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## A Politeness Analysis of War Speeches

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**Key words : War Speeches, Leech Theory , politeness Maxims, Characteristics of War Speeches.**

### Abstract

This paper provides an analysis of politeness of giving political war speeches during war in order to show the importance of using persuasive language to convey ideas and intentions. The study analyzes American politicians' war speeches during the Russian-Ukrainian conflict. It aims to identify the politeness maxims. It depends on Leech (1983) politeness maxims as its model and picks three texts for analyzing them pragmatically. Also, it gets some results. The results show that American politicians' speeches, especially during times of war, apply all politeness maxim including ( the Tact Maxim, the Agreement Maxim, the Generosity Maxim, the Sympathy Maxim , and the Modesty Maxim). maxims and violates all politeness maxims except the modesty maxim.

## التلطف في خطابات الحرب تحليل مبادئ

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الكلمات المفتاحية:- خطابات الحرب، نظرية العالم ليچ، مبادئ الادب، خصائص خطابات الحرب.

### الخلاصة

تقدم هذه الورقة تحليلاً للأدب لآراء خطابات الحرب السياسية أثناء الحرب من أجل إظهار أهمية استخدام لغة مقنعة لنقل الأفكار والنوايا. تحلل الدراسة خطابات السياسيين الأمريكيين أثناء الصراع الروسي الأوكراني. تهدف الدراسة إلى التعرف على مبادئ التلطف في الحديث. يعتمد على كنموذج تحليلي (Leech 1983) كنموذج ويختار ثلاثة نصوص لتحليلها بشكل عملي. تظهر النتائج أن خطابات السياسيين الأمريكيين ، وخاصة في أوقات الحرب ، تطبق جميع مبادئ الأدب بما في ذلك (حكمة اللباقة ، ومبدأ الاتفاق ، ومبدأ الكرم ، ومبدأ التعاطف ، ومبدأ التواضع). بينما يخالف جميع مبادئ الأدب ماعدا مبدأ التواضع.

## 1.1. Introduction

Language is used to communicate messages between interlocutors in an interactive process called communication (Al-Ebadi, 2012, p.2). The idea of "speaking" is widely used in everyday life, especially in politics. In the political world Politicians, usually use such kind of communication in order to communicate information to citizens and establish relationships between them because of the significant connection between state legislators and the public (Salavastru, 1999). Therefore, Political speeches have been considered an idea constructed by any politician who is typically a member of a political party or candidate representing a particular function. The core task of argumentation is the process of convincing, influencing, and uniting individuals (Al-Ebadi, H., Yousifb & Kubashi, 2020, p.602). Sometimes, in communicative acts, feedback is delayed between the sender and the receiver that emerge in a political setting; it might be seen in preferences, poll statements, voting, inaugural announcement, discussions, etc. What characterizes political speeches of other speeches as well as discourses like the novel, cultural, and religious, is that "subjectivity" takes a significant part in political communication sittings whether the topics are more general or broad, because subjectivity plays a unique role in political speeches manipulation in order to give the utterances a genuine character (Drămnescu, 2016).

In most cases, political speeches are defined as "analogous speeches," in which the sender knows the addressee. However, the addressee is present in the sender's mind when delivering a speech, whether by physical or mental existence. It contains the interior-virtual dialectic, a binary dialectic at the heart of political speech. The importance of war speeches cannot be denied. Great leaders have encouraged their people to join and fight for a cause throughout

history. Citizens feel empowered to defend their way of life and the rights they have come to respect as a result of convincing and motivating speeches; therefore, War speech art is regarded as one of the most influential and successful forms of communication, often capable of motivating a society and eliciting solid reactions from vast numbers of people. Due to the capability of war speeches to influence and effects public opinion, wars have been declared, individuals have been assaulted, and words have been preserved for years. Analyzing war speech and art may improve understanding of the most unstable and perilous historical events and emphasize strong appeals for peace and unity (Welch, D., 2017).

The use of war speech art is an effective and powerful technique for remembering the past and comprehending present conflicts. By mixing the words of an artist with their interpretation of political and social events, war speech art offers a unique opportunity to analyze and study the impacts of a conflict. It can promote knowledge and thought and give people a space to discuss their ideas, feelings, and emotions about these situations. With the increasing use of technology, war speech art is becoming more available to a larger audience. It may engage people in meaningful dialogues and offer a greater understanding of the conflict's consequences (Ribeiro N. et al., 2019).

This study will investigate the vital function of war speeches in promoting a nation's cause and fostering national solidarity, as well as the characteristics that distinguish war speeches from other sorts of speech (Campbell, 2008).

