparing them with previous studies and interpreting them within the framework of Brown and Levinson's politeness theory.

A. Findings

This section presents the findings obtained from the analysis of Donald Trump's speech at the Saudi Investment Forum 2025. Based on the analysis, a total of 62 utterances containing politeness strategies were identified. The utterances were classified into four categories of politeness strategies proposed by Brown and Levinson (1987), namely Bald-on-record, Positive Politeness, Negative Politeness, and Off-Record strategies.

Each utterance was analyzed according to its communicative function and contextual meaning. The findings aim to answer the first research question regarding the types of politeness strategies employed by Donald Trump in the speech and the second research question regarding how those strategies function in managing face.

To provide a clearer overview of the findings, the distribution of politeness strategies is presented in Table 4.1.

No	Strategy Type	Code	Frequency	Percentage
1	Positive Politeness	POS	29	46.77%
2	Bald-on-record	BL	16	25.81%
3	Off-Record	OR	13	20.97%
4	Negative Politeness	NEG	4	6.45%
Total			62	100%

According to Table 4.1, there were four types of politeness strategies developed by Brown and Levinson (1987), which appeared in the speech of Donald Trump during the Saudi Investment Forum 2025. Overall, 62 utterances with politeness strategies were found. It can be seen that the most common politeness strategy is

Positive Politeness, followed by Bald-on-record, Off-Record, and Negative Politeness strategies.

The category Positive Politeness was identified in 29 cases or 46.77% of all the data obtained. The findings clearly show that Donald Trump tried hard to create a positive atmosphere by establishing solidarity, showing his appreciation, expressing his admiration, and building positive relations with the audience. It should be noted that most of these instances are addressed to Saudi rulers, investors, businessmen, and participants of the forum.

The second most frequently used strategy was Bald-on-record, which appeared 16 times or 25.81% of the total data. This strategy was mainly employed when Trump delivered direct assertions, criticisms, declarations, self-praise, and statements regarding political and economic achievements. The use of direct language reflects Trump's tendency to communicate messages clearly and explicitly without attempting to minimize their impact on the target audience.

Off-Record strategy was found in 13 utterances or 20.97% of the total data. Through this strategy, Trump often expressed criticism indirectly by using implications, vague references, contrasts, and irony. These utterances required the audience to infer the intended meaning rather than receiving it directly. Off-Record strategies were mainly directed toward critics, previous political approaches, and groups indirectly mentioned during the speech.

Meanwhile, Negative Politeness was the least frequently used strategy, appearing only 4 times or 6.45% of the total data. This strategy was identified

through the use of hedging, cautious commitments, tentative statements, and reassurance. The low frequency of Negative Politeness indicates that minimizing imposition was not a major communicative objective in the speech.

Generally, these results indicate that Positive Politeness was the predominant politeness strategy used by Donald Trump in the Saudi Investment Forum 2025. These results indicate that the main focus of this speech is to improve interpersonal relations, cooperation, to show gratitude, and create positive atmosphere between the speaker and the audience. The use of Positive Politeness is justified since this speech takes place in the setting of diplomacy and investments.

1. Bald-on-Record

The Bald-on-record strategy refers to a strategy in which speakers express their intentions directly, clearly, and unambiguously without attempting to minimize the impact of the utterance on the hearer (Brown & Levinson, 1987). This strategy is commonly used when the speaker prioritizes efficiency and clarity over politeness. In Donald Trump's speech, Bald-on-record strategies were frequently employed to express criticism, declarations, self-praise, and political assertions. The following datum illustrate the use of Bald-on-record strategy in the speech.

Datum 1 (BL-01)

"You didn't have a good relationship with Barack Hussein Obama. You didn't have a good relationship with sleepy Joe Biden. We took the dark cloud away from your country and brought tremendous opportunities back."

Trump delivered this statement while discussing the relationship between the United States and Saudi Arabia. He compared his administration with the

previous U.S. administrations under Barack Obama and Joe Biden to convince the audience that the relationship between the two countries became stronger during his presidency. By mentioning the two former presidents, Trump emphasized that his administration was more successful in building political and economic cooperation with Saudi Arabia. This comparison also allowed him to highlight his own achievements while criticizing the performance of previous leaders.

This utterance is categorized as a Bald-on-Record strategy because Trump expresses his criticism directly without trying to soften his words. The repeated statement, "*You didn't have a good relationship,*" clearly evaluates the diplomatic performance of Barack Obama and Joe Biden. Moreover, the expression "*sleepy Joe Biden,*" which is one of Trump's well-known political nicknames, adds a stronger negative evaluation toward Biden's leadership. Rather than implying his criticism indirectly, Trump openly presents his opinion so that the audience immediately understands the message he intends to convey.

The face management function in this utterance is FTA Performance because Trump's statement directly attacks the positive face of Barack Obama and Joe Biden. By describing them as leaders who failed to maintain good relations with Saudi Arabia, Trump challenges their reputation and competence in front of an international audience. At the same time, he strengthens the image of his own administration by presenting it as more capable of developing diplomatic cooperation. Therefore, the target face in this utterance is Barack Obama and Joe Biden, whose public image is negatively evaluated through the speaker's direct criticism.

Datum 2 (BL-02)

"There was a country called Iran with a nuclear capability, and we obliterated that very quickly, very strongly, and very powerfully."

This utterance was delivered when Trump talked about the foreign policy of the United States, especially regarding security issues in the Middle East. In this part of the speech, he referred to Iran's nuclear capability and claimed that his administration had successfully eliminated the threat. Trump used this statement to emphasize that his government was willing to take firm action to protect national security and maintain stability in the region. By mentioning this issue, he also tried to convince the audience that strong leadership is necessary when dealing with international conflicts.

This utterance is categorized as a Bald-on-Record strategy because Trump expresses his message in a direct and straightforward way. He does not use indirect expressions or soften the impact of his statement. The verb "*obliterated*" is a very strong word that shows complete destruction, while the adverbs "*quickly*," "*strongly*," and "*powerfully*" reinforce the certainty of his claim. These word choices make the statement clear and leave little opportunity for the audience to interpret it differently. Instead of reducing the impact of the message, Trump deliberately emphasizes the strength of his administration's military action.

The face management function in this utterance is FTA Performance because the statement damages the positive face of Iran. By claiming that Iran's nuclear capability had been completely destroyed, Trump presents Iran as a weaker country that failed to maintain its military strength. At the same time, he strengthens

the image of the United States as a powerful nation that is capable of responding decisively to security threats. Therefore, the target face in this utterance is Iran, whose national image and political strength are negatively portrayed before the international audience.

Datum 3 (BL-03)

"Every leader is saying that the United States is the hottest country anywhere in the world, and we're going to keep it that way too."

Trump discussed the economic condition of the United States after returning to office. He explained that many international leaders viewed the United States as an attractive destination for investment and business. This statement was delivered before an audience consisting of political leaders, investors, and business representatives, making it relevant to highlight America's economic competitiveness. Through this statement, Trump attempted to build confidence among the audience that the United States had regained its position as one of the world's strongest economies.

This utterance is categorized as a Bald-on-Record strategy because Trump presents his opinion directly without hesitation. He confidently states that *"every leader"* recognizes the United States as *"the hottest country anywhere in the world."* The statement is expressed as a fact rather than a personal opinion, showing Trump's confidence in the country's current economic condition. Furthermore, the sentence *"We're going to keep it that way too"* demonstrates a direct commitment to maintaining that positive condition in the future.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive image of the United States. Rather than criticizing another person or country, he emphasizes America's economic success and international reputation. This statement is intended to increase the audience's confidence in the United States as a reliable economic partner and investment destination. Therefore, the target face in this utterance is the United States, whose prestige and credibility are positively reinforced.

Datum 4 (BL-04)

"We've done things that nobody thought were possible. We've become a very wealthy country, and our economy is stronger than ever before."

This Trump delivered this statement while explaining the achievements of his administration in improving the American economy. Throughout this section of the speech, he repeatedly highlighted economic growth, increasing investment, and national prosperity as evidence of successful government policies. By stating that the country had achieved things that many people believed were impossible, Trump attempted to convince the audience that his leadership had produced significant progress within a relatively short period.

This utterance is categorized as a Bald-on-Record strategy because Trump directly praises the achievements of his administration without using any indirect expressions. The sentence *"We've done things that nobody thought were possible"* is a clear claim of success, while *"We've become a very wealthy country"* further strengthens the positive evaluation of his government's performance. These

statements are delivered confidently and explicitly, allowing the audience to immediately understand the message that Trump wants to convey.

The face management function in this utterance is Face Enhancement because the statement promotes the positive image of both the United States and Donald Trump's administration. Instead of threatening another person's face, Trump uses this statement to highlight national success and economic prosperity. By emphasizing these achievements, he seeks to strengthen public confidence in his leadership and reinforce America's reputation as a prosperous country. Therefore, the primary target face in this utterance is the United States, while Trump's administration also benefits from the positive image created through this statement.

Datum 5 (BL-05)

"I love the Fed job. To me, it's the easiest job in the world, yet somehow they still manage to get it wrong."

Trump delivered this statement while discussing the economic performance of the United States and criticizing the Federal Reserve's monetary policy. The term "the Fed" refers to the Federal Reserve System, the central banking system of the United States, which is responsible for regulating interest rates and maintaining economic stability. At that time, Trump argued that the Federal Reserve should have lowered interest rates more quickly to support economic growth. Instead, he suggested that the institution had failed to make the right decisions despite having an important responsibility.

This utterance is categorized as a Bald-on-Record strategy because Trump openly criticizes the Federal Reserve without attempting to soften his words.

Although the statement begins with *"I love the Fed job,"* the following expression, *"it's the easiest job in the world,"* is used sarcastically to suggest that the Federal Reserve has no excuse for making poor decisions. Rather than expressing appreciation, Trump uses irony to ridicule the institution and emphasize his dissatisfaction with its performance.

The face management function in this utterance is FTA Performance because the statement directly threatens the positive face of the Federal Reserve Chairman by questioning his competence and professional ability. Trump's criticism suggests that the Chairman has failed to perform a job that he considers relatively simple. As a result, the utterance damages the target's public image and presents him as an ineffective leader in managing the country's monetary policy.

Datum 6 (BL-06)

"The current guy gives everybody the wrong information because he has no clue what he's doing."

This statement was delivered when Trump continued criticizing the leadership of the Federal Reserve. Instead of mentioning the Chairman's name directly, he referred to him as *"the current guy,"* making it clear that he was talking about the current head of the institution. Trump claimed that the information provided by the Chairman had misled the public and negatively affected economic decisions. Through this criticism, he attempted to convince the audience that poor leadership had become one of the obstacles to economic progress.

This utterance is categorized as a Bald-on-Record strategy because Trump directly attacks the competence of the person he is referring to. The expression *"he*

has no clue" is a strong and explicit criticism that leaves little room for a different interpretation. Instead of providing indirect comments or polite criticism, Trump openly questions the Chairman's knowledge and ability to perform his responsibilities.

The face management function in this utterance is FTA Performance because it directly attacks the positive face of the Federal Reserve Chairman. By stating that he has "no clue," Trump portrays him as incompetent and unreliable in carrying out his duties. This criticism may reduce the audience's trust in the Chairman's professional ability and negatively affect his public reputation.

Datum 7 (BL-07)

"They're spending four billion dollars on renovating a building that should have cost twenty-five million to do, headed by this clown."

