

Politeness Strategies in the 2020 Biden - Trump Presidential Debate: A Pragmatic Analysis

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ABSTRACT

This research explores the use of politeness strategies in the 2020 U.S. Presidential debate between Joe Biden and Donald Trump. The investigation aims at examining how these strategies reflect their rhetorical styles and communication goals. The methodology applied is qualitative, with a thorough evaluation of debate transcripts and video recordings to identify and assess the candidates' politeness strategies. Discourse analysis dissects non-linguistic signs like gestures and body language that convey politeness or impoliteness. The study found that both candidates primarily used bald-on-record tactics, showing a desire for direct and unambiguous communication. Trump's broad posture and forward lean, paired with direct words, heighten his imposing presence, whereas Biden's upright stance and hand gestures show his involvement and attention. Future research could include more political talks from different cultures. This would reveal cultural and political disparities in politeness.

Keywords: *Political discourse, Politeness strategies, Pragmatic Analysis, Presidential Debate*

Introduction

Communication in political debates is more than just exchanging words—it's about shaping public perception and influencing opinions. The 2020 U.S. Presidential debate between Joe Biden and Donald Trump was no exception. Millions of viewers scrutinized every word, gesture, and interaction, making the candidates' communication strategies a critical part of their performance. According to Al-Mahrooqi and Tabakow (2015) as cited in Nurrahmah (2020), the term "debate" refers to a dispute or discussion on specific problems that elicit differing opinions, evocative of heated verbal exchanges in political campaigns. In this highly charged political environment, the way each candidate employed politeness—or chose not to—became a central feature of the debate. Indeed, According to Jamieson (1987) cited in Delimunte A (2022), political debates can provide viewers with information about candidates by revealing their communicative skills and habits of thought, increasing accountability, and identifying manipulative behavior. Politeness strategies, as explained by Brown and Levinson (1987), are techniques people use to handle face-threatening acts and maintain social harmony. In similar vein, Most studies have described politeness as carefully avoiding conflict or developing harmonious social ties (Watts, 2003) as cited in Anis (2023). Furthermore, According to Kádár and Haugh

(2013) as cited in Rabia S (2021), Politeness is essential in all of our relationships and has a significant impact on how we connect with one another and define ourselves.

Numerous studies have been conducted on the pragmatic analysis of politeness strategies in academic texts. For example, Putri (2023) examined the politeness methods utilized by Donald Trump and Joe Biden during the 2020 US Presidential Debate. In a similar vein, Batubara et al. (2022) investigated the application of politeness techniques by Donald Trump and Hillary Clinton during the 2016 presidential debate. Similarly, Rizka et al. (2020) examined the degrees of linguistic politeness and violations of politeness in the political discourse of Indonesian presidential candidates Jokowi and Prabowo in 2019. Another compelling study conducted by Aulia et al., (2019) who examined the Categories of politeness and the predominant kind of politeness in the film *Tinker Bell* and the *Great Fairy Rescue*. The findings indicated the existence of four types of politeness: bald on record, positive politeness, negative politeness, and off record. Moreover, the predominant kind of civility is bald on record. While, Saragih & Rahayu (2021) explored the pragmatic analysis of positive politeness strategies on TED Talk video by Eddy Zhong.

This study distinguishes itself from previous studies by means of a targeted analysis of a particular object or phenomenon, therefore fostering its uniqueness. Furthermore, the study's research questions probe new ground and offer fresh viewpoints that help contributing to the field of knowledge in a literature. By sharpening on a different object and asking new research questions, this thesis stands out as an endeavor in the academic landscape. The researchers investigated "The First U.S. Presidential Debates Between Joe Biden and Donald Trump 2020" to analyze politeness linguistic pragmatics. The nationally televised, high-stakes discussion provided an ideal opportunity to investigate how political communication uses civility and impoliteness. The presidential debate's politeness methods of Joe Biden and Donald Trump have not been detailed. Both candidates had different communication styles, and a variety of linguistic methods were revealed, allowing for a full politeness analysis.

To address this research gap. This paper analyzes the politeness strategies utilized in the first 2020 US presidential debate between Joe Biden and Donald Trump, offering a novel perspective relative to previous studies. While previous research, such as (Batubara et al., 2022; Putri, 2023) focused on the general use of politeness methods in debates including other candidates such as Hillary Clinton, this study narrows its focus to Biden and Trump's distinct communication styles. The primary innovation of this study is its examination of both politeness and impoliteness techniques, as well as the creation of nonverbal indicators such as gestures and body language feature frequently missed in previous examinations.