### **1.1. The Characteristics of War Speeches**

According to Van Dijk (1997), a politician's speech reflects his or her intended meaning and purpose. Similarly, it adds that a formal language style

defines political speeches in times of war, and the selection of words should be relevant to the situation and their purpose (Van Dijk, 1997, p. 14). Politicians may give semantic, syntactic, and lexical options to introduce positive or negative effects; in this regard, Wilson (2001) adds, "We not only employ language to form reality but also to maintain it against those whose alternative values can threaten ours" (Wilson, 2002, p. 34).

The nature of political speech is typically impacted by who communicates to whom, when, and for what goals, rather than what has been expressed by a subject or a style Van Dijk (2002). Thus, political speeches in times of war are a very effective kind of communication containing a variety of functions, such as greeting, promising, warning, proclaiming, etc. Hence, "Politics is a struggle for power between those who want to assert and keep their power and those who want to fight against it" (Chilton, 2004, p. 3).

## 1.2. Leech's Theory (1983)

Linguists and philosophers have developed several politeness theories. The most important model is Leech's (1983) politeness model, which is employed in the analysis of this study. Leech (ibid) is one of the most prominent figures in pragmatics. He presents a definition of politeness based on conversational interactions. This theory aims to demonstrate the interaction between cooperative and politeness principles "henceforth PP" by understanding indirect speech acts. As such, PP concerns conversational participants: speakers S, and hearers H, where S refers to a speaker and H refers to a listener or third party. A third person should always be addressed politely by the speaker, whether they are present or not (Leech, 1983, p. 26).

In addition, Leech (2014) identifies politeness as a grammar, linguistic and cultural phenomenon. It relates to pragmalinguistics and sociopragmatics, the

cultural or social factors governing politeness. The former relates to the desired form, whereas the latter refers to the intended function. These two sides (pragmalinguistics and sociopragmatics) conduct themselves with a degree of politeness. The contrast between them may be clarified further by examining the use of speech acts (Leech, 2014).

Thus, by embracing pragmalinguistic politeness, Leech (1983) disagrees with the recent view that language cannot imply impolite utterances while also responding to criticism leveled against his original model (1983) that there is inherently polite and impolite linguistic behavior (Leech, 1983). The crucial issue here is to which academic area does the study of politeness belong? In his response, Leech reaffirms his argument that the study of politeness falls within pragmatics. Leech makes a genuine attempt to establish a model of politeness. Before proposing a model of politeness, he establishes its foundation. The distinction between non-natural (speaker's meaning) and natural meaning serves as a strong foundation for his concept of "sentence meaning" (Leech, 2014), proposing three components of the communicating purpose.

1. The first aspect is that the speaker's intentions constitute the basis of pragmatic meaning.
2. The second element is that the interpretation of pragmatic meaning heavily depends on the hearer's ability to perceive the speaker's purpose.
3. Thirdly, there needs to be assurance that the hearer understands precisely what the speaker intends due to several factors, such as that inference varies from person to person.

Leech asserts that the seven maxims have the same significance as Grice's CP and that they are necessary for explaining the link between sense and force in human conversations (Leech, 2016), Leech (1983) outlines the following maxims to constitute the PP as the following:

**1. Tact maxim (in directive and commissive):**

**A-** "Minimize cost to others", Meaning decreasing the expressions of beliefs that involve costing others.

**b-** "Maximize benefit to others", Meaning increasing the expressions of beliefs that imply benefit to others.

**2. Generosity maxim (in directive and commissive):**

**A-** "Minimize benefit to self" This means decreasing the impressions or beliefs that express benefit to self.

**b-** "Maximize cost to self" implies increasing the expressions showing the cost to self.

**3. Approbation maxim (in expressive and assertive).**

**A-** "Minimize dispraise of others", Meaning to reduce using the words and expressions showing dispraise of others.

**b-** "Maximize praise of others" It implies increasing the expressions and beliefs showing praise of others.

**4. Modesty maxim (in expressive and assertive).**

**A-** "Minimize praise of self" indicates reducing the use of words and expressions displaying praise of self.

**b-** "Maximize dispraise of self" This means maximizing the expressions and beliefs referring to dispraise of self.

**5. Agreement maxim (in assertive).**

**A-** "Minimize disagreement between self and other" this sub-maxim indicates the decrease in using words and expressions showing disagreement between speaker and listener.

**b-** "Maximize agreement between self and other" This sub-maxim maximizes the expressions that show agreement between participants.

#### **6. Sympathy maxim (in assertive).**

**A-** "minimize antipathy between self and other". Minimizing the expressions of beliefs implying antipathy between speaker and listener.

**b-** "Maximize sympathy between self and other" Maximizing the expressions of beliefs implying sympathy between self and other.

