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IMPOLITENESS STRATEGIES IN DONALD TRUMP'S SPEECH

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ABSTRACT

The aims of the study are to identify the types of impoliteness strategies and the most frequent types of impoliteness strategies performed by Trump. The research object to be analyzed is Donald Trump's speech at "Conservative Political Action Conference" held on 2018 in National Harbor, Maryland, U.S. The data was taken from impolite utterances in Trump's speech in the video which was published in YouTube site within 1 hour 15 minutes 25 seconds. This study used descriptive qualitative approach based on impoliteness strategies phenomenon in verbal communication or spoken language. This study used impoliteness strategies theory proposed by Culpeper. The result showed that there four strategies which occurred and confirmed that Trump portrayed his power to attack the hearer.

INTRODUCTION

Most of living being have sort of communication (Morrow, K. S., Glanz, H., Ngakan, P. O., & Riley, E. P., 2019; Pandin, 2020). As human being, speech is a communication to express ideas or opinions made by someone who is speaking in front of a group of people, it is usually called audience. Kidspot (2018) said that speech is usually known as public speaking which is sustained formal presentation by a speaker to an audience within delivering his wants. In addition, Sapir (2000) stated that speech is the invention of long-sustained social practice in human activity that differs without transferable limit when we join from social group to another group. The way people speak an utterance is different, it might be consider polite or impolite (Jauhari, 2018). Polite means behaving in a way that has good manners, socially correct, and not rude to other people. Moreover, impolite means behaving rude and do not have good manners (Cobuild 2019) and wisdom (Sibarani, R., 2018).

A good speech, conversation (Siahaan, J., & Purba, A. R., 2019) and attitude can give a positive impression to the hearer. There are important things that should be prepared in speech, specifically appearance, self-expression, and style

of language (Verderber, Sellnow and Verderber, 2010). Appearance means the way someone looks, for example being neat, wearing suitable outfit or dress code. Self-expression means the way someone expresses something, like smiling when joking or greeting the audience. The last is style of language. It means the language that is used to speak like polite or impolite. The utterances or languages that are uttered by the speaker should be polite, not impolite. Politeness means minimizing conflict in discourse that may occur once or only as a threatening (Lakoff 1989). Thus, being polite is needed to avoid confrontation in socio-cultural impact (Marpaung, B. O. Y., 2017).

There is a kind of speech which is delivered by president or someone who speaks in public and delivers a political speech. Political speech has a role to build social network, deliver the desire, and express the feeling of someone who can give influence to other. It is usually performed speech by parties or president. One example of political speech is that Donald Trump as the incumbent president of the USA uttered at “*Conservative Political Action Conference*” (CPAC) 2018. CPAC is an annual political conference attended by conservative activist and certain officials within the United States.

This event is usually held once a year between February and March (cpac.conservative.org). In 2018, this conference was held from 21 to 24 February in National Harbor, Maryland, U.S with the topic focusing on economy, immigration and gun reform (Wikipedia 2018). Donald John Trump, or usually known as Donald Trump had given his speech in this conference. Trump is the 45th and incumbent president of the United States starting from 2017 (Wikipedia 2018). In fact, there are many words written and talked about Donald Trump published in TV shows, opinion sites, several headlines, and media. Trump's behavior did not only hurt other countries, but also disappointed the country's people. They said that Donald Trump mostly utters impoliteness. Thus, it creates controversy in the current time.

There is a recent research which investigated impoliteness strategies used by Donald Trump in Grand Old Party (GOP) Debate that was analyzed by Khurniawan (2017). Other research was conducted by Cahyono (2018) which analyzed Donald Trump's impoliteness strategies from his twitter. These researches used the impoliteness strategies theory from Culpeper (1996) and found four types that were often used by Donald Trump. Withhold politeness strategy did not exist in these previous researches. Therefore, the writer would like to analyze the types of impoliteness strategies in this study based on Donald Trump's speech in “*Conservative Political Action Conference*” (CPAC) 2018. This study uses the theories which are proposed by Culpeper. Culpeper argued that impoliteness is as the strategies usage considered to attack face, and thus cause social conflict and disharmony (Culpeper 1996).

The research has two objectives; they are to identify the types of impoliteness strategies and to find out the most frequent type of impoliteness strategies used by Donald

Trump in his speech. The writer analyzes the speaker's utterances in his speech which contains impoliteness strategies. The types of impoliteness strategies that

are observed in this research are the speaker's utterances when performing impoliteness. To find out the types of impoliteness strategies, the writer uses Culpeper's theory (1996). There are five types of impoliteness strategies, for instance, bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness.