Researchers have two reasons for selecting this subject for examination. First, the topic was selected as a research subject within the field of language pragmatics of politeness due to its significant relevance in political discourse. The contentious nature of the election, along with the candidates' varied communication styles, offered a unique chance to assess their language and communicative methods. A study is undertaken to examine the utilization of verbal politeness or impoliteness in persuading, confronting, or influencing the audience. The study elucidated the significance of language in influencing public perception and political dialogue. Secondly, the presidential election debate 2020 between Joe Biden and Donald Trump offers a fascinating opportunity to investigate linguistic pragmatics in the framework of politeness strategies. Maintaining to established academic frameworks

and style, it is imperative to remain objective and use simple, uncomplicated language. Moreover, exact use of subject-specific vocabulary and avoidance of biased phrasing will provide a fair and grammatically correct study. Examining the debate closely will reveal causal relationships between arguments and provide a logical flow of information that helps one to grasp language pragmatics.

Using Brown and Levinson's politeness theory, this study seeks to put insight into how each candidate's use of language contributes to their overall communicative goals, bringing new insights into the link between verbal and nonverbal communication in political discourse (Niyazova, G, 2021). This study is guided by two main research questions: 1. How do Joe Biden and Donald Trump employ politeness strategy in their discourse during presidential debate? 2. What non-linguistic cues are utilized by Donald Trump and Joe Biden to convey politeness or impoliteness strategy in their debate interaction? The first question aims to analyze the language used by both candidates, focusing on how they manage politeness and impoliteness in their exchanges. The second question investigate both language and non-linguistic factors, this thesis seeks to present a fuller picture of how politeness and impoliteness are expressed throughout the debate, so improving our knowledge of the candidates' overall communication styles.

Method

The study utilized a qualitative research methodology, as the data comprised verbal information. Creswell and Guetterman (2018) define qualitative research as a tool for exploring and understanding the meanings that individuals or groups assign to social or human issues. In addition, Qualitative research methods were developed primarily by educational researchers and other social scientists Taylor and Bogdan, (1984) as cited in Shull (2010) to examine human intricacies (e.g., motivation, communication, comprehension). In similar, According to Meleong (1989) cited in Rosyidah(2021), qualitative research involves gathering descriptive data from people's written and spoken words, as well as observed behaviors. This study employs a qualitative approach, focusing on discourse analysis (Rodriguez, et al.,2019), to examine the politeness methods utilized by Joe Biden and Donald Trump during the 2020 U.S. Presidential debate. The study employs Brown and Levinson's politeness theory to analyze both verbal and nonverbal communication elements. The primary data is sourced from the official debate transcript and video recordings. The text allows for a

thorough examination of the spoken language, while the video gives information on nonverbal signs such as gestures, facial expressions, and body language.

The analysis is divided into two parts. First, the linguistic analysis looks at how the candidates use politeness strategies and instances of impoliteness. This phase focuses on what was said in the debate. Second, non-linguistic analysis examines nonverbal communication, namely how body language, and gestures. By combining both components, this method provides a more complete view of how politeness and impoliteness were expressed throughout the debate, providing insight into the overall communication dynamics between the candidates.

The research instrument and process involve developing problem formulation, collecting data typically in analyzing presidential debate video, analyzing data inductively by building from specific details to general themes, and the researcher interpreting the meaning of the data. The focus of this study was on the utterances made by individuals. The source of data was the first U.S. 2020 presidential election debate video, which was uploaded on YouTube on September 20, 2020. The video has a duration of 1 hour and 35 minutes and can be accessed through the Sky News channel on the YouTube platform (<https://www.youtube.com/watch?v=K8Z9Kqhrh5c>). Meanwhile, the data consisted of the speaker's utterances that contained politeness strategies.

The data for this investigation was collected through a series of stages. 1. The video transcript was read in order to obtain more precise data, and the debate video was viewed. 2. Subsequently, to verify the data, the transcription's comprehensive version is accessible on the Rev website. 3. Candidate utterances were subsequently selected and analyzed for the use of politeness strategies in accordance with Brown and Levinson's classification, which encompasses stark on record, positive politeness, negative politeness, and off record. 4. In order to facilitate data collection, the data is input into the table and subsequently utilized for analysis. Each data point is assigned a name that includes the data, name, type of strategy used, and time. Upon completion of these stages, the data can be interpreted in accordance with the theory, and conclusions can be drawn.