### **1.3. Politeness in relations to War Speeches**

Politeness maxims are a collection of social standards that regulate how individuals behave to preserve mutual respect and avoid offending others. These values include tact, generosity, approbation, modesty, agreement, and sympathy. Using politeness maxims in political speech may serve several aims. First, they may assist politicians in establishing authority and confidence with their audience by respecting their opinions and concerns. This may develop a connection and unity between the politician and the public. Second, politeness maxims may be used to manage conflicts and prevent offending or alienating specific groups or individuals. Politicians may manage sensitive issues and complex topics without provoking needless discussion or reaction if they use diplomatic language and tone. Finally, politeness maxims give a feeling of leadership and authority. By employing calm, confident, and respectful language, politicians may indicate that they are in charge and capable of managing complex and complicated circumstances with poise and expertise. A politician could, for instance, use the tact maxim to avoid directly criticizing an opponent or policy, instead expressing their ideas in a positive light. They can utilize the maxim of approval to commend the audience's values or achievements or the maxim of humility to minimize their successes or standing.

They may utilize the maxim of an agreement to demonstrate solidarity with the audience or to recognize their worries, even if they do not entirely concur. Ultimately, employing politeness maxims in political discourse may be a helpful strategy for establishing trust, managing conflict, and displaying leadership. It is essential to stress, however, that politicians must strike a balance between the need for politeness and the need for honesty and openness, avoiding the use of politeness to obfuscate or sidestep unpleasant problems or issues. Politicians often use politeness maxims to portray a favorable image and maintain positive relationships with their voters, colleagues, and opponents. Respect, avoiding offending, and expressing appreciation are examples of politeness maxims. Initially using politeness maxims, politicians may instill a feeling of respect and trust in their audience, gaining support and influence. A politician may say "please" and "thank you" while speaking to colleagues or constituents to demonstrate respect and gratitude for their contributions or viewpoints. Politeness maxims may also assist politicians in maintaining a favorable image and avoiding negative impressions that might be detrimental to their reputation or careers. By being respectful and polite, politicians may avoid seeming unpleasant, arrogant, or pushy, which can alienate voters and harm their credibility. Politicians employ politeness maxims to develop strong connections with their audience and maintain a favorable image, which may assist them in achieving their objectives and success in their political careers. Politeness maxims are integral to how politicians communicate and engage with the general public. Politeness maxims aid politicians in effectively conveying their message while being courteous to their audience. These are some reasons politicians use politeness maxims: Politeness maxims aid politicians in establishing a favorable and respectful image. Using politeness maxims is a means for politicians to demonstrate respect for their audience and develop trust. Politeness maxims assist politicians in fostering mutual understanding.

Politicians may show their desire to listen to others and collaborate for the common good by using etiquette maxims. Politeness maxims aid politicians in fostering a sense of shared objectives and ideals. Using etiquette maxims, politicians may establish a common ground with their audience, fostering a solid relationship. Politeness maxims aid politicians in enhancing the attractiveness of their messages. Politeness maxims enable politicians to speak more effectively while maintaining listener respect

Communication also includes being polite without altering the interlocutor's expression. According to Zheng (2000), political discourse is used to provide less information about the truth. Thus, political language's function seems complex and convoluted. The politician conceals himself/herself behind the use of pragmatic abilities to attack the face of a competitor politician in order to promote his/her image or to appeal to the other's emotions in order to persuade them to believe in or follow his/her ideals (Zheng, 2000, p. 2).

Politicians are one set of individuals who must interact politely since politics is fundamentally inseparable from human life. Thus, politicians might be considered role models for society. In addition, politicians are synonymous with those who can use words in public to criticize, advise, recommend, dispute, accuse, justify, attack, persuade, and seduce. Politicians' use of language to accomplish their objectives differs considerably. Conversely, politicians often use disrespectful language, can be rude, and often stretch the truth. This section explains the politeness theory, precisely the types of maxims in theory according to Robin Lakoff's theory (1973), and the emphasis on Leech's theory of politeness included as our model for analyzing the data (Brown & Levinson, 1987).

## 2. Data analysis and data collection

## 2.1. Data Collection

The data under discussion was gathered at random from the top 52 websites for news. The data was collected in 2022. The choice of these websites as sources of the data to be analyzed by the present study is justified as follows: they represent famous pragmatic mainstay techniques in the world of politics, as well as covering the necessary needs for analyzing the war speeches; they are full of manipulative techniques, ambiguity, persuasion, and public affection; and finally, they are compatible with the aims of this study.

## 2.3 Data Analysis

This section describes the method of analysis followed in this study, which examines three war speeches by three American politicians. The selected data relates to American President Joe Biden, Secretary Blinken, and Secretary Dymtro Kuliba. Based on leech (1983) politeness maxims .