Theoretical Framework

Before knowing about impoliteness, it is important to understand about face. Brown and Levinson (1996) stated that the term face is the public self-image of an individual that everyone wishes to claim it for him/herself. Face is the self-image of person which is expected to accept by others. Tracy and Tracy (1998) defined face attacks as communicative act perceived by people in a social community and often planned by speaker to be purposefully aggressive. Brown and Levinson (1987, 62) distinguished the face into two kinds of face, negative face and positive face. According to Brown and Levinson (1987, 61) FTA is a speech act that could damage the hearer's positive face or negative face. The example of threatening a negative face is an action when a person shows that she/he does not mean to avoid freedom of someone's thought and action. It is like advice, warning, and order. Meanwhile, threatening a positive face is an action when a person does not care about the addressee's feelings or wants it is also the need to maintain a positive self-image and to be liked, such as disagreements, critics (J. D., 2018), criticism, and use taboo words.

It is important to understand about politeness before knowing impoliteness. Someone usually uses politeness when communicate with other people, it can avoid the utterance which attack other people. Mey said that politeness is as a person's way which is predicted by other. It is used by people to save their self-image to other (Mey, 2001). According to Lakoff (1989), politeness means minimizing conflict in discourse that may occur once or only as a threatening. Yule argued that politeness means the awareness of other people's self-image (Yule, 1996). By applying politeness in daily life, we can create a good interaction with others so that there will no effect a social conflict between people. Politeness strategies were proposed by Brown and Levinson in 1987. They argued that everyone has the public self-image or face that is wanted to maintain. Brown and Levinson divided politeness strategies into four, namely bald on record, positive politeness, negative politeness, and off-record.

In order to prevent disharmony and social conflict toward the hearer and the speaker, impoliteness is an important thing for being avoided when talking or giving speech. According to Jonathan Culpeper (1996), impoliteness is as the strategies usage considered to attack face, and can cause disharmony and social conflict. He also said that this theory is considered as a parasite of politeness. Culpeper explained that impoliteness is the communicative strategies usage considered to damage face causes face lose and it may cause disharmony and social conflict. According to Bousfield and Locher (2008), impoliteness is an action that is face-aggravating in a specific situation. It is an act which is intentionally used to attack someone's face.

Mills (2005) stated impoliteness is a type of linguistic behavior which is considered as a threat the social identity and the hearer's face. The speaker's intonation while speaking even should be taken into consideration. According to Goffman (1967), impoliteness is intended to take whole disrespect and dislike through symbolic means.

Thus, any behavior or utterance that attacks other's face is called impolite. From those several opinions of experts, it can be concluded that impoliteness should be avoided

because it can threaten the hearer's face which cause conflict and disharmony in social life of people. In using impoliteness, there are some impoliteness strategies which are applied in the utterances. Further, Culpeper (1996) divided impoliteness strategies types into five: bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, and withhold politeness. All of those strategies are much related to our daily life.

The Face Threatening Act (FTA) in bald on record impoliteness is presented in an unambiguous, clear, direct, and concise way in any situation and from the speaker's perspective. In general, Face Threatening Act (FTA) is an act when a spoken and non-spoken act runs against the speaker's or the hearer's face. Bald on record impoliteness (Culpeper 1996) is applied when there is the speaker intends to damage the other's face. Bald on record impoliteness occurs when the speaker wants to speak about his or her desires more than his or her wants to save or even consider the hearer's face in attacking the hearer's face. Positive impoliteness means the use of strategies considered to hurt the hearer's positive face wants. In his theory, Culpeper (1996) comes with several output strategies that can be used in positive impoliteness: disassociated from the other, ignore or snub the other, be inappropriate identity markers, exclude the other from an activity, call the other name, seek disagreement, use taboo words, make the other feel uncomfortable, and use obscure or secretive language.