Findings and Discussion

Politeness Strategies Employed by Joe Biden and Donald Trump in the Presidential Debate.

The researchers analyze the presidential debate recorder to collect data on the politeness strategies employed by Joe Biden and Donald

Trump in their discourse during the debate

Table 1.
Politeness Strategy

Politeness Strategy	The Speaker		Total
	Donald Trump	Joe Biden	
Bald on Record	39	31	70
Positive Politeness	15	9	24
Negative Politeness	3	4	9
Off Record	5	1	6
Total			109

There are six major topics in the 2020 final presidential debate: Supreme Court vacancy, coronavirus pandemic, economy, race and violence, climate change, and election integrity. Analyzing the two presidential candidates' usage of politeness tactics during the first debate of the 2020 American presidential election reveals that the dominating strategy was bald on record. The candidates used this direct and unambiguous approach 70 times during the video segment evaluated, which lasted from 04:00 to 21:00 minutes.

Bald on Record

According to (P. Brown & Levinson, 1987) as cited in Rosari M (2016), the bald-on record is used in different contexts because it is the most direct expression of an act and speakers may have different reasons for engaging in face-threatening behaviors. In other side, Culpeper (1996) as cited in Tufadilla A(2023) suggests that the Bald on-record politeness method is adopted when the threat of the hearer's face is minimal. In addition, Imperatives are frequently tempered with hedges or typical politeness indicators, such as: "Please send us the offer." The verb 'do' is used with imperatives, such as 'Do call us!'. Brown & Levinson, (1978) as cited in Tufadilla A(2023). For example:

"200,000 dead. As you said, over seven million infected in the United States. We, in fact, have 4% of the world's population, 20% of the deaths. 40,000 people a day are contracting COVID. In addition to that, about between 750 and 1000 people a day are dying." (Joe Biden)

In the offered statements Biden mostly uses specifically Sympathetic Advice or Warning to underline the risks and probable negative effects of the President's actions regarding the Affordable Care Act. The essential words and phrases highlighted in these utterances reinforce the warning aspect of his message. As a result, it's in line with Yule (1996) state emergencies may also require the use of direct commands,

regardless of who is being addressed, such as when danger requires the use of the expressions found.

And, by the way, when you talk about numbers, you don't know how many people died in China. You don't know how many people died in Russia. You don't know how many people died in India. They don't exactly give you a straight count, just so you understand." (Donald Trump)

Trump's speeches commonly employ Strategy 4: *Sympathetic Advice or Warning to emphasize risks*, assign blame, and highlight the potential consequences. At the same time, Yule (1996) states that direct instructions may also be required in situations, regardless of who is being addressed, such as when danger necessitates the employment of the terms discovered.

Positive Politeness

Positive politeness strategies seek to alleviate possible dangers to the hearer's positive face. Yule (1996) posits that positive politeness serves as a face-saving tactic designed to highlight commonalities and mutual objectives between interlocutors. Furthermore, Positive face denotes the aspiration to be recognized, connected, validated, and esteemed by others. Yule (1996) posits that a friendly facial expression signifies that both interlocutors are pursuing a common objective, referred to as positive politeness. Likewise, According to Brown and Levinson (1987) as cited in Charismawati A(2013), positive politeness strives to enhance the listener's self-image.

"We have a professor at Notre Dame, highly respected by all, said she's the single greatest student he's ever had. He's been a professor for a long time at a great school." (Donald Trump)

Trump constantly exaggerates the nominee's qualities, using terms like "single greatest." These demonstrates a habit of stressing and enhancing good characteristics to indicate strong support and approval. Similarly,(P. Brown & Levinson, 1987) states the speaker expresses that some of speaker is also interested in what the listener wants.

"The American people have a right to have a say in who the Supreme Court nominee is and that say occurs when they vote for United States Senators and when they vote for the President of United States." (Joe Biden Utterance)

Meanwhile, based on an examination of Joe Biden's utterances, it is clear that he frequently uses the sub-strategies "Presuppose/Raise/Common Ground" and "Give/Ask for Reasons" to achieve certain communicative objectives. due to (P. Brown & Levinson, 1987) state the speaker can share a

common perspective with the audience without referring to a specific group identity. Biden emphasizes shared democratic values and healthcare concerns.