Trump made this statement while criticizing the financial management of the Federal Reserve. He argued that the renovation budget for one of the Federal Reserve's buildings was far too expensive and reflected poor leadership within the institution. By highlighting the large difference between the actual and expected costs, Trump attempted to persuade the audience that public money had been managed inefficiently. The criticism became even stronger when he referred to the person responsible as *"this clown."*

This utterance is categorized as a Bald-on-Record strategy because Trump expresses his criticism in an extremely direct and offensive manner. The phrase *"this clown"* is an explicit insult that immediately conveys his negative opinion toward the leader of the institution. Instead of criticizing the policy alone, Trump

also attacks the personal competence of the individual responsible for the project, making the criticism more personal and confrontational.

The face management function in this utterance is FTA Performance because it directly damages the positive face of the Federal Reserve Chairman. The insulting expression questions both his professionalism and his credibility as a leader. As a result, the statement not only criticizes the institution's financial decisions but also harms the public image of the person leading it.

Datum 8 (BL-08)

"The other one that got it the most right was a man named President Donald J. Trump. We got everything right, and because we got it right, our country is thriving."

Trump delivered this statement while reflecting on the policies and achievements of his administration. After discussing several economic and political issues, he contrasted his own leadership with that of previous administrations and argued that his government had made the right decisions. By referring to himself in the third person as *"President Donald J. Trump,"* he emphasized his own role in achieving those successes and reinforced his image as an effective leader.

This utterance is categorized as a Bald-on-Record strategy because Trump openly praises himself without using modest or indirect expressions. The statement *"We got everything right"* is a strong claim that presents his administration as completely successful. Instead of allowing the audience to evaluate his performance independently, Trump directly states his own positive assessment and expresses it with a high level of confidence.

The face management function in this utterance is Face Enhancement because the statement is intended to strengthen the positive image of Donald Trump and his administration. Through this self-praise, Trump attempts to build public confidence in his leadership and persuade the audience that his policies produced successful outcomes. Therefore, the target face in this utterance is Donald Trump, whose public image is enhanced through his own positive evaluation.

Datum 9 (BL-09)

"We just have to keep it going. We'll keep it going, and we'll continue building on the success we've achieved."

Trump delivered this statement after explaining the economic progress that the United States had achieved during his administration. He emphasized that the positive developments in investment, employment, and economic growth should continue in the future. Since the audience consisted of business leaders and investors, this statement was intended to reassure them that the current economic policies would remain consistent and continue supporting business opportunities.

This utterance is categorized as a Bald-on-Record strategy because Trump delivers his commitment in a direct and straightforward manner. The expressions *"We just have to keep it going"* and *"We'll keep it going"* clearly communicate his intention without hesitation or indirect language. Rather than making a vague promise, he confidently assures the audience that his administration will continue its current policies.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive image of the United States by presenting

the country as stable and committed to maintaining economic growth. At the same time, the statement also reinforces confidence in his administration's leadership. Through this commitment, Trump attempts to create a positive impression that the United States remains a reliable destination for international investment.

Datum 10 (BL-10)

"We build the best military equipment in the world by far, and nobody comes close to the quality of what we produce."

Trump made this statement while discussing the strength of the United States in defense and military technology. He highlighted the country's ability to produce advanced military equipment as evidence of national superiority. This statement was intended to convince the audience that the United States remained one of the strongest countries in terms of military capability and technological development.

This utterance is categorized as a Bald-on-Record strategy because Trump directly claims that the United States produces the best military equipment in the world. The phrase *"the best"* represents a strong and explicit evaluation without any attempt to reduce its impact. Instead of presenting this as a personal opinion, Trump states it confidently as a fact, reflecting his direct style of communication.

The face management function in this utterance is Face Enhancement because the statement enhances the positive image of the United States. By emphasizing the country's military superiority, Trump seeks to strengthen national pride and increase the audience's confidence in America's capabilities. Therefore,

the target face in this utterance is the **United States**, whose international reputation is positively reinforced.

Datum 11 (BL-11)

"That's why we do the most business, because people know they are dealing with the best products and the strongest economy."

Trump made this statement while discussing the changing relationship between the United States and its political rivals, particularly Iran. He explained that after experiencing economic pressure and firm policies from his administration, the opposing side was now willing to negotiate. By repeating the sentence *"They want to make a deal,"* Trump emphasized that his administration's approach had successfully changed the political situation and encouraged diplomatic negotiations.

This utterance is categorized as a Bald-on-Record strategy because Trump presents his statement directly and confidently. The repeated expression *"They want to make a deal"* clearly communicates his belief that the opposing side has changed its position. The repetition also functions to strengthen the message and attract the audience's attention, making the statement sound more convincing.

The face management function in this utterance is FTA Performance because the statement indirectly portrays Iran as being forced to negotiate after facing pressure from the United States. Although Trump does not explicitly insult Iran, the statement suggests that Iran is no longer in a strong bargaining position. As a result, the country's positive face is weakened because it is represented as having little choice but to seek an agreement with the United States.

Datum 12 (BL-12)

"And now they want to make a deal. They want to make a deal because they understand the strength and position of the United States."

This utterance is classified as a Bald-on-record strategy because Trump directly states his interpretation of another party's intentions. The statement is delivered clearly and confidently without using hedging expressions such as *"perhaps"* or *"maybe."* By asserting that the other party wants to negotiate because of American strength, Trump communicates his message in a direct and unambiguous manner.

The other reason why this utterance is considered an FTA is that the utterance indirectly shows the opponent as being affected by the power and influence of the United States. On the other hand, this utterance helps in maintaining the image of the United States as a powerful country. Nevertheless, the key communication function of this utterance is the political statement towards the opponent. Hence, the face management function can be said to fall under the category of FTA Performance since this utterance focuses more on the power of the United States while indirectly weakening the position of the opponent. The face of the target in this datum is the Iranian Government.

Datum 13 (BL-13)

"Tariffs have been frankly the best thing that has ever happened to our country, despite all the criticism and predictions of failure."

Trump delivered this statement while discussing the economic policies implemented during his administration. In this section of the speech, he explained that tariff policies had contributed significantly to improving the American

economy by encouraging domestic production, increasing government revenue, and strengthening the country's bargaining position in international trade. Since many business leaders and investors attended the forum, Trump used this statement to convince them that his economic policies had produced positive results for the United States.

This utterance is categorized as a Bald-on-Record strategy because Trump expresses his opinion directly and confidently without using cautious or indirect language. The phrase *"the best thing that's ever happened to our country"* is a strong evaluation that clearly reflects his positive assessment of tariff policies. Instead of presenting evidence or acknowledging different opinions, Trump directly states his conclusion, allowing the audience to immediately understand the message he intends to convey.

The face management function in this utterance is Face Enhancement because Trump uses the statement to strengthen the positive image of the United States. By describing tariffs as one of the country's greatest achievements, he attempts to create confidence in America's economic strength and in the effectiveness of his administration's policies. Therefore, the target face in this utterance is the United States, whose economic reputation is presented positively before the international audience.

Datum 14 (BL-14)

"Everybody said tariffs would never work and that they would destroy the economy, but everyone else was wrong."

Trump made this statement after explaining several economic and political decisions that he believed had proven successful. He referred to critics, political opponents, and experts who had previously questioned his policies. By saying that *"everyone else was wrong,"* Trump attempted to show that his administration had achieved better results than many people had predicted. The statement also reinforces his image as a leader who remained confident despite criticism.

This utterance is categorized as a Bald-on-Record strategy because the criticism is expressed directly without any attempt to soften its impact. The expression *"everyone else was wrong"* openly rejects the opinions of those who disagreed with him. Instead of identifying specific individuals, Trump generalizes the criticism to all opposing parties, making the statement more emphatic and leaving little room for alternative interpretation.

The face management function in this utterance is FTA Performance because it attacks the positive face of Trump's political opponents, critics, and policy experts. The statement portrays them as individuals who made incorrect judgments and failed to understand the effectiveness of Trump's policies. As a result, their credibility and professional reputation are challenged in front of the audience while Trump's own image is strengthened.

Datum 15 (BL-15)

"America is back, America is open for business, and the entire world is recognizing our economic strength once again."

Trump delivered this statement while encouraging international investment and emphasizing the economic recovery of the United States. Since the speech was

presented at the Saudi Investment Forum, the audience consisted of political leaders, investors, and representatives of international companies. Through this statement, Trump invited foreign investors to view the United States as an attractive destination for business and long-term economic cooperation.

This utterance is categorized as a Bald-on-Record strategy because Trump communicates his message directly and confidently. The expressions *"America is back"* and *"America is open for business"* function as straightforward declarations that clearly express the country's readiness to welcome investment. Rather than implying this message indirectly, Trump delivers it explicitly so that the audience immediately understands his intention.

The face management function in this utterance is Face Enhancement because the statement strengthens the positive image of the United States. Trump presents the country as economically stable, open to international cooperation, and prepared to create business opportunities. This positive representation is intended to increase investors' confidence and encourage stronger economic partnerships with the United States.

Datum 16 (BL-16)

"Americans have rejected the failed far-left models and chosen a path that puts growth, prosperity, and national strength first."

Trump delivered this statement while discussing the political direction of the United States under his administration. He contrasted his government's policies with those promoted by political groups that he described as *"far-left."* Through this statement, Trump argued that the American people had chosen a different political

approach because they believed previous policies had not produced satisfactory results. The statement was intended to strengthen support for his administration while criticizing opposing political ideologies.

This utterance is categorized as a Bald-on-Record strategy because Trump directly criticizes a particular political group without using indirect expressions. The adjective "*failed*" provides a clear negative evaluation of the political model promoted by the far-left. Instead of discussing specific policies in detail, Trump summarizes his criticism in a short but explicit statement that is easy for the audience to understand.

The face management function in this utterance is FTA Performance because the statement threatens the positive face of far-left political groups in the United States. By describing their political model as a failure, Trump questions both their competence and their ability to govern effectively. This criticism also strengthens his own political position by presenting his administration as a more successful alternative.

2. Positive Politeness

Positive Politeness strategy refers to a strategy used by speakers to show friendliness, solidarity, approval, and appreciation toward the hearer. This strategy is intended to satisfy the hearer's positive face by making them feel respected, appreciated, and included in the interaction. In Donald Trump's speech at the Saudi Investment Forum 2025, Positive Politeness was the most dominant strategy, appearing 29 times. The strategy was mainly realized through

compliments, appreciation, encouragement, recognition, and expressions of common ground toward Saudi leaders, investors, business figures, and forum participants.

Datum 17 (POS-01)

"Great group of people, the biggest, you got the biggest in the room, but some of the most talented, successful, and innovative business leaders anywhere on the planet."

Trump opened his speech by welcoming the distinguished guests attending the Saudi Investment Forum. The audience consisted of political leaders, investors, entrepreneurs, and executives from various international companies. Before discussing economic and political issues, he chose to acknowledge the audience by praising their achievements and influence in the global business sector. This opening created a positive atmosphere and showed respect for the participants before delivering his main message.

This utterance is categorized as Positive Politeness because Trump expresses admiration and appreciation toward the audience through a series of compliments. Expressions such as *"great group of people," "the most talented," "successful,"* and *"innovative business leaders"* clearly show his positive evaluation of the participants. Instead of focusing on political issues at the beginning of the speech, Trump first established a friendly relationship with the audience by recognizing their contributions and achievements. These compliments help create a sense of closeness between the speaker and the hearers.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of the business leaders and investors

attending the Saudi Investment Forum. His compliments acknowledge their professional success and social status, making the audience feel respected and appreciated. By enhancing their positive image, Trump also creates a more comfortable environment for discussing future economic cooperation between the United States and Saudi Arabia.

Datum 18 (POS-02)

"Whether you have come from near or far, we're delighted to have you invest right here in the hottest country anywhere in the world."

This statement was delivered while Trump welcomed international investors who had traveled from different countries to attend the forum. Since the Saudi Investment Forum brought together participants from various regions, Trump used this opportunity to express his appreciation for their presence. At the same time, he encouraged them to continue investing by describing the United States as an attractive place for business and economic growth.

