

Chapter 1: Introduction

This chapter introduces the background related to the pragmatics study, which focuses on the politeness strategies of Donald Trump in the USA presidential debate election 2016. This chapter also contains the research question, the objective of the study, and the significance of the study.

Background

A debate is a process of communication done by one or more parties who have different opinions on certain issues. Glazer and Rubenstein (2001) pointed out that a debate is a kind of situation in which two parties disagree with some issues and have their own arguments. Each party attempts to entice the third party, which refers to the hearer to strengthen their position by arguing their own perspective. The parties declare a good opinion or argumentation to exist the victorious in the eyes of the third party; namely the hearers. As explained by Hendrikus (1991) a debate is a form of argument between individuals or groups of people intending to achieve victory for one party. Considering those definitions of debate, it can be inferred that debate is a form of oral communication of argument between two or more parties to achieve victory.

Generally, the debate aims to achieve victory for one party through their arguments or opinions before the listener makes up their mind. Furthermore, the victories are related to the political situation, namely political debates that are used by the nominee as a campaign for the elections. The nominee uses the presidential debate as the object of a campaign with various reasons, to include introducing themselves to the public and providing information regarding the

vision and mission of each party to convince the listeners to vote them. Through the debate, the nominee of each party can offer their vision or mission as well as their programs in the future if they win the election. Furthermore, the candidate has to watch their mouth and makes the hearer comfortable with their utterances as best as they can.

In 2016, the United States of America held a presidential election, which consists of two candidates. In addition to this, approaching a direct presidential election held by the USA, American citizens need to see the quality of their presidential candidates through debates between presidential candidates.

Therefore, the presidential debate election was held three times at different times and places. The first debate session was on September 26th, 2016, at Hofstra University, Hempstead, New York. It raises some interesting topics, for example, achieving prosperity, America's direction, and securing America. The second debate session was on Sunday, October 9th, 2016 at Washington University in St. Louis. The second session uses a different debate format compare to the first debate where the audience is allowed to ask the questions directly to the two candidates. The last debate section was held on Wednesday, October 19th, 2016 at the University of Nevada in Las Vegas. In the last debate session, the candidates discussed a lot of topics or issues such as immigration, economy, the Supreme Court, national debt, and social security.

The debate is utilized by both candidates to win the hearts of the public. The language used by candidates is essentially crucial to easily hook the audience's attention by expressing politeness or good manners. No matter how

angry and stubborn the nominee in delivering their idea, they have to devote close attention to the use of politeness utterances despite the candidate's consciousness. Because debate requires politeness for the candidate, they have to use polite language to make their sentence exemplary. Therefore, the researcher tries to use pragmatic approach which focus to the using of politeness in formal situation including the debate.

Politeness is one of the pragmatic studies that is considered to be very important in daily life, particularly in communication. Politeness is the manner of people's utterance to convey the message when they interact with other people. The message content of the sentences that is produced by the speaker must sound polite to the hearer. According to Brown and Levinson (1987), Politeness is comprehended in terms of conflict prevention or avoidance. Politeness is vital for human interaction either formal or informal to avoid the conflicts that probably happen during the conversation. Therefore, many people regardless of consciousness use politeness strategies to make their sentences sound polite even though it is not the literal meaning of them. To formulate the impolite utterance into polite utterances, the speaker need politeness strategies to avoid conflicts, which is the strategy of speaker to make their sentence looks more polite.

Based on Brown and Levinson (1987), politeness strategy is developed to save the hearer's face. Face refers to the respect of people for an individual public self-image that every member wants to claim for himself. It indicates as human self-image where people want to do something, they say, and they believe they are admired by other people. Brown and Levinson (1987), divided the face into two

types namely, positive face and negative face. Negative face is a desire of individuals in order to get freed without any distraction from others. Meanwhile, the positive face is a desire of individuals to be accepted and liked by others.

In accordance with the justification above, it is worth noting that people cannot avoid saying something that probably threatens someone's face whether it refers to a positive face or negative face. As mentioned by Yule (1996), if the speaker says something that indicates a threat to another individual regarding him/her self-image, it is described as a face-threatening act. This situation will make the hearer feel uncomfortable and think that the speaker does not respect him or her. Therefore, to avoid this face-threatening act (FTA) in a debate, the speaker or the candidate should express appropriate politeness strategy from a variety of perspectives in a good manner to minimize the hearer's face. Face-threatening act (FTA) is the condition of being impolite because of the way the speaker in delivering the message to the hearer. To achieve victory, the FTA may occur when both candidates begin to insist on defending their views or ideas against to the opponents. If there is a fight within the argument of the candidate, it is very natural either the debater or the candidate ought to control their emotions and think rationally. Therefore, the use of politeness strategy can be found in everyone, especially in political debates. Hence, the main concern of this research is to see how the politician uses a politeness strategy to convince the audience through their utterance.