Negative politeness

While negative politeness strategies emphasize the prevention of imposition and the resolution of the listener's disagreeable emotions. These strategies presuppose that the speaker will impose their will on the audience, which may result in embarrassment or distress when contrasted with speaking candidly and demonstrating positive politeness. Yule (1996) posits that negative politeness is a face-saving action that is directed toward a person's negative face, tends to demonstrate deference, emphasizes the significance of the other's time or concerns, and may include an apology for the imposition. In the same way, Negative politeness is respecting others and not interfering with their privacy. It requires "expressing oneself appropriately in terms of social distance and respecting status differences" Holmes (2001) as cited in Made F(2016). On the other hand, (P. Brown & Levinson, 1987) contend that negative politeness is a redressive action that addresses the addressee's negative expression, which is their desire for unimpeded attention and freedom of action.

"And so, it's just not appropriate to do this before this election. If he wins the election and the Senate is Republican, then he goes forward. If not, we should wait until February." (Joe Biden)

Based on an examination of Joe Biden's utterances, it is clear that he mostly uses negative politeness methods to decrease the imposition on his listeners and frame his arguments within broader, accepted standards. Specifically, Biden commonly employs Sub strategies specifically State the FTA (Face Threatening Act) as a general rule, as demonstrated in Statements Thus, (P. Brown & Levinson, 1987) argue that negative politeness hand, define negative politeness as redressive action that addresses the addressee's negative face, i.e. their desire to have freedom of action and unimpeded attention. By framing his arguments as being consistent with generic ideas or standards, he reduces the personal impact of his requests and places them within the context of democratic procedures and fairness.

"Why wouldn't you answer that question? You want to put a lot of new Supreme Court Justices. Radical left. (Donald Trump)

Donald Trump's speech, on the other hand, generally reflect on Sub strategy impersonalize a speaker and a listener, such as in statement 1,2 relying on broad references and

indirect language. The use of this strategy appears in how Trump addresses broad groups or acts rather than individual individuals, resulting in distance and decreased direct personal contact. Therefore, Yule (1996) posits that negative politeness is a face-saving action that is directed toward a person's negative face, tends to demonstrate deference, underscores the significance of the other's time or concerns, and may include an apology for the imposition.

Off Record

Rosari M (2016) claims that off-record communication employs indirect language, thereby distancing the speaker from the possibility of imposition. Consequently, the listener must deduce the intended meaning. In line with, this method is utilized when a speaker asks an indirect inquiry that the audience needs to interpret. In other words, the speaker does not force himself on the listener. As a result, there is no immediate risk to the face. This method often requires the listener to interpret what the speaker says. Sukarno (2018) as cited in Gabriel F(2023) suggests using off-the-record indirect tactics to alleviate pressure and avoid FTAs. Furthermore, research indicates that if the speaker seeks to evade their accountability in face-threatening activities (FTAs), they may employ this method. Off-the-record strategies may encompass providing hints, employing ambiguity, or utilizing sarcasm or comedy.

"Joe, you've had 308,000 military people dying because you couldn't provide them proper healthcare in the military. So, don't tell me about this." (Donald Trump)

Based on the examination of the presented statement, it is clear that Donald Trump routinely deploys particular off-the-record politeness methods as stated by (P. Brown & Levinson, 1987). The most frequently employed techniques by Trump include overstate, presuppose, and metaphor. Thus, (P. Brown & Levinson, 1987) argues off-record communication utilizes indirect language, which removes the speaker from the potential of imposition. As a result, the hearer must infer what is intended.

"The platform of the Democratic Party is what I, in fact, approved of... What does it mean for them going forward if you strike down the ACA?" (Joe Biden)

Interestingly, Joe Biden's comment used the off-the-record strategies specifically Give association clues of providing association cues to indirectly question his opponent's conduct and prospective implications. By expressing his support for the Democratic Party's policy and

questioning the implications of eliminating the Affordable Care Act (ACA), Biden carefully criticizes his opponent's healthcare stance without making a direct charge. Furthermore, Yule (1996) state the other party may not acknowledge the statements made. They are technically off the record. In casual descriptions, they may be referred to as 'hints'.