This utterance is categorized as Positive Politeness because Trump warmly welcomes the audience and expresses his appreciation for their willingness to participate in investment activities. The phrase *"We're delighted to have you"* reflects hospitality and makes the audience feel valued. In addition, inviting them to invest in *"the hottest country anywhere in the world"* creates an optimistic and encouraging tone that supports the purpose of the forum.

The face management function in this utterance is Face Enhancement because Trump enhances the positive face of the international investors and business representatives. By expressing happiness about their presence and

recognizing their role in economic development, he makes the audience feel respected and important. This positive interaction also helps strengthen trust and encourages future cooperation.

Datum 19 (POS-03)

"I want to thank my friend and great gentleman, Crown Prince Mohammed bin Salman, for his bold leadership and deep commitment to the ties between our two countries."

During the opening section of the speech, Trump expressed his gratitude to Crown Prince Mohammed bin Salman for hosting the forum and for strengthening the relationship between Saudi Arabia and the United States. The Crown Prince played a significant role in organizing the event and promoting economic cooperation between the two countries. By mentioning him personally, Trump acknowledged his leadership before addressing broader political and economic topics.

This utterance is categorized as Positive Politeness because Trump openly expresses gratitude and gives personal recognition to the Crown Prince. The expressions *"my friend," "great gentleman," "bold leadership,"* and *"deep commitment"* are strong compliments that show respect and appreciation. Rather than maintaining a formal distance, Trump chooses friendly and respectful language to emphasize the close relationship between the two leaders.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of Crown Prince Mohammed bin Salman. By publicly praising his leadership and commitment, Trump reinforces the

Crown Prince's reputation as a respected leader who has successfully strengthened diplomatic and economic relations between Saudi Arabia and the United States.

Datum 20 (POS-04)

"It's a great honor, and that happens very seldom. So I just want to congratulate you on that remarkable achievement."

Trump delivered this statement after receiving a warm welcome from the Saudi government and the organizers of the forum. He explained that such an honorable reception was rare and expressed his appreciation by congratulating the people who had made the event possible. Through this statement, Trump acknowledged the importance of the occasion and recognized the efforts of the hosts.

This utterance is categorized as Positive Politeness because Trump directly expresses admiration and congratulations. The phrases *"It's a great honor"* and *"I just want to congratulate you"* show that he values the audience's achievements and recognizes the significance of the event. These expressions help create a positive relationship between the speaker and the audience by making them feel appreciated.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of the Saudi hosts and organizers of the Saudi Investment Forum. His congratulations publicly recognize their success in organizing an important international event, thereby enhancing their reputation before the distinguished guests attending the forum.

Datum 21 (POS-05)

"On behalf of the thousands of American workers who I care about most, I want to thank you for bringing all those jobs and all those great opportunities to America."

Trump made this statement while discussing foreign investment and its contribution to the American economy. He explained that investments made by Saudi companies had created employment opportunities and supported economic growth in the United States. Instead of focusing only on economic statistics, Trump personally thanked the investors for their contribution to American workers and businesses.

This utterance is categorized as Positive Politeness because Trump explicitly expresses gratitude to the investors for their role in creating jobs and economic opportunities. The statement *"I want to thank you"* is a direct expression of appreciation, while *"bringing all those jobs and all those great opportunities"* recognizes the positive impact of their investments. Through these expressions, Trump makes the audience feel that their contributions are valued and meaningful.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of the Saudi investors and business partners. By acknowledging their contribution to the American economy, he publicly appreciates their role and encourages stronger economic cooperation between the two countries. This appreciation also supports the diplomatic purpose of the speech by creating goodwill among the participants.

Datum 22 (POS-06)

"Thank you very much. Great, great job. What a great representative you have, and you sent a very good representative."

Trump delivered this statement while acknowledging one of the Saudi representatives who had welcomed him at the forum. Instead of moving directly to the main topic of his speech, he took a moment to express his appreciation for the representative's performance. This response reflected his effort to build a positive atmosphere at the beginning of the event and to recognize the contribution of the host before continuing with broader political and economic discussions.

This utterance is categorized as Positive Politeness because Trump openly expresses appreciation and gives direct compliments to the representative. The repeated expression *"Great, great job"* emphasizes his admiration, while the sentence *"You sent a good representative"* acknowledges the representative's ability to perform his role effectively. Through these compliments, Trump shows respect and creates a friendly interaction with the audience.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of the Saudi representative and the Saudi delegation. By publicly praising their performance, he recognizes their professionalism and contribution to the event. This appreciation helps establish mutual respect and supports the cooperative atmosphere of the forum.

Datum 23 (POS-07)

"The next time you're here, you'll have a much bigger room because the success of this forum keeps growing every year."

Trump made this statement while referring to the large number of participants attending the Saudi Investment Forum. He implied that future meetings would attract even more people because of the growing economic relationship between the United States and Saudi Arabia. Although the statement was delivered in a light and conversational tone, it reflected his optimism about the continued success of future cooperation.

This utterance is categorized as Positive Politeness because Trump shows concern for the audience's future needs and expectations. By saying that *"you'll have a much bigger room,"* he expresses confidence that future events will become even more successful. This optimistic statement functions as encouragement rather than merely providing information, making the audience feel appreciated and valued.

The face management function in this utterance is Face Enhancement because Trump enhances the positive face of the forum organizers and future participants. His optimistic prediction suggests that their future events will receive greater attention and participation. As a result, the audience's achievements and future potential are presented positively before the international participants.

Datum 24 (POS-08)

"It's a very honored company that you're in, and you should be proud of the people gathered in this room."

Trump delivered this statement while recognizing the distinguished guests attending the forum. The participants included government officials, business executives, investors, and international leaders from different countries. Through this statement, he emphasized that everyone present was surrounded by highly respected individuals, making the event itself a prestigious occasion.

This utterance is categorized as Positive Politeness because Trump gives recognition to the audience by highlighting the importance of their presence. The expression *"very honored company"* functions as a compliment that raises the social value of the participants. Rather than focusing on individual achievements, Trump appreciates the audience collectively and reinforces their shared prestige.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of the participants of the Saudi Investment Forum. By describing the event as being attended by honorable people, he publicly acknowledges their status and achievements. This recognition helps create a sense of pride and belonging among the audience.

Datum 25 (POS-09)

"It's already approved, but don't worry. We have to go through a process, and you're in very good shape."

Trump delivered this statement while discussing an administrative process related to investment approval. He understood that the audience might feel uncertain about the remaining procedures, so he immediately reassured them that everything was progressing as expected. Rather than focusing on bureaucratic

requirements, he emphasized that there was no reason for concern because the outcome had already been decided.

This utterance is categorized as Positive Politeness because Trump attempts to make the hearer feel comfortable and confident. The expressions "*don't worry*" and "*You're in good shape*" provide emotional support and reassurance. Instead of emphasizing possible difficulties during the approval process, Trump chooses encouraging words that reduce the audience's anxiety and maintain a positive interaction.

The face management function in this utterance is FTA Mitigation because Trump minimizes the potential threat that could arise from discussing administrative procedures. By reassuring the audience that everything is under control, he protects the positive feelings of the investors or business representatives involved in the approval process. This supportive language helps maintain trust and prevents unnecessary concern.

Datum 26 (POS-10)

"The partnership between our two nations is among the most consequential in the entire world, and together the Crown Prince and I are making this alliance stronger than ever before."

Trump delivered this statement while explaining the strategic relationship between the United States and Saudi Arabia. He emphasized that cooperation between the two countries extended beyond economic investment and also included political, diplomatic, and security partnerships. By mentioning both himself and Crown Prince Mohammed bin Salman, Trump highlighted the importance of their personal cooperation in strengthening bilateral relations.

This utterance is categorized as Positive Politeness because Trump emphasizes unity and shared goals between the two countries. The expression *"our two nations"* creates a sense of togetherness, while the statement *"the Crown Prince and I"* highlights cooperation rather than individual achievement. Instead of presenting the success as belonging to one side, Trump portrays it as the result of mutual commitment and collaboration.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of both the United States and Saudi Arabia, particularly Crown Prince Mohammed bin Salman. By emphasizing the strength of their alliance, he reinforces the positive image of both leaders and presents their partnership as an important contributor to regional stability and international cooperation.

Datum 27 (POS-11)

"I want to congratulate the great American business leaders who are in this room, and I know you'll do a great job for Saudi Arabia."

Trump delivered this statement while recognizing the presence of American business leaders attending the Saudi Investment Forum. These business leaders represented major companies that were expected to strengthen economic cooperation between the United States and Saudi Arabia through investment and business partnerships. By mentioning them directly, Trump acknowledged their important role in supporting future projects between the two countries.

This utterance is categorized as Positive Politeness because Trump gives compliments and encouragement to the audience. The expressions *"great American"*

leaders" and *"you'll do a great job"* show his confidence in their abilities and contributions. Instead of simply introducing the participants, he publicly appreciates their competence and encourages them to continue supporting international cooperation. These expressions help create a positive relationship between the speaker and the audience.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of the American business leaders attending the forum. By praising their abilities and expressing confidence in their future performance, he enhances their professional reputation and motivates them to contribute to the partnership between the United States and Saudi Arabia.

Datum 28 (POS-12)

"Many of you in this room are playing a key role in making these projects happen and helping shape the future of this region."

During his speech, Trump discussed several investment projects that had been agreed upon by the United States and Saudi Arabia. He emphasized that the success of these projects did not depend only on government policies but also on the active participation of business leaders and investors. Through this statement, Trump acknowledged that the audience had an important contribution to the implementation of those projects.

This utterance is categorized as Positive Politeness because Trump recognizes and appreciates the audience's contribution. The phrase *"playing a key role"* highlights the importance of the participants and makes them feel that their

efforts are valued. Rather than taking all the credit for the projects, Trump shares the success with the audience by recognizing their involvement.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of the business leaders, investors, and company representatives participating in the forum. His acknowledgement increases their sense of importance and publicly recognizes their contribution to the success of international investment projects.

Datum 29 (POS-13)

"They like us better, they respect us more, and it works out much better for everybody involved."

Trump made this statement while comparing the relationship between the United States and other countries under different administrations. He argued that America's international relationships had improved because other countries respected his administration more than previous ones. This statement was intended to convince the audience that stronger diplomatic relationships had produced better political and economic outcomes.

This utterance is categorized as Positive Politeness because Trump emphasizes mutual respect and positive relationships. The expression *"they actually respect us"* highlights the existence of trust and appreciation between the United States and its international partners. Instead of focusing on disagreement or conflict, Trump stresses that better relationships have benefited everyone involved.

The face management function in this utterance is Face Enhancement because Trump enhances the positive face of the United States and his

administration by presenting them as respected partners in international relations. At the same time, the statement also suggests that stronger mutual respect has contributed to more successful cooperation with other countries.

Datum 30 (POS-14)

"I especially want to thank our numerous Saudi friends here today, including the ambassador to the United States."

Trump delivered this statement while acknowledging the Saudi officials attending the forum. Since the event represented an important opportunity to strengthen diplomatic and economic cooperation, he took time to personally thank Saudi representatives for their support and participation. This expression of gratitude also reflected the friendly relationship that both countries had developed over the years.

This utterance is categorized as Positive Politeness because Trump directly expresses appreciation to the Saudi delegation. The phrase *"our numerous Saudi friends"* creates a sense of closeness and solidarity, while *"I especially want to thank"* shows sincere appreciation for their contribution. These expressions help strengthen interpersonal relationships between the speaker and the audience.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of the Saudi officials, including the Saudi Ambassador to the United States. His public appreciation recognizes their

diplomatic role and reinforces their positive image before the international audience attending the forum.