Culpeper (1996) argued that negative impoliteness is the use of strategies considered to damage the hearer's negative face wants. There are output strategies in the negative impoliteness, such as condescend or scorn or ridicule, invade the others space, frighten, put the other's indebtedness on record, and explicitly associate the other with a negative aspect (Culpeper 1996, 358). In the Sarcasm or Mock Politeness, FTA is produced with the use of politeness strategies that are clearly dishonest. It is not like ideational meaning (Gusnawaty, G., Yastiana, Y., & Yassi, A. H., 2017), Culpeper (1996) and Culpeper, Bousfield and Wichmann (2003) proposed impoliteness especially sarcasm

based on literal meaning of what the speaker's say which leads to the output of strategy of sarcasm, that are using metaphor figurative speech, irony figurative speech and exaggeration. Metaphor is speaking two different things yet has characterization similarity. Meanwhile, irony is the deliberation of language usage which states opposite of the truth. The last is exaggeration which means hyperbole or overstating to make a point. Sarcasm or Mock Politeness actually

means the contrary from what someone literally says. Withhold Politeness means the lack of politeness work where it would be expected (Culpeper 1996). Aside from the enthusiasm in conducting the study, the researcher used some previous studies which have several similarities as the references of the research. The first study to be discussed is conducted by Khurniawan (2017) entitled "*The Impoliteness Strategies in Republican Party's Debate of Donald Trump*". His study focused on strategies used by Donald Trump and the most frequently strategies used by Donald Trump in Grand Old Party (GOP) Debate Republican President Election at Detroit when he faced Governor John Kasich, Senator Ted Cruz, and Senator Marco Rubio. The second study is conducted by Auliana (2017) entitled "*Impoliteness Strategies in 2016 USA*

Presidential Debate between Donald Trump and Hillary Clinton". She analyzed the realizations, function, and the types of the impoliteness strategies used by both. The third study entitled "*Impoliteness Strategies and Power Performed by President Donald Trump on Twitter*", which was conducted by Cahyono (2018) is also as the previous studies that the writer used to analyze this research. He analyzed Donald Trump's impoliteness strategies from his twitter and determined when someone has more power in social context.

Therefore, the writer would like to analyze the types of impoliteness strategies in this study based on Donald Trump's speech at "*Conservative Political Action Conference*" (CPAC) 2018. In addition, the writer would like to know how the speaker affects to social conflict or disharmony by using impoliteness strategies theory by Culpeper (1996). Eventually, the writer hoped that this study would result in finding which impoliteness strategies that should be avoided when delivering a speech.

METHODOLOGY

The researcher used qualitative method in this study. Qualitative approach requires collection especially textual data and checks it using interpretive analysis (Heigham and Croker 2009). Qualitative approach is applied because the writer used a description to explain the analysis of the study based on the frequency of the impoliteness strategies. The analysis of this study was only focused on the speech's video taken from YouTube. The data which were conducted from the speaker's impolite utterances of this study were video which is published on 23rd February 2018 entitled "*President Trump CPAC 2018 Speech*" by Fox 10 Phoenix. Video was about 1 hour 15 minutes and 25 seconds. The first thing to do that is used by the writer to collect the data was browse video in YouTube site. Then, she selected the video with the criteria: the video had very clear picture and sound, the video showed the Donald Trump's speech from the beginning to the end with full duration, and the video had a full HD quality. After that, the writer downloaded the video from (Phoenix 2018) and the transcription from (Wolfe 2018). The last, she checked the video and the transcription by watching and hearing in several times.

There are five steps taken in order to conduct the data analysis: identifying impoliteness strategies in the utterances used by Donald Trump from his speech, then classifying them into types of impoliteness strategies based on Culpeper (1996), namely bald on record impoliteness, positive impoliteness, negative

impoliteness, sarcasm or mock politeness, and withhold politeness. After that, calculating the frequency of each type of impoliteness strategies that occurred, and then interpreting the findings and drawing a conclusion.

RESULTS

The writer found forty eight (48) impolite utterances in the Trump’s speech at CPAC 2018. The data were taken from a video of a speech entitled “*President Trump CPAC 2018 Speech*” by Fox 10 Phoenix which has duration of an hour fifteen minutes and twenty five seconds. After analyzing the utterances based on Culpeper’s impoliteness strategies (1996), there are four from five types of impoliteness strategies used by Donald Trump within his speech. Further detail can be seen in the following table:

Table 1: The total number of utterances found in Donald Trump’s speech based on Culpeper’s impoliteness strategy types (1996)

| Type of Impoliteness | Occurrence | Percentage |
|-----------------------------|------------|------------|
| Bald on Record Impoliteness | 7 | 14.6% |
| Positive Impoliteness | 14 | 29.2% |
| Negative Impoliteness | 19 | 39.6% |
| Sarcasm or Mock Politeness | 8 | 16.6% |
| Withhold Politeness | 0 | 0 |
| Total | 48 | 100% |

