

AN ANALYSIS OF POSITIVE POLITENESS STRATEGIES IN THE FIRST PRESIDENTIAL DEBATE BETWEEN DONALD TRUMP AND JOE BIDEN

Rika Indah Agustini¹, Yusrita Yanti²

¹English Department, Faculty of Humanities, Bung Hatta University

²English Department, Faculty of Humanities, Bung Hatta University

E-mail : rikaindahagustin664@gmail.com, yusrita.yanti@bunghatta.ac.id

ABSTRACT

Politeness strategies are speech patterns employed in a conversation or debate to reduce face-threatening behaviors (FTA). The goal of this study is to identify the factors that influence Donald Trump and Joe Biden's good politeness strategies. Because it reveals information on the role of civility in communication and interpersonal relationships, the first presidential debate between Donald Trump and Joe Biden is a fascinating one to evaluate. Descriptive qualitative analysis is used in this study. In this study, 8 of the 15 positive politeness tactics were found to be used by Donald Trump and Joe Biden, and 2 factors were discovered that affected the employment of these strategies.

Keywords: *positive politeness strategy, FTA, factor influencing, Donald Trump & Joe Biden*

INTRODUCTION

Communication is the most important feature of human interaction and occurs constantly, communication is a part of daily life that cannot be avoided. By using polite language that makes it clear to the listener to whom and where the speaker is speaking, communication aims to develop relationships with people. The social and emotional actions of everyone are referred to as politeness. To build strong relationships and have positive social interactions in this circumstance, being polite is essential.

In terms of politeness, it should be developed in order to protect the "face" of the listener. According to Brown and Levinson [3], civility refers to the actions taken by community members to avoid potential societal or interpersonal upheaval. The definition of face given by Brown and Levinson [3] is "it is the public self-image that every member wants to claim for himself" and they distinguish between positive and negative face needs, or the desire to be free of other people's interference.

According to Brown and Levinson [3], language use is defined by politeness in this broad sense

of communication targeted to an interactor's "face" or public persona. Actions that violate a speaker's right to respect and self-respect are known as face-threatening acts (FTAs). The main reason for creating these politeness techniques is to manage these FTAs.

Positive politeness is also a face-saving activity that is concerned with preserving a person's good face. It tends to convey solidarity, emphasize that the speaker and the hearer have a common goal, and emphasize that they both want the same thing from the conversation. Yule [4].

According to Brown and Levinson, there are four basic types of politeness techniques that can be used to describe human "politeness" behavior. Additionally, Brown & Levinson [3] stated that positive politeness has 15 strategies, including the following: notice, attend to the hearer; exaggerate; intensify interest in the hearer; use in-group identity marker; seek agreement; avoid disagreement; presuppose/rise/assert common ground; joke; convey that the speaker and the listener are cooperators; assert or presuppose speaker's knowledge of and concerns for the listener's wants; offer, promise; be

This relates to the author's discussion on good politeness. The author is interested in analyzing politeness, particularly the kind of graciousness that Donald Trump and Joe Biden displayed during the first presidential debate. 2020 saw the general elections in the United States to select the president and vice president who will lead the country. The purpose of this conversation is to give the general public an opportunity to learn about the presidential candidate's vision and objectives, and mission approaches to and perspectives on major national issues, persuasive arguments, and the candidates' ability to inspire their supporters.

METHOD

The author of this study applied the Brown and Levinson [3] theory to determine positive politeness using a descriptive qualitative methodology. Another reason why descriptive qualitative research is called that is because the researcher only collected the data, conducted an analysis, and came to conclusions, according to Moleong [10]. This study talks about dialogue-based positive politeness techniques that are crucial for keeping up a line of contact with the listener.

The first presidential debate between candidates Donald Trump and Joe Biden was used as the data source, and all of the exchanges featured positive civility. The information will be used to examine the first presidential debate's usage of constructive politeness tactics and the variables affecting it. Data from the first presidential debate was analyzed using observation to identify sub-strategies for good manners.

FINDINGS AND DISCUSSION

The goals of this study are to demonstrate the constructive politeness techniques utilized by Joe Biden and Donald Trump in the first presidential debate and to identify the factors that led to these tactics being adopted by those candidates. Two debates make up this study. The data from the first presidential debate between Donald Trump and Joe Biden are discussed and explained in the first section. The information has to do with a considerate behavior plan. The discussion of the debate's statistics makes up the second half, which also explains how positive politeness methods

work and what factors went into choosing each one.

Following an analysis of the data, the author identified 8 positive politeness techniques from a total of 15 Brown and Levinson-based strategies and discovered that the employment of these strategies in the first presidential debate is influenced by the payout and relevant circumstances.

One of the strategies and elements that were present in the first presidential debate between Joe Biden and Donald Trump was the following.

Exaggerate (interest, approval, sympathy with H)

The positive politeness method, which is typically utilized along with intensifying modifiers, increased intonation, emphasis, and other prosodic aspects, includes exaggeration (interest, approval, sympathy with the hearer).

(1) Chris : Why are you right in the argument you make and your opponent wrong? And where do you think a Justice Barret would you take the court?