Datum 31 (POS-15)

"I especially want to thank our Saudi friends here today, including Princess Reema, who has been a great friend of mine."

Trump continued acknowledging the Saudi delegation by mentioning Princess Reema bint Bandar Al Saud, who serves as the Saudi Ambassador to the United States. By referring to her as *"a friend of mine,"* he emphasized that the relationship between the two countries was not only based on official diplomacy but also supported by personal trust and mutual respect among their representatives.

This utterance is categorized as Positive Politeness because Trump combines appreciation with an expression of personal closeness. The phrase *"a friend of mine"* reduces social distance and creates a warmer interaction, while mentioning Princess Reema by name gives her individual recognition. This personal approach makes the compliment feel more genuine than a formal diplomatic statement.

The face management function in this utterance is Face Enhancement because Trump enhances the positive face of Princess Reema bint Bandar Al Saud by publicly recognizing both her diplomatic role and her personal relationship with him. This acknowledgment strengthens her professional reputation while also reinforcing the friendly relationship between the United States and Saudi Arabia.

Datum 32 (POS-16)

"Jensen, thank you. Amazing job you've done building one of the most successful technology companies in the world."

Trump delivered this statement while acknowledging Jensen Huang, the Chief Executive Officer (CEO) of NVIDIA, who was one of the prominent business leaders attending the Saudi Investment Forum. During the event, Trump discussed the rapid development of artificial intelligence and advanced technology, highlighting the important role of technology companies in driving economic growth and innovation. By mentioning Jensen Huang personally, Trump recognized his contribution to technological advancement and the growing influence of the technology industry.

This utterance is categorized as Positive Politeness because Trump directly expresses appreciation and gives a compliment to the hearer. The expression *"Amazing job you've done"* clearly shows his admiration for Jensen Huang's achievements in leading NVIDIA and contributing to the development of artificial intelligence. Rather than giving a general acknowledgment, Trump chooses to praise him personally, making the appreciation more meaningful and sincere.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of Jensen Huang by publicly recognizing his professional achievements. This compliment enhances Jensen Huang's reputation as a successful business leader and innovator while also

encouraging a positive relationship between political leaders and the technology sector.

Datum 33 (POS-17)

"Hundreds of the top minds in technology, finance, and private enterprise are with us today, and they truly are the best in the world."

Trump delivered this statement while addressing the distinguished guests attending the forum. The audience included executives, investors, entrepreneurs, and government officials from both Saudi Arabia and the United States. Before presenting his main message, Trump acknowledged the quality and expertise of the participants to show that the forum had brought together highly influential people from different sectors.

This utterance is categorized as Positive Politeness because Trump expresses admiration toward the audience by describing them as *"the best in the world."* This compliment recognizes their expertise and achievements while making them feel respected and valued. By emphasizing their importance, Trump creates a positive atmosphere that encourages the audience to engage with the ideas presented in his speech.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of the leaders, investors, entrepreneurs, and business representatives attending the Saudi Investment Forum. His statement publicly acknowledges their professional reputation and reinforces their importance in shaping international economic cooperation.

Datum 34 (POS-18)

"They say this has been the best nine months that any president has ever had, and together we've accomplished tremendous things."

Trump made this statement while reflecting on the achievements of his administration during the first months of his presidency. He referred to positive evaluations that he claimed had been expressed by other people regarding his government's performance. Instead of focusing only on specific policies, Trump summarized the overall progress by describing the period as highly successful.

This utterance is categorized as Positive Politeness because Trump presents a positive evaluation of his administration in a way that invites the audience to share the same perspective. The expressions *"the best nine months"* and *"a great nine months"* emphasize success and encourage the audience to appreciate the achievements that he believes have been accomplished. Through these positive evaluations, Trump attempts to strengthen the audience's confidence in his leadership.

The face management function in this utterance is Face Enhancement because Trump enhances the positive face of Donald Trump and his administration. By highlighting what he considers to be successful achievements, he reinforces his credibility as a political leader and promotes a favorable public image before the international audience.

Datum 35 (POS-19)

"Yesterday we had a phenomenal visit at the White House celebrating the eighty-year bond between the United States and Saudi Arabia, and we ended with an unbelievable event."

Trump delivered this statement while discussing the long-standing relationship between the United States and Saudi Arabia. He referred to the official meeting held at the White House to celebrate eighty years of diplomatic relations between the two countries. By describing the event as "*phenomenal*" and "*unbelievable*," Trump emphasized the importance of the occasion and highlighted the strong partnership that had been maintained over many decades.

This utterance is categorized as Positive Politeness because Trump shares a positive experience that both countries can appreciate. The expressions "*phenomenal visit*" and "*unbelievable show*" create a sense of shared pride and satisfaction regarding the successful diplomatic event. Rather than focusing on political differences, Trump highlights positive memories that strengthen the relationship between the two nations.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of both the United States and Saudi Arabia. By presenting the diplomatic celebration as a successful and memorable event, he reinforces the positive image of the two countries and encourages continued cooperation in political and economic affairs.

Datum 36 (POS-20)

"That's a sign of trust, and trust is what makes partnerships like ours successful."

Trump made this statement after discussing several agreements and commitments reached between the United States and Saudi Arabia. He explained that the cooperation established by both countries reflected a high level of

confidence and mutual respect. Although the sentence is brief, it summarizes his view that successful cooperation can only be achieved when both parties trust one another.

This utterance is categorized as Positive Politeness because Trump explicitly expresses approval of the relationship between the two countries. The phrase *"a sign of trust"* positively evaluates the cooperation that has been established and emphasizes the existence of mutual confidence. By highlighting trust instead of political interests alone, Trump creates a warmer and more cooperative atmosphere.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of the United States and Saudi Arabia by portraying their relationship as one based on mutual trust and respect. This statement reinforces the credibility of both countries and supports the overall purpose of strengthening bilateral cooperation.

Datum 37 (POS-21)

"This week our countries signed groundbreaking agreements on civil nuclear energy, critical minerals, and artificial intelligence."

Trump delivered this statement while explaining the outcomes of the bilateral cooperation between the United States and Saudi Arabia. He informed the audience that both countries had recently reached several important agreements in strategic sectors, including civil nuclear energy, critical minerals, and artificial intelligence. These agreements were presented as evidence that the partnership

between the two countries continued to expand beyond traditional economic cooperation into technology and innovation.

This utterance is categorized as Positive Politeness because Trump emphasizes the shared achievements of both countries. The expression "*our countries*" highlights cooperation rather than competition, while the adjective "*groundbreaking*" gives a positive evaluation of the agreements that had been signed. By presenting these achievements as a joint success, Trump encourages the audience to view the partnership as beneficial for both nations.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of both the United States and Saudi Arabia. The statement portrays the two countries as capable of building strategic cooperation in important global sectors. As a result, both nations are represented as reliable partners that are committed to innovation and long-term development.

Datum 38 (POS-22)

"That's really an honor, and I'm proud to be part of this historic partnership."

Trump delivered this statement after receiving recognition and a warm welcome from the Saudi government during the forum. Although the sentence is short, it reflects his appreciation for the respect and hospitality shown by the host. By expressing that the experience was an honor, Trump acknowledged the importance of the event and the positive relationship between the two countries.

This utterance is categorized as Positive Politeness because Trump openly expresses appreciation toward the audience. The phrase "*really an honor*" conveys

sincere gratitude and respect for the reception he received. Instead of treating the event as a routine diplomatic meeting, Trump emphasizes that the occasion has personal and diplomatic significance.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of the Saudi government and the organizers of the Saudi Investment Forum. His appreciation recognizes their hospitality and successful organization of the event, allowing them to receive positive public recognition before the international audience.

Datum 39 (POS-23)

"Beautiful picture. It reflects the incredible progress and success that has been achieved here."

Trump made this statement after viewing a visual presentation during the forum. Although the utterance is brief, it immediately expresses his admiration for what was being shown. Rather than continuing directly with his speech, he paused to appreciate the presentation, creating a more relaxed and friendly interaction with the audience.

This utterance is categorized as Positive Politeness because Trump gives a direct compliment to the presentation. The adjective *"beautiful"* expresses a positive evaluation and shows that he appreciates the effort behind the visual display. Even though the compliment is simple, it contributes to creating a pleasant atmosphere during the event.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of the presentation organizers or

creators of the visual display. His compliment publicly recognizes their work and encourages a positive interaction between the speaker and the audience.

Datum 40 (POS-24)

"Yasser is terrific. He's a terrific man, and he has done an outstanding job leading these important initiatives."

Trump delivered this statement while introducing Yasir Al-Rumayyan, the Governor of the Public Investment Fund (PIF) of Saudi Arabia. Yasir Al-Rumayyan plays an important role in managing Saudi Arabia's sovereign wealth fund and has been actively involved in strengthening international investment partnerships. By mentioning him personally, Trump acknowledged his contribution to the economic cooperation between the United States and Saudi Arabia.

This utterance is categorized as Positive Politeness because Trump gives a direct personal compliment to the hearer. The repeated expression *"terrific"* emphasizes his admiration for Yasir Al-Rumayyan's character and professional ability. Instead of focusing only on his official position, Trump also appreciates him as an individual, making the compliment feel more personal and sincere.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of Yasir Al-Rumayyan. His public compliment enhances Yasir's reputation as an influential leader in the investment sector and reinforces the important role he plays in strengthening economic cooperation between the two countries.

Datum 41 (POS-25)

"You have done such a good job, and the results of your leadership can be seen everywhere."

Trump delivered this statement while acknowledging one of the individuals who had contributed to the success of the forum and the cooperation between the United States and Saudi Arabia. Rather than discussing policies or agreements, he briefly focused on recognizing the individual's performance and expressed his appreciation directly. This personal acknowledgment helped create a more friendly and respectful interaction during the speech.

This utterance is categorized as Positive Politeness because Trump gives direct recognition to the hearer's achievement. The expression *"such a good job"* clearly communicates his appreciation and shows that he values the individual's contribution. By delivering this compliment publicly, Trump allows the audience to recognize the person's effort and success.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of the individual being addressed. His compliment acknowledges the person's competence and contribution, thereby enhancing the individual's professional reputation before the audience attending the forum.

Datum 42 (POS-26)

"Boeing is doing an amazing job of coming back, and their future looks incredibly bright."

Trump delivered this statement while discussing the recovery of major American companies and their contribution to the country's economy. He referred

to Boeing, one of the largest aerospace manufacturers in the United States, which had experienced several operational and financial challenges in recent years. By highlighting the company's recovery, Trump wanted to show that American industries were improving under favorable economic conditions and were ready to compete globally once again.

This utterance is categorized as Positive Politeness because Trump openly praises Boeing's progress and achievements. The expression *"doing an amazing job"* shows his admiration for the company's recovery, while *"their future looks incredibly bright"* expresses confidence in its future development. Rather than focusing on Boeing's previous difficulties, Trump emphasizes its improvement and encourages a positive perception of the company.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of Boeing by publicly recognizing its successful recovery. His compliment enhances the company's reputation and presents it as an important contributor to the American economy. This positive evaluation also supports Trump's broader message that American industries are becoming stronger and more competitive.

Datum 43 (POS-27)

"Kelly is doing a great job leading the company through a very important period."

Trump delivered this statement while continuing his discussion about Boeing and its recent progress. The Kelly mentioned in this utterance refers to Kelly Ortberg, the President and Chief Executive Officer of Boeing. Trump

acknowledged his leadership during a challenging period for the company and expressed confidence in his ability to guide Boeing toward continued recovery and growth.