### Text 1

**“Well, we don't know the details, but we do not exclude that option because we see that Russia is using one prohibited weapon after another to break us down, and United Nations have already confirmed that some of the internationally prohibited weapons have been used against Ukrainian civilians, against our cities. So we will work closely with the United States and other partners trying to identify where chemical weapons can or may be- may be used by Russia. And when you're asking me whether NATO will defend us, well, we do not have- we do not expect that. What we are asking is very simple thing. We say arm Ukraine and we will do the rest. Give us all the weapons necessary and we will fight for our own land and for our**

people”. <https://wghn.com/2022/03/13/transcript-ukrainian-foreign-minister-dmytro-kuleba-on-face-the-nation/>

Kuleba's predictions concern Russia's chemical attack on Ukraine and its relationship with NATO on March 13, 2022. And according to the to our model leech politeness maxims (1983). in his speech, Ukrainian foreign minister Dymtro Kuleba on Sunday. he expresses his announcement about using Russian-prohibited weapons against Ukraine by violates the agreement maxim, which indicates minimizing disagreement between self and other and maximizing agreement between self and other. kuleba shows the disagreement between his government in Ukraine and Putin's government in Russia, promising to specify the cities as staging areas for the use of chemical weapons in Ukraine. He says, **"So we will work closely with the United States and other partners trying to identify where chemical weapons may or may be used by Russia. Moreover, when you are asking me whether NATO will defend us, well, we do not have- we do not expect that."**

Moreover, he asks the Ukrainian's allies and partners to stand up for supporting them with solid weapons to defend their lands against Russian unjustified Invision by violates the generosity maxim that indicates that minimizing benefit to self and maximizing cost to self. as we see kuleba directs his war speech to Ukraine's allies and partners for help in directing and insisting way he says that **"What we are asking is a straightforward thing. We say arm Ukraine. We will do the rest. Give us all the weapons necessary. We will fight for our land and our people"**.

## Text 2

**"Well, they operate, they're functioning, so this is a good sign, and we appreciate those partners who are involved in these supplies. However, of**

**course, in the end, it's all about the quantity and the quality of weapons that we receive, and we currently reach the stage we need- where we need some new advanced weapons to fight Russia, to fight against Russia, to defend ourselves, and we're negotiating with partners including the United States. I hope that all decisions will be swift and we will get what we need because again, we are ready to fight, but we need to be properly equipped to do so.”**

**<https://mfa.gov.ua/en/news/statement-minister-foreign-affairs-ukraine-dmytro-kuleba-united-nations-security-council-meeting-russias-aggression-against-ukraine>**

In the text above, the foreign minister of Ukraine Dmytro Kuleba at the United Nations, on 22 September 2022, And according to our model leech politeness maxims (1983). violates the Tact maxim, which indicates that minimizing cost to others means decreasing the expressions of beliefs that cost others and maximizing benefit to others, meaning increasing the expressions of beliefs that imply benefit to others. We can see that Kuleba urges and asked Ukrainian partners, as well as the US, to assist them in this crisis by supplying his country's needs for powerful weapons equipment to confront Russian aggression and defend themselves and their country, states that **"it is all about the quantity and the quality of weapons that we receive, and we currently reach the stage we need- where we need some new advanced weapons to fight Russia, to fight against Russia, to defend ourselves, and we are negotiating with partners including the United States"**.

Additionally, he insists on the Ukrainian government's need for this urgent assistance **violates the generosity maxims** by says that **"I hope that all decisions will be swift and we will get what we need because again, we are ready to fight, but we need to be properly equipped to do so"**.

### **Text 3**

**“Yesterday, Putin announced mobilization. But what he really announced before the whole world was his defeat. You can draft 300, 500 thousand people, but you will never win this war. Today, every Ukrainian is a weapon ready to defend Ukraine and the principles enshrined in the UN charter”.**

<https://mfa.gov.ua/en/news/statement-minister-foreign-affairs-ukraine-dmytro-kuleba-united-nations-security-council-meeting-russias-aggression-against-ukraine>

Minister of Foreign Affairs Dmytro Kuleba made this statement at the United Nations Security Council meeting on Russia's aggression against Ukraine. On 22 September 2022, in New York.

According to our model leech politeness maxims (1983). In his war speech, Dmytro Kuleba violates the Approbation maxim that indicates minimizing dispraise and maximizing praise of others. Since he claims that no matter how much Russia recruits a large army, it will not win this war. Kuleba uses his strategies and techniques to show Russia that Ukraine could beat Russia. He says that **"Yesterday, Putin announced mobilization. However, what he announced before the whole world was his defeat. You can draft 300, 500 thousand people, but you will never win this war."** He says this to show the strength of Ukraine's power in this war.

## **Conclusions**

This paper concludes that the American politicians' speeches, especially during times of war, contains all politeness maxims, that are ( the Tact Maxim, the Agreement Maxim, the Generosity Maxim, the Sympathy Maxim , and the Modesty Maxim). and violates all politeness maxims except the modesty maxim.

The frequencies of each politeness maxims have been calculated and arranged according to their values from the most to the least.

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