Non-Linguistic Cues Utilized by Joe Biden and Donald Trump to Convey Politeness and Impoliteness Strategies in Their Debate Interaction

Gesture

Brown L (2017) cites Kendon (2004), who defines a gesture as a visible action of any bodily part that is used as an utterance or as part of an utterance. Gestures provide meaningful communication when verbal communication is impossible, such as waving goodbye to someone behind a locked window. Gestures can be analyzed based on both form and function. Regarding form, McNeill's (1992) as cited in Brown L (2017) coding scheme is widely employed in politeness research. This system recognizes the articulator (hand, finger, arm), its morphology (e.g., extended index finger, open hand), and orientation (e.g., palm/finger facing up, palm/finger away from body, etc.).

The researchers have taken samples of each gesture from the both candidates. it consists of gesture types such as iconic, metaphoric, beat, and deictic. based on the research conducted, each candidate performs various types of gestures. it has different meanings in its delivery. These are the images of gesture performed by both candidates:



Joe Biden

"we were able to they were able to charge a woman more for the same exact procedure Amanda gets and that ended when we in fact passed the affordable care act and there's a hundred million people have pre-existing conditions"(Joe Biden Utterances)

When Joe Biden discusses the Affordable Care Act (ACA), his use of gestures, like framing or spreading his arms, adds a powerful visual element to his words. These iconic gestures help him convey a sense of inclusivity and unity, which are central to his message. According to Brown and Levinson's theory of positive politeness, such gestures work to create a feeling of shared interest and common ground, making the audience feel respected and included. By visually emphasizing the collective benefits of the ACA, Biden not only strengthens his message but also softens its directness, reducing the risk of his words coming across as too forceful, as Yule's theory suggests. This blend of clear speech and inclusive gestures helps to create a more approachable and supportive atmosphere.



Donald Trump

"there aren't a hundred million people with pre-existing conditions as far as the say is concerned the people already" (Donald Trump)

When Donald Trump speaks with open hands, fingers slightly wide apart and curved inward, he's using more than just words to convey his message. This gesture, described by McNeill (1992) cited in Brown L (2017) as iconic, visually reinforces what he's saying, adding a layer of sincerity and openness. Despite the sharpness of his verbal attacks, that (L. Brown & Prieto, 2017) identifies as intentionally face-threatening, Trump's gesture softens the blow, making his criticism seem more approachable. Even though his words are direct and blunt—what (P. Brown & Levinson, 1987) call bald on-record tactics—the open-handed gesture helps to temper the harshness, making his message appear more genuine and less confrontational. In other hand, Trump's iconic gesture of open hands can soften the evident seriousness of his verbal attack, which employs impoliteness methods. Impoliteness methods, according to Culpeper (1996) as cited in Fauziati E (2014) and

Febrianto, D. (2019), include direct attacks on the interlocutor's face with the intention of causing social disharmony. On the other hand, some people prefer to use language to attack the other person, despite the fact that doing so can harm their relationship. These are known as impoliteness techniques. Impoliteness, according to Hammond and Rassul (2017) as cited in Sukmawati(2022), is an improper communication approach that causes societal conflict and outstanding realization. Biden's comment, accusing his opponent of dishonesty and a refusal to confront an issue honestly, is inherently face-threatening.



Joe Biden

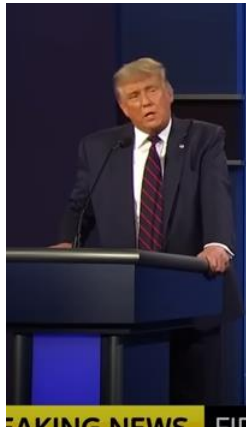
"we had with 23 of my colleagues trying to win the nomination that i won were saying that biden wanted to allow people to have private insurance still they can they do they will under my proposal not what you've said right" (Joe Biden)

Joe Biden's use of beat gestures, like chopping hand movements, plays a crucial role in conveying both politeness and impoliteness in his communication. These rhythmic gestures enhance the effectiveness of his bald on-record strategies, which require clear and direct communication, as described by (P. Brown & Levinson, 1987). By emphasizing key points and framing his discourse, these gestures help highlight the main arguments in his speech, as McNeill (1992) cited in Brown L (2017). suggests. Additionally, Biden's beat gestures support positive politeness strategies by reinforcing his commitment to shared values and goals. When he confidently reassures the audience about the continuation of private insurance under his proposal, these gestures underscore his empathy and solidarity, creating a stronger connection with his listeners. This combination of verbal and non-verbal cues enhances the overall impact of his message.