This utterance is categorized as Positive Politeness because Trump gives a direct compliment to Kelly Ortberg's leadership. The expression "*doing a great job*" clearly shows his appreciation for Kelly's performance as the company's leader. By recognizing his contribution publicly, Trump encourages a positive relationship and shows respect for his professional capability.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of Kelly Ortberg by acknowledging his leadership before an international audience. This compliment reinforces Kelly's professional reputation and presents him as a capable executive who has successfully managed the company during an important period.

Datum 44 (POS-28)

"What a job you've done with your new engines. The innovation and quality are truly impressive."

Trump delivered this statement while discussing developments in the American aerospace industry. The statement was addressed to the leadership of GE Aerospace, whose new aircraft engines were introduced as an example of American technological innovation. By praising their work, Trump emphasized the

importance of innovation in maintaining the competitiveness of American industries in the global market.

This utterance is categorized as Positive Politeness because Trump expresses admiration for the achievements of the company. The expression *"What a job you've done"* directly recognizes the hearer's effort, while *"The innovation and quality are truly impressive"* further strengthens the compliment by highlighting the excellence of their products. These expressions make the audience feel appreciated and recognized for their contribution.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of the leadership of GE Aerospace. His compliments acknowledge their innovation and professional achievements, enhancing their reputation as one of the leading companies in the aerospace industry. This appreciation also supports his broader message about the strength of American manufacturing and technology.

Datum 45 (POS-29)

"We appreciate you, and we appreciate everything you have done to strengthen the relationship between our countries."

Trump delivered this statement near the end of his speech while expressing his gratitude to the Saudi government and everyone who had contributed to strengthening the partnership between the United States and Saudi Arabia. After discussing various investment agreements and long-term cooperation, he concluded this section by acknowledging the audience's contribution to maintaining the close relationship between the two countries.

This utterance is categorized as Positive Politeness because Trump directly expresses appreciation to the audience. The repeated phrase "*We appreciate you*" emphasizes his gratitude, while "*everything you have done*" recognizes the audience's continuous contribution to bilateral cooperation. This repetition strengthens the sincerity of his appreciation and makes the audience feel respected and valued.

The face management function in this utterance is Face Enhancement because Trump strengthens the positive face of the Saudi government and Saudi leadership. By publicly appreciating their efforts, he reinforces their positive image as valuable partners of the United States. This expression of gratitude also helps maintain a friendly atmosphere and encourages the continuation of diplomatic and economic cooperation between both countries.

3. Negative Politeness

Negative Politeness strategy refers to a strategy used by speakers to show respect toward the hearer's freedom of action and to avoid imposing on them. This strategy is commonly realized through hedging, tentative statements, cautious commitments, and reassurance. Unlike Positive Politeness, which aims to create closeness and solidarity, Negative Politeness focuses on minimizing imposition and reducing potential threats to the hearer's face.

Based on the findings, Negative Politeness was the least frequently used strategy in Donald Trump's speech, with only four occurrences. This result indicates that Trump generally preferred direct statements and positive engagement rather

than cautious or indirect expressions. Nevertheless, several utterances still showed attempts to reduce uncertainty and reassure the audience in certain situations.

Datum 46 (NEG-01)

"They want to make a deal, and we'll see what happens because many things can change in a very short period of time."

Trump delivered this statement while discussing the possibility of future negotiations between the United States and Iran. During this part of the speech, he explained that Iran had shown interest in reaching an agreement after experiencing political and economic pressure from the United States. However, instead of making a definite promise, Trump reminded the audience that international negotiations are often unpredictable and can change depending on political developments. This statement reflects his effort to remain cautious while leaving room for future diplomatic decisions.

This utterance is categorized as Negative Politeness because Trump avoids making an absolute commitment regarding the negotiation process. The expression *"we'll see what happens"* indicates uncertainty and shows that the final decision depends on future circumstances rather than personal certainty. By avoiding a direct promise, Trump protects himself from making commitments that may not be fulfilled if the political situation changes.

The face management function in this utterance is FTA Mitigation because Trump minimizes the potential face threat that could arise from making a firm political commitment. By using cautious language, he avoids creating unrealistic expectations among the audience while maintaining diplomatic flexibility.

Therefore, the target face in this utterance is the Iranian Government, as the statement leaves the possibility of negotiation open without directly rejecting or accepting the proposal.

Datum 47 (NEG-02)

"We're thinking about him for the Fed, but he wants no part of it. I think we'll leave him where he is because he's doing a good job."

Trump delivered this statement while discussing the possibility of appointing someone to a position within the Federal Reserve. Instead of announcing a final decision, he explained that the individual was being considered but was not interested in accepting the position. Trump then added that the person was already performing well in his current role, suggesting that there was no need to make immediate changes.

This utterance is categorized as Negative Politeness because Trump uses tentative expressions rather than making a direct decision. The phrase *"We're thinking about him"* shows that the idea is still under consideration, while *"I think we'll leave him where he is"* indicates a personal opinion instead of a final conclusion. These expressions reduce the level of certainty and make the statement sound more careful and less imposing.

The face management function in this utterance is FTA Mitigation because Trump avoids putting pressure on the Federal Reserve candidate by respecting his preference not to take the position. At the same time, he protects the individual's positive image by acknowledging that he is already *"doing a good job."* This

approach allows Trump to discuss the issue without creating unnecessary tension or damaging the person's professional reputation.

Datum 48 (NEG-03)

"It's already approved, but don't worry. We have to go through a process, and the process will take about twenty-four hours before everything is completed."

Trump made this statement while explaining an administrative process related to an investment approval. Although the approval had already been granted, he understood that the remaining procedures might cause uncertainty for the audience. Therefore, he reassured them that the process was only a formality and would be completed within a short period of time.

This utterance is categorized as Negative Politeness because Trump attempts to reduce the burden that the administrative process might place on the audience. The expression *"don't worry"* immediately reassures the hearers, while the explanation about the twenty-four-hour process provides additional certainty and reduces possible concerns. Instead of simply informing the audience about the procedure, Trump carefully chooses words that make the situation feel less stressful.

The face management function in this utterance is FTA Mitigation because Trump minimizes the potential inconvenience experienced by the Saudi investors and business partners. By emphasizing that the approval has already been granted and that only a short administrative process remains, he reduces uncertainty and helps maintain the audience's confidence in the investment process.

Datum 49 (NEG-04)

"And now they want to make a deal. They want to make a deal, and we'll probably be doing that if the circumstances are right."

Trump delivered this statement while continuing his discussion about diplomatic relations with Iran. He explained that although negotiations were possible, no agreement would be made without careful consideration. By adding the condition *"if the circumstances are right,"* Trump emphasized that future decisions would depend on political developments rather than being guaranteed in advance.

This utterance is categorized as Negative Politeness because Trump deliberately avoids making a firm commitment. The expressions *"probably"* and *"if the circumstances are right"* indicate that the possibility of an agreement remains uncertain. These cautious expressions allow Trump to maintain diplomatic flexibility while avoiding promises that could limit future political decisions.

The face management function in this utterance is FTA Mitigation because Trump softens the potential impact of his statement on the Iranian Government. Rather than rejecting negotiations completely or promising an agreement immediately, he leaves the opportunity open under certain conditions. This careful approach helps maintain diplomatic communication while reducing the possibility of creating conflict or misunderstanding between both parties.

4. Off-Record

Off-Record strategy refers to a strategy in which speakers convey their intentions indirectly, allowing the hearer to interpret the intended meaning through

inference. Speakers use this strategy when they want to avoid being fully responsible for a statement or when they wish to communicate criticism and evaluation indirectly. In Donald Trump's speech, Off-Record strategy appeared 13 times. Most of the utterances in this category were used to express criticism, opposition, and evaluation toward certain groups without mentioning them directly.

Datum 50 (OR-01)

"The gleaming marvels of Riyadh and Abu Dhabi were not created by the so-called nation builders, neocons, or liberal nonprofits, but by the people of this region pursuing their own vision."

Trump delivered this statement while discussing the rapid development of the Middle East, particularly Saudi Arabia and the United Arab Emirates. During this part of the speech, he argued that the region's economic growth and modernization were achieved by local leaders rather than by foreign intervention. The terms *"nation builders," "neocons,"* and *"liberal nonprofits"* refer to groups that have long supported Western intervention in the Middle East. Through this statement, Trump emphasized that the success of the region came from its own people and leadership instead of external political influence.

This utterance is categorized as an Off-Record strategy because Trump criticizes certain groups without directly accusing any specific individual. Instead of openly stating that those groups failed, he contrasts their role with the achievements of local leaders. The expression *"so-called nation builders"* carries a sarcastic meaning that encourages the audience to infer his criticism. By allowing the audience to draw their own conclusion, Trump delivers his evaluation indirectly while maintaining a less confrontational style than direct criticism.

The face management function in this utterance is FTA Performance because the statement damages the positive face of the nation builders, neoconservatives, and liberal nonprofit organizations. Through indirect criticism, Trump questions their credibility and effectiveness in shaping the Middle East. At the same time, the statement enhances the image of regional leaders by suggesting that they achieved progress independently without relying on outside intervention.

Datum 51 (OR-02)

"In the end, the so-called nation builders wrecked far more nations than they built, and the interventionists were intervening in complex societies that they did not even understand."

Trump continued discussing foreign intervention in the Middle East by criticizing policies that promoted nation-building in other countries. He argued that many intervention programs failed because they were carried out without fully understanding the local culture, history, and political conditions. Instead of creating stability, Trump claimed that these interventions often produced greater conflict and long-term instability.

This utterance is categorized as an Off-Record strategy because Trump conveys criticism through a broad generalization rather than directing it toward one specific person or institution. The expression *"wrecked far more nations than they built"* strongly implies failure without identifying individual actors. Likewise, the statement that interventionists *"did not even understand"* the societies where they intervened encourages the audience to conclude that such policies were ineffective. The criticism is communicated through implication rather than explicit personal accusation.

The face management function in this utterance is FTA Performance because it attacks the positive face of the nation builders and interventionists. Trump portrays them as incompetent and irresponsible by suggesting that their actions caused more harm than benefit. This indirect criticism weakens their credibility while simultaneously supporting his argument that local leadership is more capable of determining the future of the region.

Datum 52 (OR-03)

"Peace, prosperity, and progress ultimately came not from a radical rejection of your heritage but rather from embracing your national traditions and culture."

This Trump delivered this statement while praising the development of Saudi Arabia and other Middle Eastern countries. He argued that modernization does not require abandoning national identity or cultural traditions. Instead, he suggested that countries can achieve progress while preserving their own values and historical heritage. This message was particularly relevant because he was speaking before leaders who strongly emphasized national identity in their development policies.

This utterance is categorized as an Off-Record strategy because Trump does not directly criticize any particular ideology or political movement. Instead, he implies that approaches encouraging countries to abandon their traditions are less effective. The contrast between *"radical rejection"* and *"embracing your national traditions"* allows the audience to infer his criticism without him stating it explicitly. As a result, the message remains indirect while still communicating a clear evaluation.

The face management function in this utterance is FTA Performance because it indirectly challenges the positive face of Western interventionist approaches that promote political or cultural transformation. At the same time, the statement strengthens the image of Middle Eastern countries by recognizing their ability to achieve progress while preserving their own cultural identity.

Datum 53 (OR-04)

"The birth of a modern Middle East has been brought about by the people of the region themselves, developing their own sovereign countries and pursuing their own unique visions."

Trump delivered this statement while emphasizing that the transformation of the Middle East was driven by local leadership rather than foreign powers. He praised the governments of the region for developing their countries according to their own priorities and national interests. This statement also reinforced his broader message that every nation should have the freedom to determine its own future without excessive outside interference.