As we can see in the figure 1, Donald Trump tended to use negative impoliteness strategies in their performance as their most frequent strategies. The data shows that Trump used negative impoliteness with nineteen utterances (19) or 39.6% of the entire speech, then followed by positive impoliteness that occurred fourteen utterances (14) or 29.2% of the entire speech, sarcasm or mock politeness that occurred eight utterances (8) or 16.6% of the entire speech, and then the least one is bald on record impoliteness occurred seven utterances (7) or 14.6% of the entire speech. Withhold politeness was absent in this study because this type usually happens in the dialogue, not in the monologue. Meanwhile, speech is a kind of monologue, so withhold politeness could not be found.

The several examples of data analysis based on the findings as follows:

Types of Impoliteness Strategies 1) Bald on Record Impoliteness

The first type in the impoliteness classification is bald on record. This strategy is done in the most unambiguous, clear, direct, and concise possible way to damage the hearer’s face. Bald on record impoliteness is applied when there is the speaker intends to attack the other’s face, so it is much risk to the face. There

are 7 bald on record impoliteness found within the speech that contain the speaker intends to damage the other's face.

T: "I don't want people that are going to come in and be accepting all of the gifts of our country for the next 50 years and contribute nothing. I don't want that."

In the utterance above, it seemed very clear that Trump did not hesitate to say that he did not want people who came in and only accepted the gift or wealth in his country. We had already known that United States was a well-developed country which had much wealth. So, he tried to keep his assets. Trump also repeated the word "*I don't want*" to affirm his desire. His utterance might attack the hearer's face, especially people who have not given contribute to the country. This utterance was categorized as bald on record. The sentence was uttered unambiguous.

Positive Impoliteness

Positive impoliteness is the strategies usage which is considered to attack the hearer's positive face wants. Positive face wants is the need to maintain a positive self-image and to be liked. There are some output strategies that can be used in positive impoliteness: ignore or snub the other, disassociated from the other, seek disagreement, be inappropriate identity markers, use taboo words, exclude the other from an activity, call the other name, use obscure or secretive language, and make the other feel uncomfortable. There are 14 utterances that use positive impoliteness strategy in Trump's speech at CPAC 2018.

T: "you clobber them because everybody gets off their ass and they get out and they work. Right. And they work."

Based on the example above, Trump used taboo words 'their ass' when delivering his speech. The characteristics of using taboo word are use swear, abusive or profane language. By saying that taboo word, it was exactly sensitive thing which should be avoided when speaking in front of many people especially from incumbent president. Taboo word can simply be an expression of a speaker's emotional state and it can make the hearer feel uncomfortable. In Trump's utterance, he used taboo word to express anger targeted at the hearer, especially for Democrat's people who started campaign although they had lost last year.

Negative Impoliteness

The strategies usage considered to damage the hearer's negative face wants is called negative impoliteness. Negative face is the need for the freedom of thought and action. There are output strategies in the negative impoliteness, such as frighten, condescend or scorn or ridicule, put the other's indebtedness on record, explicitly associate the other with a negative aspect, and invade the others space. In total, negative impoliteness which occurs in Trump's speech at CPAC 2018 is 19 utterances.

*T: "Anyway, we didn't certify and lots of interesting things are happening with that whole mess. **But we have to treat people that treat us well, we treat them well. People that treat us badly, we treat them much worse than they could ever imagine. That's the way it has to be. That's the way it has to be.**"*

Trump performed negative impoliteness when he delivered his speech. It occurred when Trump stated about gun reform in USA. He challenged the audience to treat back someone who treated him/her. Moreover, Trump also asked people to treat them much worse than they could imagine. In this case, Trump considered delivering hate speech that can affect enmity. It was categorized negative impoliteness because it was frighten the audience and other people who heard in the outside. The characteristic of this sub strategy is giving influence or belief that bad action will occur. It had already done by Trump who threat and frighten the hearer.

Sarcasm or Mock Politeness

Another type of impoliteness strategy found in Trump's speech at CPAC 2018 is sarcasm or mock politeness. In this strategy, the speaker expresses the opposite meaning of his/hers' feeling towards something. It is produced with the use of politeness strategies that are clearly dishonest. The output strategies of sarcasm or mock politeness are using metaphor figurative speech, irony figurative speech and exaggeration. Metaphor is speaking two different things yet has characterization similarity. Meanwhile, irony is the deliberation of language usage which states opposite of the truth. The last is exaggeration which means hyperbole or overstating to make a point. There are 8 utterances which occur in this data.