Every gesture delivers a narrative in the unwritten language of body movements. The way we carry ourselves—our posture—becomes a powerful narrator among these motions,

delivering messages of confidence, strength, and connection. Audiences are also influenced by posture, which is especially significant in a competitive environment like a political discussion. Expansive bodily postures, for example, have been proven in Western cultures to generate sentiments of submissiveness from others because they suggest authority and dominance Park, Streamer, Huang, & Galinsky, (2013) Vacharkulksemsuk et al., (2016) as cited in Wasike B (2019).

Moreover, non-linguistic cues, particularly body movement, is an effective strategy for delivering messages and influencing public opinion in politics. The 2020 U.S. presidential debates between Joe Biden and Donald Trump provided a unique opportunity to examine how each candidate's body motions affected their overall debate performance and public perception. These are images that performed by both candidates.



Donald Trump

You just lost the left. You agreed with Bernie Sanders on a plan that you absolutely agreed to and under that plan [crosstalk], they call it socialized medicine. (Donald Trump)

Donald Trump's expansive posture, with his hands firmly on the podium, conveys a strong sense of confidence and power, complementing his verbal strategies. This body language aligns with his use of bald on-record techniques, which are characterized by direct and unambiguous communication, as described by (P. Brown & Levinson, 1987). His statement, "you agreed with Bernie Sanders on a plan absolutely, do you have any idea they call it socialized medicine," reflects this straightforward approach. Trump's commanding physical presence, which signals confidence and power according to (Wasike, 2019) amplifies the assertiveness of his speech. Additionally, this posture enhances the impoliteness tactics in his communication, as defined by (L. Brown & Prieto, 2017) creating a

confrontational atmosphere that heightens the impact of his accusatory words. Additionally, Furthermore, Trump's posture emphasizes the impoliteness methods that come with his speech. Impoliteness techniques, as defined by Fauziati E (2014), include activities that target the interlocutor's face and disturb social harmony. The combination of his authoritative stance and direct language increases the perceived aggressiveness and effectiveness of his message.



Joe Biden

"Because here's the deal, here's the deal. The fact is that everything he's saying so far is simply a lie. I'm not here to call out his lies. Everybody knows he's a liar." (Joe Biden)

Joe Biden's body language during his speech, characterized by an upright stance, open gestures, and level head position, reinforces his use of bald on record and impoliteness techniques. His strong, assertive posture, with shoulders back and hands moving purposefully, conveys confidence and aligns with the directness of bald on record communication, as described by (P. Brown & Levinson, 1987). His physical presence amplifies the effect of his forthright assertions, such as "everything he's saying so far is simply a lie." Additionally, Biden's body movements, including maintained eye contact and decisive gestures, emphasize the confrontational tone of his speech, reflecting impoliteness tactics that challenge his opponent's integrity, as (L. Brown & Prieto, 2017) notes. Biden's statement, "I'm not here to call out his lies, everybody knows he's a liar," merges aggressive body language with incisive verbal criticism, amplifying the impact of his message.

Conclusion

The analysis of the presidential debate between Joe Biden and Donald Trump provides significant insights into the utilization of politeness and impoliteness methods through both verbal and non-verbal indicators. The study found that both candidates primarily used bald-on-record tactics, showing a desire for direct and

unambiguous communication.

This finding is consistent with the high stakes character of presidential debates, in which candidates seek to convey confidence and assertiveness. One important component of this study is the identification and categorization of non-linguistic indicators such as gestures, body movements, and posture. The addition of these non-linguistic cues into the candidates' utterances gives a thorough comprehension of how politeness and impoliteness techniques are communicated. These communications are shown by both presidential candidates. Additionally, Trump's broad posture and forward lean, paired with direct words, heighten his imposing presence, whereas Biden's upright stance and hand gestures show his involvement and attention. This research is unique in that it takes a comprehensive approach to evaluating political discourse, taking into account both verbal and non-linguistic cues. The research enhances comprehension of the strategic application of politeness in political discourse by incorporating non-linguistic signals with verbal communication. This method emphasizes the relevance of both what is said and how it is conveyed, emphasizing the complex nature of effective communication in high-pressure situations.

This current study contributes to the current body of knowledge since it offers insight on the critical processes of political discourse and how it impacts current society. Given that this study investigates the deliberate use of polite and impolite language in political debates, allowing for a more nuanced understanding of the communication methods adopted by candidates. This knowledge does not only inspire intellectual curiosity, but also has practical use in today's environment, when political conflict and impoliteness are frequent. Readers, including scholars, journalists, political analysts, and members of the general public, can gain a greater understanding of the complexities of political communication.

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