This utterance is categorized as an Off-Record strategy because Trump indirectly contrasts local leadership with external intervention. Although he never explicitly criticizes foreign governments or organizations, the statement implies that outside involvement was not the primary reason for the region's success. The audience is encouraged to infer that local initiatives were more effective than external efforts to shape political development.

The face management function in this utterance is FTA Performance because the statement indirectly weakens the positive face of external nation-building advocates. By emphasizing that the achievements belong to the people of

the region, Trump reduces the perceived importance of outside actors while enhancing the image of local governments and their leadership.

Datum 54 (OR-05)

"Before our eyes, a new generation of leaders is transcending the ancient conflicts and tired divisions of the past while forging a future defined by opportunity and cooperation."

Trump delivered this statement while describing the political and economic transformation taking place in the Middle East. He explained that many countries in the region were moving beyond long-standing conflicts and focusing on development, investment, and international cooperation. Rather than discussing past disputes, Trump emphasized that current leaders were introducing a new direction that prioritized stability and future progress.

This utterance is categorized as an Off-Record strategy because Trump delivers his message through comparison rather than direct criticism. Instead of explicitly stating that previous leaders had failed, he praises *"a new generation of leaders"* who are *"transcending the ancient conflicts and tired divisions of the past."* This comparison encourages the audience to infer that earlier leadership was less effective in creating peace and development. The criticism is implied rather than directly expressed.

The face management function in this utterance is FTA Performance because it indirectly threatens the positive face of previous political leaders in the Middle East. By suggesting that today's leaders have moved beyond the failures of the past, Trump implies that earlier generations were unable to overcome regional

conflicts effectively. At the same time, the statement enhances the image of the current leadership by presenting them as agents of positive change.

Datum 55 (OR-06)

"There are those who thought this region was destined for instability and decline, but the achievements we see today have proven them wrong."

Trump made this statement while discussing the remarkable progress achieved by countries in the Middle East. He referred to opinions that had predicted the region would continue experiencing conflict and political instability. Without identifying any individual or organization, Trump contrasted those pessimistic predictions with the region's current economic growth and modernization.

This utterance is categorized as an Off-Record strategy because Trump avoids mentioning who made those predictions. Instead of directly criticizing specific governments, analysts, or international organizations, he uses the vague expression *"there are those"* to imply that certain people underestimated the region's potential. This indirect reference allows the audience to interpret who is being criticized without the speaker making an explicit accusation.

The face management function in this utterance is FTA Performance because it indirectly challenges the positive face of critics and political observers who predicted instability in the Middle East. The statement suggests that their judgments were inaccurate, thereby reducing their credibility. At the same time, it strengthens the image of the countries that have successfully demonstrated progress despite those predictions.

Datum 56 (OR-07)

"Some people predicted failure, yet what has happened here demonstrates a very different reality."

Trump delivered this statement while continuing his discussion about the successful development of the Middle East. He referred to people who had doubted that countries in the region could achieve political stability and economic growth. However, he argued that reality had proven those predictions wrong, as many countries had shown significant progress through their own development strategies.

This utterance is categorized as an Off-Record strategy because Trump deliberately leaves the identity of *"some people"* unspecified. Instead of directly confronting those individuals, he allows the audience to infer who they might be. This indirect approach communicates criticism without openly attacking a particular person or group, making the message less confrontational while still conveying a negative evaluation.

The face management function in this utterance is FTA Performance because the statement weakens the positive face of people who predicted the failure of Middle Eastern development. By implying that their predictions were incorrect, Trump questions their credibility and judgment. At the same time, the statement reinforces the positive image of the countries that have successfully exceeded those expectations.

Datum 57 (OR-08)

"Many experts were wrong about what could be achieved in this region and about the future that its people could build."

Trump made this statement after explaining that the Middle East had achieved significant economic and political progress despite receiving negative predictions in the past. He argued that many analysts had underestimated the region's ability to develop independently. Through this statement, Trump emphasized that actual developments had proven those expert opinions to be inaccurate.

This utterance is categorized as an Off-Record strategy because Trump criticizes a group of people without identifying any specific individuals. The expression "*many experts*" is broad and unspecific, allowing the audience to infer who is being referred to. Instead of personally attacking particular experts, Trump makes a general statement that indirectly questions the accuracy of their previous assessments.

The face management function in this utterance is FTA Performance because the statement indirectly threatens the positive face of experts and political analysts who misjudged the future of the Middle East. By stating that they were wrong, Trump challenges their professional credibility and expertise. Meanwhile, he strengthens his own argument by presenting recent developments as evidence that those earlier predictions were inaccurate.

Datum 58 (OR-09)

"People said it could never happen, but the transformation that has taken place stands as proof that those predictions were mistaken."

Trump delivered this statement while describing the rapid development of Saudi Arabia and the broader Middle East. He explained that many people had

doubted the possibility of achieving the level of economic growth, modernization, and international cooperation that the region was experiencing. By referring to those earlier opinions, Trump highlighted the contrast between past expectations and the current reality presented before the audience.

This utterance is categorized as an Off-Record strategy because Trump criticizes previous opinions without identifying who expressed them. The phrase *"People said"* is intentionally broad and does not refer to any particular individual or institution. Instead of directly confronting those who underestimated the region's potential, Trump allows the audience to infer that many observers and critics had made inaccurate predictions. This indirect criticism strengthens his argument while avoiding a direct personal attack.

The face management function in this utterance is FTA Performance because it indirectly challenges the positive face of people who doubted the development of the Middle East. By suggesting that their predictions were incorrect, Trump questions their judgment and credibility. At the same time, the statement enhances the reputation of the countries that have successfully demonstrated progress despite those negative expectations.

Datum 59 (OR-10)

"I always want to be modest, as modest as I can, although some people might disagree with that assessment."

Trump delivered this statement after describing several achievements of his administration and the economic progress of the United States. Although he claimed that he wanted to be modest, the statement was immediately followed by

further descriptions of his accomplishments. This contrast between claiming modesty and continuing to praise his own achievements creates a humorous and ironic effect that was likely intended to entertain the audience while reinforcing his message.

This utterance is categorized as an Off-Record strategy because Trump uses irony rather than expressing his intended meaning directly. The audience understands that the statement is not meant to communicate genuine modesty, especially because it appears in the middle of a series of self-praising remarks. Instead, the ironic expression invites the audience to recognize the humorous contrast between what Trump says and what he actually does throughout the speech.

The face management function in this utterance is FTA Performance because the ironic expression indirectly enhances Donald Trump's own public image while subtly challenging the audience's expectation of modest political communication. Rather than openly boasting, Trump presents his self-praise in a humorous way that encourages the audience to interpret the implied meaning. This strategy allows him to promote his achievements while reducing the possibility of appearing overly arrogant.

Datum 60 (OR-11)

"Some of our friends treated us far worse than our enemies, and that is something many people do not like to talk about."

Trump delivered this statement while discussing the United States' relationships with several allied countries. He argued that certain allies had taken advantage of the United States in economic and political matters, even though they

were considered close partners. Instead of identifying those countries directly, Trump chose to make a general statement that allowed the audience to consider which allies might be included in his criticism.

This utterance is categorized as an Off-Record strategy because Trump avoids mentioning the names of the countries he is criticizing. The phrase "*some of our friends*" is intentionally vague, allowing the audience to infer who the intended targets are based on the political context. This indirect expression enables Trump to communicate dissatisfaction without openly accusing a specific ally.

The face management function in this utterance is FTA Performance because the statement indirectly threatens the positive face of U.S. allied countries that Trump believed had treated the United States unfairly. By comparing them unfavorably to America's enemies, Trump questions the quality of their partnership and implies that they failed to act as trustworthy allies.

Datum 61 (OR-12)

"The world was supposed to have been gone two years ago according to some predictions, but somehow those predictions did not turn out to be accurate."

Trump delivered this statement while responding to predictions that global economic conditions would deteriorate significantly. He referred to earlier claims suggesting that severe economic problems would occur, but then contrasted those predictions with the current situation, which he described as much more positive. The statement was intended to show that pessimistic forecasts had not become reality.

This utterance is categorized as an Off-Record strategy because Trump criticizes earlier predictions without identifying who made them. The expression *"was supposed to have been gone"* implies that some people had exaggerated the seriousness of future economic conditions. Instead of directly accusing economists or political opponents, Trump leaves the audience to infer who was responsible for those predictions.

The face management function in this utterance is FTA Performance because the statement indirectly challenges the positive face of individuals or groups who predicted a global economic collapse. By implying that those predictions were inaccurate, Trump questions their credibility and professional judgment while reinforcing confidence in the current economic situation.

Datum 62 (OR-13)

"One year ago, people were saying your country was dead, and now they are saying you have the hottest country anywhere in the world."

Trump delivered this statement while praising Saudi Arabia's rapid economic transformation. He compared the country's previous condition with its current achievements to emphasize the significant progress that had taken place within a relatively short period. Rather than providing detailed economic statistics, Trump used a dramatic comparison to highlight the success of Saudi Arabia's recent development.

This utterance is categorized as an Off-Record strategy because the criticism is implied through contrast. Trump does not directly explain who was responsible for Saudi Arabia's previous condition or explicitly criticize earlier policies. Instead,

by contrasting "*your country was dead*" with "*the hottest country in the world*," he encourages the audience to infer that the previous situation was unsuccessful while the current leadership has achieved remarkable improvement.

The face management function in this utterance is FTA Performance because the statement indirectly threatens the positive face of those responsible for Saudi Arabia's previous condition, while simultaneously enhancing the positive image of the current Saudi leadership. The comparison suggests that significant progress has occurred under the present administration, allowing the audience to draw their own conclusions about the contrast between the past and the present.

Face Management Functions

To answer the second research question, the researcher analyzed how politeness strategies functioned in managing face throughout Donald Trump's speech at the Saudi Investment Forum 2025. Based on the analysis, three major face management functions were identified, namely *Face Enhancement*, *FTA Performance*, and *FTA Mitigation*. The distribution of these functions is presented in Table 4.2.

No	Face Management Function	Frequency	Percentage
1	Face Enhancement	36	58.06%
2	FTA Performance	21	33.87%
3	FTA Mitigation	5	8.07%
Total		62	100%

According to Table 4.2, three types of face management were found in the speech delivered by Donald Trump in the Saudi Investment Forum 2025. Of the face management types, the most frequent type is Face Enhancement, which occurs

36 times or 58.06% of the whole data. From this observation, it can be seen that Trump mostly utilized polite strategies to foster positive relations, achieve recognition of his successes, and create positive image of individuals, organizations, and nations. The most common among all such expressions were those using Positive Politeness strategies, which include complimenting, appreciating, recognizing, and showing solidarity. Through praise of Saudi leaders, investors, and businessmen, Trump tried to create a positive environment and mutual respect during his speech.

The second most frequent function was *FTA Performance*, which appeared 21 times or 33.87% of the total data. This function mainly occurred in Bald-on-record and Off-Record strategies. In these utterances, Trump directly or indirectly criticized political opponents, interventionists, experts, and other groups whose views differed from his own. Unlike Face Enhancement, these utterances were intended to challenge, criticize, or evaluate the target. As a result, they performed face-threatening acts that potentially damaged the positive face of the individuals or groups being discussed.

Meanwhile, *FTA Mitigation* was the least frequent function, appearing only 5 times or 8.07% of the total data. This function was found in several Positive Politeness and Negative Politeness utterances, particularly those containing reassurance, hedging, and cautious commitments. Through these expressions, Trump attempted to reduce uncertainty and avoid imposing expectations on the audience. However, the relatively low frequency of this function suggests that

minimizing threats to face was not the primary communicative objective of the speech.