Donald Trump : ... I will tell you very simply. We won the election. Election have consequences. We have the White House, and we have a phenomenal nominee respected by all. ,..... so I think **she's going to be fantastic**. We have plenty of time . even if we did it after the election itself. I have a lot time after the election, as you know. So I think that **she will be outstanding. she's going to be as good as anybody that has served on the court**. We very feel like that. ,.....

The dialogue demonstrates that the speaker (Donald Trump) employed the exaggerated (interest, approval, sympathy with H) method of positive politeness 2. Here, the moderator asked Donald Trump for his perspective on why his argument was sound and his opponent's was not. Donald Trump was also questioned about the location of Judge Barrett's trial. Donald Trump emphasized to Judge Barrett that she would be excellent, equal to anyone who had previously

served on the court. This show overstates. In this instance, Donald Trump wants to make a good impression on the listeners.

Because Donald Trump is aware that Justice Barrett (Amy Coney Barrett) is qualified to take the place of the late Ruth Bader Ginsburg in the court because she was a remarkable woman, the context is background knowledge..

Payoff

The speaker uses positive politeness techniques and benefits in a variety of ways. By assuring the listener that they are liked and that the speaker intends to meet their expectations, the speaker may reduce the FTA. The speaker doesn't jeopardize the listener's goodwill because of their similar interests.

(2) Chris : Why are you right in the argument you make and your opponent wrong? And where do you think a Justice Barret would you take the court?

Donald Trump : ... I will tell you very simply. We won the election. Election have consequences. We have the White House, and we have a phenomenal nominee respected by all. ,..... so I think **she's going to be fantastic**. We have plenty of time . even if we did it after the election itself. I have a lot time after the election, as you know. So I think that **she will be outstanding. she's going to be as good as anybody that has served on the court**. We very feel like that. ,.....

Donald Trump is affected by the factor reward in the dialogue above because, by using hyperbole, he wants to profit from the substitution of Justice Barrett (Amy Coney Barrett) for the late Ruth Bader Ginsburg in court.

CONCLUSION AND SUGGESTION

From 15 Brown and Levinson-based politeness methods, this study identified 8 as being helpful. The author fits each form of constructive politeness tactics' facts one by one. According to this study, reward and pertinent conditions are the two criteria that have an impact on the usage of positive politeness techniques during the first presidential debate between Donald Trump and Joe

Biden. The speaker receives a number of advantages and satisfies the listener's wishes, which minimizes the FTA by convincing the listener that the speaker sees themselves in the same light.

The writer gives suggestions to make this research more be better and the next researcher find all the politeness strategies.

ACKNOWLEDGMENTS

First and foremost, I would like to express my sincere gratitude and praise to God Almighty for His blessings and graces that have enabled me to complete this thesis. I would also like to thank my supervisor, Dr. Yusrita Yanti, M. Hum, for patiently guiding me through the process of making a strong thesis with her helpful suggestions and criticisms. We appreciate the reviewers Diana Chitra Hasan and M. Hum. Thank you to my family, friends, and colleagues who have supported me through the good times and the bad. Special thanks go out to Dr. Nova Rina, M.Hum, and Temmy Thamrin, S.S, M.Hum, Ph.D. for reviewing and making ideas for improving the thesis.

REFERENCES

- [1] Aasi, F. S., Imtiaz, A., & Shahzad, A. K. (2023). Politeness in the Classrooms of the Visually Impaired Students: A Case Study. *Global Educational Studies Review*, VIII(II), 64-78.
- [2] Batubara, M. H., Rahila, C. D. I., & Fitri, H. (2022). An Analysis Of Politeness Strategies Used By Donald Trump And Hillary Clinton Presidential Debate 2016. *Journal of Linguistics, Literature, and Language Teaching (JLLLT)*, 1(2), 51-58.
- [3] Brown, P. & Levinson, S.C. (1987). *Politeness: Some Universals in Language Usage*. Cambridge: Cambridge University Press.
- [4] Brown, G. & Speakers, L.(1995). *Communication: Explorations in Discourse Analysis*. Cambridge, CUP.

- [5] Bogdan & Biklen, S. (1992): *Qualitative Research For Education*. Boston, MA: Allyn and Bacon
- [6] Cutting, J. (2005). *Pragmatics and discourse: A resource book for students*. London: Routledge
- [7] Holmes, J. (2013). *An introduction to sociolinguistics*. New York : Routledge.
- [8] Leech, G. N. (1983). *Principles of Pragmatics*. London: Longman.
- [9] Mey, J. L. (2001). *Pragmatics: an introduction*. Cambridge: Blackwell Publishers Inc.
- [10] Moleong, L. J. (2001). *Metode Penelitian Kualitatif. Bandung: PT Remaja Rosdakarya (anggota IKAPI)*.
- [11] Perreault, W. D., & McCarthy, E. J. (2006). *Essentials of marketing: a global-managerial approach*. London : McGraw-Hill College.
- [12] Sinaga, Y. K., Sinurat, B., Saragih, D. Y., & Saputra, N. (2022). An Analysis of Positive and Negative Politeness Strategy in Ome TV by Fiki Naki on Youtube. *LingLit Journal Scientific Journal for Linguistics and Literature*, 3(2), 93-102.