*T: "The headline tomorrow, disrupter of CPAC. One person. **And he was very nice.**"*

It was situation that used sarcasm in Trump's speech. It started with someone's arrival to make disruption in the event. Then, Trump asked Matt (the founder of CPAC) to chase away that rebel person. After that person get out, Trump said to the audience that the context of the headline tomorrow was probably about one person who disrupts at CPAC. In his last utterance, Trump stated that the disrupter was a very nice person. By saying "*nice person*" for someone who made disruption was considered as sarcasm or mock politeness. It had contrast meaning of what Trump thought about that person. "*he was nice person*" implied a meaning that he was bad person. Irony is the deliberation of language usage which states opposite of the truth. In this situation, Trump used irony sarcastic utterance to attack the disrupter.

DISCUSSION

The data of this research was taken from Donald Trump's speech at "*Conservative Political Action Conference*" (CPAC) 2018 with the topic focusing on economy, immigration and gun reform. This event was held from 21st to 24th February 2018 in National Harbor, Maryland, U.S. Trump delivers his speech on 23rd February, 2018. The main participant of this research was the incumbent president of USA, Donald Trump. The other participants were the

audiences who attend CPAC 2018 and hear Trump's speech from other media. Trump as the speaker (S), while the audiences were the hearers (H). The presentation of collective data showed that Trump performed four from five of impoliteness types proposed by Culpeper (1996). Those types were bald on record impoliteness, positive impoliteness, negative impoliteness, sarcasm or mock politeness, but without withhold politeness.

Based on the first findings, there are four types of impoliteness strategy found on Donald Trump entire speech at CPAC 2018. There are 48 impoliteness strategies found in Donald Trump's speech. After being analyzed, negative impoliteness is the most dominantly used by Donald Trump in his speech with nineteen utterances (19) or 39.6% of the entire speech, then followed by positive impoliteness that occurred fourteen utterances (14) or 29.2% of the entire speech, sarcasm or mock politeness that occurred eight utterances (8) or 16.6% of the entire speech, and then the least one is bald on record impoliteness occurred seven utterances (7) or 14.6% of the entire speech.

To sum up based on the analysis above, the writer tried to relate the explanation to the impoliteness and power in the Scollon & Scollon's perspective (2001). They argued that there is no interaction without power and impoliteness is an exercise of power. This factor might influence the choice of impoliteness strategies which is used by Trump and audience. In addition, Bousfield (2008) said that power is a crucial part of interaction and they believe that Scollon & Scollon's opinion was true. Furthermore, Culpeper convinces that impoliteness is more likely perform when the speaker is more powerful than the hearer or audience. For example in the situations of the politics either through spoken or written.

However, from the analysis can be seen clearly the reason why Trump used the variation of impoliteness strategies (Rahayuningsih, 2019). Negative impoliteness is the most frequently used in this study. Thus, Trump wants to attack the hearer's negative face or the hearer wants' to be independent and be unimpeded by other. It is because factors that underlie both speaker and hearer in determining the use of impoliteness strategy, the most one is power. In this case, Trump utters impolite because he is more powerful than the hearer. Trump used his power to be impolite when criticizing and commenting other countries since he became the incumbent president of world power country. Trump whose position as the incumbent president has more powerful than the participant or the audience. So, he has more chances and conveniences in reaching his goal. In addition, President Donald Trump demonstrated his behavior by unambiguously mocking some of his opponent politicians including Barack Obama and Hillary Clinton. Trump won the United States president's election in 2016. Trump has more power and opportunity as the president of a well-developed country for being impolite when delivering his speech in the conference. Hence, this research shows that the speaker who has higher position than that of the audience and other national leaders could deliver a speech in an impolite way, like the one Trump did at CPAC 2018 (Firdaus, 2019).

CONCLUSION

From this research, it can be concluded that there are many impoliteness strategies used by Donald Trump at CPAC 2018. By using impoliteness strategies, it can be caused some effect to other people. The hearer can show many kinds of responses toward the speaker who uttered impolite. The responses that occurred will be different regarding the situations in which the impoliteness occurred.

Trump has more power and opportunity as the president of a well-developed country for being impolite. So, according this research shows that the speaker who has higher position, it could make that person impolite freely to the people who has lower position like the audience at CPAC 2018.

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