Overall, the findings demonstrate that *Face Enhancement* was the dominant face management function in Donald Trump's speech. This result reflects the diplomatic and investment-oriented context of the Saudi Investment Forum, where maintaining positive relationships and promoting cooperation were important communicative goals. Although Trump also employed criticism and direct assertions, the majority of his utterances were aimed at enhancing the positive image of the audience and strengthening bilateral relations between the United States and Saudi Arabia.

B. Discussion

From the findings of this study, it can be seen that Donald Trump utilized all the four politeness strategies postulated by Brown and Levinson (1987), which include Bald-on-record, Positive Politeness, Negative Politeness, and Off-Record Strategies. Out of all these strategies, the Positive Politeness was the one that dominated, with 29 instances of usage making up 46.77% of the total instances. This shows that Donald Trump had tried to create solidarity, show gratitude and create positive relations with his audience at the Saudi Investment Forum 2025. This could imply that the speaker wanted to cultivate good relations between the United States and Saudi Arabia.

The findings also revealed that the Bald-on-record strategy was one of the second most dominant strategies that was used 16 times (25.81%), and Off-Record

strategy was used 13 times (20.97%), while the usage of Negative Politeness strategy was the lowest of all with just 4 uses (6.45%). The use of the Bald-on-record strategy is an indication of the fact that Trump is a speaker who communicates his messages without beating around the bush, especially when speaking about political successes, economic growth, and criticism towards the political opponents. The Off-Record strategy was commonly used when the speaker wanted to speak indirectly about criticism in some way or another.

Regarding face management functions, the analysis revealed that Face Enhancement was the dominant function with 36 occurrences (58.06%), followed by FTA Performance with 21 occurrences (33.87%), and FTA Mitigation with 5 occurrences (8.07%). This finding demonstrates that most of Trump's utterances were intended to strengthen the positive image of Saudi leaders, investors, business figures, and bilateral relations between the two countries. Although face-threatening acts were also present, particularly in criticism directed toward political opponents and experts, the overall speech was largely characterized by efforts to build positive relationships and promote cooperation.

The findings of this study share similarities with Ogiermann (2021), who emphasized the importance of indirectness in maintaining interpersonal relationships. Ogiermann found that speakers often employ indirect strategies to express criticism while avoiding direct confrontation. A similar pattern was identified in Donald Trump's speech, particularly through the use of Off-Record strategies. Several utterances such as "Some people predicted failure" and "Many experts were wrong" allowed the speaker to criticize certain groups without directly

identifying them. Although Off-Record strategy was not the dominant strategy in this study, its presence demonstrates that indirectness remained an important communicative tool when discussing sensitive issues.

The findings of this study are consistent with Chen and Lin (2021), who reported that Positive Politeness was frequently used to establish solidarity and strengthen social relationships. In the present study, Positive Politeness emerged as the most dominant strategy. Trump frequently expressed appreciation, admiration, and recognition toward Saudi leaders and business figures. Through compliments and expressions of gratitude, he attempted to strengthen interpersonal relationships and create a positive atmosphere. Therefore, both studies highlight the important role of Positive Politeness in fostering cooperation and maintaining harmonious communication.

The findings also support Batubara (2022), who found that political figures often employ direct language when discussing political issues and achievements. Similarly, Trump frequently used Bald-on-record strategy to deliver straightforward statements regarding economic policies, political achievements, and criticism of opponents. Utterances such as “Everyone else was wrong” and “America is back and America is open for business” clearly illustrate the speaker’s preference for direct communication. Both studies suggest that directness is commonly used by political leaders to project confidence and authority.

The findings of this study are similar to those of Ayuningrum et al. (2023), who found that Positive Politeness was frequently used to create a cooperative

atmosphere and maintain positive interactions among participants. In the present study, Trump often employed Positive Politeness through compliments, appreciation, and recognition directed toward Saudi leaders, investors, and business representatives. These expressions helped create a friendly atmosphere throughout the forum and encouraged cooperation between the participants. Therefore, both studies demonstrate that Positive Politeness plays an important role in building positive social relationships and supporting successful communication.

Moreover, the results of this research are also supported by the work of Arribath (2023), where it was stated that politicians tend to apply Positive Politeness in order to receive audience approval and create a good reputation. The same trends can be traced in Trump's speech, where he emphasized the accomplishments of Saudi Arabia as well as thanked the people for their contribution in the field of business and investments. In this way, the politician tried to represent himself as a friendly ally and promote diplomacy and economic relations.

The findings of this study support the research conducted by Fafiyebi (2023), who found that political speakers often combine politeness strategies with face-threatening acts to strengthen their arguments. In the present study, Trump frequently alternated between Positive Politeness and Bald-on-record strategies. While many utterances praised the audience and strengthened social relationships, other utterances directly criticized political opponents, experts, and previous administrations. This combination allowed the speaker to maintain positive relations with supporters while simultaneously emphasizing political messages and

criticism. Therefore, both studies indicate that political speeches often contain a balance between politeness and criticism.

The findings of this study are consistent with Simangunsong (2024), who reported that political leaders make use of different politeness strategies based on their objectives for communication. The same trend was observed in Trump's speech as well. Positive Politeness was used when there was an appreciation or solidarity; Bald-on-record strategy was used when there was talk about achievement or criticism, while Off-Record strategy was used for the expression of indirect criticism, and Negative Politeness was observed during discussion of uncertain events in the future.

The findings of this study differ from those reported by Noreewec (2024). Noreewec found that Negative Politeness was frequently used in parliamentary discourse to balance authority and interpersonal relationships. In contrast, Negative Politeness appeared only four times in Trump's speech, making it the least dominant strategy. This difference may be influenced by the communicative context. Parliamentary discussions often involve negotiation, disagreement, and formal debate, which require speakers to be more cautious. Meanwhile, Trump's speech at the Saudi Investment Forum was primarily designed to promote cooperation, investment, and positive relations, resulting in a greater use of Positive Politeness rather than Negative Politeness.

The results of the research confirm the idea of Rajik (2025), who stated that public personalities often use several types of politeness strategies to reach certain

communicative goals. In the same way, Trump did not stick to one politeness strategy during the speech but rather used all four politeness strategies suggested by Brown and Levinson (1987). Positive Politeness was used to reinforce relations between people, Bald-on-record was used to stress the importance of achievements and critique, Off-Record was used to transmit indirect critique, and finally, Negative Politeness was used when carefulness was required.

The results of this research are in line with the study carried out by Silitonga et al. (2025), which revealed that the choice of politeness strategies depends on the features of the audience and the communication setting. In his speech, the audience was represented by political leaders, investors, representatives of business, and foreigners. As a consequence, Positive Politeness turned out to be the leading strategy since it was appropriate for building cooperation and developing diplomatic relations. However, at some point, Trump used the Bald-on-record and Off-Record strategies in the context of discussing politics and critique. Thus, both pieces of research prove that the choice of politeness strategies is highly context-dependent.

Overall, the findings of this study support Brown and Levinson's (1987) theory that speakers select different politeness strategies according to their communicative goals and interactional context. The dominance of Positive Politeness indicates that Donald Trump primarily aimed to strengthen solidarity, appreciation, and cooperation during the Saudi Investment Forum 2025. At the same time, the presence of Bald-on-record, Off-Record, and Negative Politeness strategies demonstrates that political speakers often combine multiple strategies to

achieve different objectives. Furthermore, the dominance of Face Enhancement as a face management function suggests that maintaining positive relationships and promoting favorable impressions were central goals of the speech. Therefore, this study contributes to the understanding of how politeness strategies and face management functions operate in contemporary political discourse, particularly in the context of international investment forums.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter covers two sub-topics of the research, they are conclusion and suggestion. The conclusion will be drawn based on the findings and discussions above. Whereas, the suggestion will lead the further researcher in conducting research on the same fields.

A. CONCLUSION

Based on the findings and discussion of the analysis, this paper concludes that Donald Trump used all the four politeness strategies suggested by Brown and Levinson (1987) in his speech at the Saudi Investment Forum 2025, namely, Bald-on-record, Positive Politeness, Negative Politeness, and Off-Record strategies. In total, there were 62 utterances that were analyzed. Out of these politeness strategies, Positive Politeness is the dominating strategy with 29 utterances (46.77%), while Bald-on-record has 16 (25.81%), Off-record 13 (20.97%), and Negative Politeness 4 (6.45%) utterances. These results show that the speaker mainly used positive language to build a positive relationship with his audience.

It was also discovered in this research that the use of politeness strategies was significant in managing the faces of people. Three types of functions associated with face management have been found, including Face Enhancement, FTA Performance, and FTA Mitigation. Face Enhancement is the most predominant function occurring 36 times (58.06%), followed by FTA Performance occurring 21

times (33.87%), and FTA Mitigation occurring 5 times (8.07%). Predominance of Face Enhancement proves that this speech was meant to enhance the positive image of the leaders of Saudi, the investors, the representatives of businesses, and also the relationship between Saudi Arabia and the United States.

The findings further reveal that different politeness strategies were employed for different communicative purposes. Positive Politeness was mainly used to express appreciation, recognition, and solidarity. Bald-on-record strategy was used to communicate achievements, political positions, and criticism in a direct manner. Off-Record strategy was employed to deliver criticism indirectly through implication and vague references, while Negative Politeness was used in situations involving reassurance, caution, and diplomatic flexibility. Therefore, the findings support Brown and Levinson's (1987) theory that speakers select different politeness strategies depending on their communicative goals and interactional context.

This study has several limitations. First, the data were limited to a single speech delivered by Donald Trump at the Saudi Investment Forum 2025. Therefore, the findings cannot be generalized to all political speeches. Second, the categorization of politeness strategies relied on the researcher's interpretation despite the use of coding procedures and theoretical guidelines. Nevertheless, this study contributes to pragmatic studies by providing a deeper understanding of how politeness strategies and face management functions operate in contemporary political discourse, particularly in the context of an international investment forum.

B. SUGGESTION

Based on the findings and limitations of this study, the researcher would like to provide several suggestions for future researchers. First, future studies are recommended to investigate politeness strategies in different forms of political communication, such as political debates, campaign speeches, interviews, press conferences, and social media communication. Different communicative contexts may produce different patterns of politeness strategies and face management functions.

Second, future researchers are encouraged to explore politeness from different pragmatic perspectives in order to obtain a broader understanding of communicative meaning. Although this study applied Brown and Levinson's (1987) politeness theory, future studies may employ Relevance Theory proposed by Sperber and Wilson (2002), which emphasizes inferential meaning and contextual interpretation. This approach has been successfully applied by Qadafi and Wahyudi (2014) in analyzing Indonesian cigarette advertisements. Therefore, applying Relevance Theory to political speeches may provide different insights into how implied meanings are interpreted beyond the identification of politeness strategies.

Third, future studies may combine Brown and Levinson's politeness theory with other approaches, such as impoliteness theory, Critical Discourse Analysis (CDA), rhetoric, or persuasive communication theory. Combining different theoretical perspectives may provide a more comprehensive understanding of political language, power relations, and persuasion strategies.

Finally, this study is expected to contribute to the development of pragmatic studies, particularly those related to politeness strategies and face management in political discourse. The researcher hopes that this study may serve as a useful reference for students and researchers who are interested in examining language use in political and public communication.