As claimed by Lakoff (2000) that stated Language is politics, politics give power, and power arrange how people talk and how they are understood. A politician makes a good speech to make people believe in their future decision to build a better country, especially for the United States of America. They make efforts to make people believe in their reasoned judgment and argumentation. Additionally, politeness strategy is needed to make people believe in what they said through their speech in order to show how to strengthen the power of that language in their speech. By using the politeness in their utterance, the speaker could improve their image to hook the audience's attention. This exists to Donald Trump who is the nominee of the presidential election that followed the debate as the object of this research. Thus, the researcher intends to notice how Donald Trump uses the politeness strategy in his utterances.

Trump is a famous public figure in the USA. He is known as a man with controversial ideas in his campaigns. He is also known as a temperamental or strict person with his stance and belief. Trump is a temperamental person who easily gets emotion and sometimes offends many people through his speech. Although Trump is a rude person through his sentence, there is a possibility of Trump to use politeness strategy in his speech. As a matter of fact, Trump can demonstrate that he uses a polite language either when attacking his opponents or while giving a speech. In Trump's speech, the researcher finds one of the examples of Bald on record strategy in (min 00:04:32) "*Well, first of all, it's so great to be with you and thank you, everybody. The Supreme Court, it is.....*". Trump delivers that sentence before he wants to explain to others about the topic.

He respects to Wallace, who gives him a chance to speak and respect all the audience who give him a chance to present the debating. He is welcoming all the audience first.

Although Trump is a temperamental person, he can also attack the opponent politely, which exists in Trump's speech. Another example is found in the second presidential debate election in (min 00:18:05 – 00:18:23) *"But when you talk about apology, I think the one that you should really be apologizing for and the thing that you should be apologizing for are the 33,000 e-mails that you deleted"*. The utterance produced by Trump implies that he gives a task in which Hillary needs to apologize for the American people. To be more specific, Trump demands Hillary to apologize for the whole mistakes she made, which was deleting e-mails while serving as secretary of state in her personal account. The word *"you should apologize for ..."* is a sentence that refers to the kind of give a task sentence where he wants Hillary to apologize for the American people right now, for the mistake she has made. This can be categorized as a kind of politeness because instead of blaming Hillary in a direct way for her mistakes, he tends to use instruction. Therefore, modifying the utterance into a kind of instruction becomes one of his strategies to make his sentence look more polite. He has to use polite utterances while attacking Hillary as the opponent because he is standing in front of the American people who will choose him to be the president of the USA.

Furthermore, the researcher is interested in analyzing the existence of politeness strategy in a political debate which concerns to Donald Trump. This is due to the definition of debate which is a platform for the candidate to attack each

other. In debate, Trump uses politeness strategy unconsciously without any preparation. He cannot predict the question that comes to him, so the strategy of politeness spontaneously appear in his utterance. Therefore, although Trump wants to attack Hillary's opinion in a mad situation, the researcher wondering if he still uses polite utterances or not. It is also due to see the strategy of Trump to keep audience interest while listening for his utterances. Trump has to keep his image as the public figure and cannot make someone else goes down even though he has different opinion.

Based on the explanation above, the researcher attempt to show that in this US presidential debate in 2016 can be a good way to study pragmatic particularly to see their politeness strategies, which are directly produced by Donald Trump without any preparation. Therefore, this can be a good explanation as the representative of humans reflected when they want to say the politeness strategy via utterance, especially in the debate.

Research Questions

Based on the background statement above, this research attempts to explore the following research question:

- What are the types of politeness strategies that can be found in Donald trump speech in the USA Presidential debate election 2016.

Objectives of the study

This section presents the research objectives of this study in accordance with the research questions that is to discover the politeness strategies performed by Donald in his speech in the USA Presidential election debating 2016.

Limitation of study

In the pragmatic study, there are several topics to discuss. One of the topics in pragmatics study is politeness. The topic of politeness itself comprises several parts. They are politeness maxim, politeness principle, and politeness strategies. This research is focused on investigating the politeness strategies used by the candidate Donald Trump in USA Presidential election debating 2016, which contain three sessions. The main concern of this research is to observe the types of politeness strategies used by Donald Trump in his utterances. The researcher uses the theory of Brown and Levinson (1987) that classified four types of politeness strategies, which are bald on record strategy, positive strategy, negative strategy, and bald off-record strategy. Additionally, the methodology used in this research is limited to discourse analysis.

Significance of the study

The results of this research are expected to give both theoretical and practical contributions in pragmatics study. Theoretically, this study makes a major contribution to the development of research on pragmatics study through analyzing the politeness strategies. Moreover, this study can also be a good reference for the next researcher who shared similar interest in this topic. Practically, this research could be useful for the debaters who always join English debate competition to use these politeness strategies. In addition, this study can enormously benefits to the readers. The readers may get more understanding regarding the use of English expression and be able to use politeness strategies in their daily conversation, particularly for the teacher who is teaching in the class.