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CURRICULUM VITAE



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APPENDIX

Politeness of Donald Trump's speech at the Saudi Investment Forum 2025

No	Utterance	Code	Strategy Type	FTA Type	Face Management Function	Target Face
1	"You didn't have a good relationship with Barack Hussein Obama. You didn't have a good relationship with sleepy Joe Biden. We took the dark cloud away from your country and brought tremendous opportunities back."	BL-01	Bald-on-record	Criticism	FTA Performance	Barack Obama and Joe Biden
2	"There was a country called Iran with a nuclear capability, and we obliterated that very quickly, very strongly, and very powerfully."	BL-02	Bald-on-record	Criticism	FTA Performance	Iran
3	"Every leader is saying that the United States is the hottest country anywhere in the world, and we're going to keep it that way too."	BL-03	Bald-on-record	Self-Promotion	Face Enhancement	United States
4	"We've done things that nobody thought were possible. We've become a very wealthy country, and our economy is stronger than ever before."	BL-04	Bald-on-record	Self-Praise	Face Enhancement	United States
5	"I love the Fed job. To me, it's the easiest job in the world, yet somehow they still manage to get it wrong."	BL-05	Bald-on-record	Ridicule	FTA Performance	Federal Reserve Chairman
6	"The current guy gives everybody the wrong information because he has no clue what he's doing."	BL-06	Bald-on-record	Criticism	FTA Performance	Federal Reserve Chairman
7	"They're spending four billion dollars on renovating a building that should have cost twenty-five million to do, headed by this clown."	BL-07	Bald-on-record	Insult	FTA Performance	Federal Reserve Chairman
8	"The other one that got it the most right was a man named President Donald J. Trump. We got everything right, and because we got it right, our country is thriving."	BL-08	Bald-on-record	Self-Praise	Face Enhancement	Donald Trump
9	"We just have to keep it going. We'll keep it going, and we'll continue building on the success we've achieved."	BL-09	Bald-on-record	Commitment	Face Enhancement	United States
10	"We build the best military equipment in the world by far, and nobody comes close to the quality of what we produce."	BL-10	Bald-on-record	Self-Promotion	Face Enhancement	United States Military Industry
11	"That's why we do the most business, because people know they are dealing with the best products and the strongest economy."	BL-11	Bald-on-record	Self-Promotion	Face Enhancement	United States
12	"And now they want to make a deal. They want to make a deal because they understand the strength and position of the United States."	BL-12	Bald-on-record	Political Assertion	FTA Performance	Iranian Government
13	"Tariffs have been frankly the best thing that has ever happened to our country, despite all the criticism and predictions of failure."	BL-13	Bald-on-record	Self-Promotion	Face Enhancement	United States

14	"Everybody said tariffs would never work and that they would destroy the economy, but everyone else was wrong."	BL-14	Bald-on-record	Criticism	FTA Performance	Political Opponents and Economic Critics
15	"America is back, America is open for business, and the entire world is recognizing our economic strength once again."	BL-15	Bald-on-record	Declaration	Face Enhancement	United States
16	"Americans have rejected the failed far-left models and chosen a path that puts growth, prosperity, and national strength first."	BL-16	Bald-on-record	Criticism	FTA Performance	Far-Left Political Groups
17	"Great group of people, the biggest, you got the biggest in the room, but some of the most talented, successful, and innovative business leaders anywhere on the planet."	POS-01	Positive Politeness	Approval	Face Enhancement	Business Leaders and Investors
18	"Whether you have come from near or far, we're delighted to have you invest right here in the hottest country anywhere in the world."	POS-02	Positive Politeness	Appreciation	Face Enhancement	Forum Participants and Investors
19	"I want to thank my friend and great gentleman, Crown Prince Mohammed bin Salman, for his bold leadership and deep commitment to the ties between our two countries."	POS-03	Positive Politeness	Appreciation	Face Enhancement	Crown Prince Mohammed bin Salman
20	"It's a great honor, and that happens very seldom. So I just want to congratulate you on that remarkable achievement."	POS-04	Positive Politeness	Congratulations	Face Enhancement	Saudi Arabia and Saudi Leadership
21	"On behalf of the thousands of American workers who I care about most, I want to thank you for bringing all those jobs and all those great opportunities to America."	POS-05	Positive Politeness	Appreciation	Face Enhancement	Saudi Investors and Business Partners
22	"Thank you very much. Great, great job. What a great representative you have, and you sent a very good representative."	POS-06	Positive Politeness	Compliment	Face Enhancement	Saudi Representatives
23	"The next time you're here, you'll have a much bigger room because the success of this forum keeps growing every year."	POS-07	Positive Politeness	Encouragement	Face Enhancement	Forum Participants
24	"It's a very honored company that you're in, and you should be proud of the people gathered in this room."	POS-08	Positive Politeness	Recognition	Face Enhancement	Forum Participants
25	"It's already approved, but don't worry. We have to go through a process, and you're in very good shape."	POS-09	Positive Politeness	Reassurance	FTA Mitigation	Saudi Investors
26	"The partnership between our two nations is among the most consequential in the entire world, and together the Crown Prince and I are making this alliance stronger than ever before."	POS-10	Positive Politeness	Solidarity	Face Enhancement	Crown Prince Mohammed bin Salman and Saudi Arabia

27	"I want to congratulate the great American business leaders who are in this room, and I know you'll do a great job for Saudi Arabia."	POS-11	Positive Politeness	Compliment and Encouragement	Face Enhancement	American Business Leaders
28	"Many of you in this room are playing a key role in making these projects happen and helping shape the future of this region."	POS-12	Positive Politeness	Approval	Face Enhancement	Investors and Business Leaders
29	"They like us better, they respect us more, and it works out much better for everybody involved."	POS-13	Positive Politeness	Seek Agreement	Face Enhancement	Saudi and American Partners
30	"I especially want to thank our numerous Saudi friends here today, including the ambassador to the United States."	POS-14	Positive Politeness	Appreciation	Face Enhancement	Saudi Ambassador and Saudi Delegation
31	"I especially want to thank our Saudi friends here today, including Princess Reema, who has been a great friend of mine."	POS-15	Positive Politeness	In-Group Identity Marker	Face Enhancement	Princess Reema
32	"Jensen, thank you. Amazing job you've done building one of the most successful technology companies in the world."	POS-16	Positive Politeness	Compliment	Face Enhancement	Jensen Huang
33	"Hundreds of the top minds in technology, finance, and private enterprise are with us today, and they truly are the best in the world."	POS-17	Positive Politeness	Exaggerated Approval	Face Enhancement	Business Leaders and Investors
34	"They say this has been the best nine months that any president has ever had, and together we've accomplished tremendous things."	POS-18	Positive Politeness	Positive Evaluation	Face Enhancement	Forum Participants and Allies
35	"Yesterday we had a phenomenal visit at the White House celebrating the eighty-year bond between the United States and Saudi Arabia, and we ended with an unbelievable event."	POS-19	Positive Politeness	Shared Positive Experience	Face Enhancement	Saudi Arabia
36	"That's a sign of trust, and trust is what makes partnerships like ours successful."	POS-20	Positive Politeness	Approval	Face Enhancement	Saudi Arabia
37	"This week our countries signed groundbreaking agreements on civil nuclear energy, critical minerals, and artificial intelligence."	POS-21	Positive Politeness	Common Ground	Face Enhancement	United States and Saudi Arabia
38	"That's really an honor, and I'm proud to be part of this historic partnership."	POS-22	Positive Politeness	Appreciation	Face Enhancement	Saudi Leadership
39	"Beautiful picture. It reflects the incredible progress and success that has been achieved here."	POS-23	Positive Politeness	Approval	Face Enhancement	Saudi Arabia
40	"Yasser is terrific. He's a terrific man, and he has done an outstanding job leading these important initiatives."	POS-24	Positive Politeness	Compliment	Face Enhancement	Yasser Al-Rumayyan

41	"You have done such a good job, and the results of your leadership can be seen everywhere."	POS-25	Positive Politeness	Approval	Face Enhancement	Crown Prince Mohammed bin Salman
42	"Boeing is doing an amazing job of coming back, and their future looks incredibly bright."	POS-26	Positive Politeness	Compliment	Face Enhancement	Boeing
43	"Kelly is doing a great job leading the company through a very important period."	POS-27	Positive Politeness	Compliment	Face Enhancement	Kelly Ortberg
44	"What a job you've done with your new engines. The innovation and quality are truly impressive."	POS-28	Positive Politeness	Approval	Face Enhancement	GE Aerospace Leadership
45	"We appreciate you, and we appreciate everything you have done to strengthen the relationship between our countries."	POS-29	Positive Politeness	Appreciation	Face Enhancement	Saudi Arabia and Saudi Leadership
46	"They want to make a deal, and we'll see what happens because many things can change in a very short period of time."	NEG-01	Negative Politeness	Hedge	FTA Mitigation	Iranian Government
47	"We're thinking about him for the Fed, but he wants no part of it. I think we'll leave him where he is because he's doing a good job."	NEG-02	Negative Politeness	Tentative Statement	FTA Mitigation	Federal Reserve Candidate
48	"It's already approved, but don't worry. We have to go through a process, and the process will take about twenty-four hours before everything is completed."	NEG-03	Negative Politeness	Reassurance / Minimize Imposition	FTA Mitigation	Saudi Investors and Business Partners
49	"And now they want to make a deal. They want to make a deal, and we'll probably be doing that if the circumstances are right."	NEG-04	Negative Politeness	Cautious Commitment	FTA Mitigation	Iranian Government
50	"The gleaming marvels of Riyadh and Abu Dhabi were not created by the so-called nation builders, neocons, or liberal nonprofits, but by the people of this region pursuing their own vision."	OR-01	Off-Record	Indirect Criticism	FTA Performance	Nation Builders, Neocons, and Liberal Nonprofits
51	"In the end, the so-called nation builders wrecked far more nations than they built, and the interventionists were intervening in complex societies that they did not even understand."	OR-02	Off-Record	Indirect Criticism	FTA Performance	Nation Builders and Interventionists
52	"Peace, prosperity, and progress ultimately came not from a radical rejection of your heritage but rather from embracing your national traditions and culture."	OR-03	Off-Record	Implied Criticism	FTA Performance	Western Interventionist Approaches
53	"The birth of a modern Middle East has been brought about by the people of the region themselves, developing their own sovereign	OR-04	Off-Record	Contrastive Implication	FTA Performance	External Nation-Building

	countries and pursuing their own unique visions."					Advocate s
54	"Before our eyes, a new generation of leaders is transcending the ancient conflicts and tired divisions of the past while forging a future defined by opportunity and cooperation."	OR-05	Off-Record	Implied Criticism of Previous Leadership	FTA Performance	Previous Regional Leadership
55	"There are those who thought this region was destined for instability and decline, but the achievements we see today have proven them wrong."	OR-06	Off-Record	Vague Criticism	FTA Performance	Critics of the Middle East
56	"Some people predicted failure, yet what has happened here demonstrates a very different reality."	OR-07	Off-Record	Vague Criticism	FTA Performance	Political and Economic Critics
57	"Many experts were wrong about what could be achieved in this region and about the future that its people could build."	OR-08	Off-Record	Indirect Criticism	FTA Performance	Political and Economic Experts
58	"People said it could never happen, but the transformation that has taken place stands as proof that those predictions were mistaken."	OR-09	Off-Record	Implied Opposition	FTA Performance	Skeptics and Critics
59	"I always want to be modest, as modest as I can, although some people might disagree with that assessment."	OR-10	Off-Record	Irony	FTA Performance	Audience / Public Observers
60	"Some of our friends treated us far worse than our enemies, and that is something many people do not like to talk about."	OR-11	Off-Record	Indirect Criticism	FTA Performance	U.S. Allies and Trade Partners
61	"The world was supposed to have been gone two years ago according to some predictions, but somehow those predictions did not turn out to be accurate."	OR-12	Off-Record	Implied Criticism	FTA Performance	Economic and Political Commentators
62	"One year ago, people were saying your country was dead, and now they are saying you have the hottest country anywhere in the world."	OR-13	Off-Record	Quoted Implication	FTA Performance	Critics of the United States