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Navigating Disagreement with Diplomacy A Pragma-Dialectical Exploration of Linguistic Etiquette in Media Interviews

Inst. FATIMAH ABDUL GHANI IDREES

Diyala Directorate of Education, Diyala Iraq

alsaeedyfatima1985@gmail.com

<https://orcid.org/0000-0003-0061-3096>

التعامل مع الخلافات بدبلوماسية: تحليل تداولي-جدلي لاساليب اللباقة اللغوية في المقابلات الإعلامية

م. فاطمه عبد الفنى ادریس. مديرة تربیة دیالی

الملخص

في سياقات المقابلات الاعلامية السياسية والمقابلات التلفزيونية والمناقشات وغيرها من انواع الخطاب تم تناول اساليب اللباقة بشكل عام واساليب اللباقة اللغوية بشكل خاص ,وعلى الرغم من ذلك ,لم يتم اجراء تحليل لتلك الاساليب اللغوية في المقابلات الاعلامية الحادة والتي تتناول مواضيع خلافية و مثيرة للجدل . وبما ان اللباقة اللغوية امرا جوهريا لادارة الخلافات والمناقشات الحادة , يستكشف هذا البحث التحديات المرتبطة بفقدان اللباقة اللغوية اثناء الاسترسال في الخطابات الجدلية و الخلافية, معرفة الاسباب الكامنة وراء خرق انماط اللباقة اللغوية و إلى دراسة كيفية لجوء المتحدثين الى مناورات استراتيجية واستخدام انماط لغوية محددة (كأضهار الرفض, السيطرة على ادارة النقاش, تبديل الموضوع, طلب التوضيح او الانتقال الى موضوع جديد) لإدارة تلك الخلافات والتباينات في وجهات النظر بطريقة دبلوماسية للحفاظ على الصورة الاجتماعية . لتحقيق الاهداف اعتمدت الدراسة نموذج المناقشة النقدية من قبل (فان اميران) كما واستخدمت الدراسة المنهج الكمي والنوعي في تحليل البيانات . يستخدم البحث المنهج البراغماتي-الجدلي لتحليل الخطاب, حيث يركز على استراتيجيات التواصل التي تساعد على تحقيق الحوار البناء وتجنب التصعيد والصراعات الحادة. من خلال تحليل أمثلة حقيقية من مقابلات إعلامية. وقد اظهرت النتائج ان اللباقة اللغوية تنتهك احيانا وفي سياقات معينة مما يؤدي الى لحظات من المواجهة والانهياء اثناء عملية التواصل . ومع ذلك لا تؤدي جميع المناقشات الحادة الى فقدان اللباقة , اذ يدير بعض المقابلين المناقشات بقدر من الحذر والمرونة اللغوية ويتمكن بعض المتحدثين من التحكم بزمام الامور والمحافظة على اداب الحوار .

الكلمات المفتاحية: اللباقة اللغوية, المجاملة, الصورة الاجتماعية, التداولية الجدلية, الحديث التصادمي والمناورات الخطابية

Abstract

Disagreement is an inevitable component of public discourse, particularly media interviews those that involve contentious or confrontational topics. In such high-stakes environments, how interlocutors express dissent, justify arguments, or respond to provocation becomes crucial not only for argumentative content but also for the social tone of interaction. In this context, language in general and linguistic etiquette (the strategic use of politeness, mitigation, and rhetorical balance) emerge to play a vital role in negotiating power, maintaining civility and protecting face (Brown & Levinson, 1987; Locher & Watts, 2005). Drawing upon the pragma-dialectical approach to argumentation (van Eemeren & Grootendorst, 2004), the goal of this paper is to explore how disagreement is navigated with diplomacy through linguistic etiquette, to what extent the celebrities adhere to or deviate from linguistic etiquette during the four stages of argumentation, and how they strategically maneuver to preserve face while engaging in argumentative discourse. With this in mind, addressing the controversial discussions' problems require careful consideration of how certain etiquettes shapes our conversational. This respect is often conveyed through particular linguistic etiquette, which not only enhances sophistication but also promotes courtesy among individuals. The results underscore that although linguistic etiquette is overlooked or breached in certain contexts, leading to moments of confrontation and communication breakdown, but not all

controversial situations result in a loss of etiquette because some interlocutors try to manage face, defend positions, and preserve politeness norms under communicative pressure, also, the results show that there are motivations and reasons behind the deviations of certain etiquette, such as to express disagreement, dominate the conversation, shift topics, demonstrate understanding and seek clarification. Key words: linguistic etiquette, politeness, face, Pragma-Dialectical, strategic maneuvering Introduction Interviews and talk shows have long provided public figures with platforms to connect with audiences. In such high-stakes interactions, *linguistic etiquette* plays a vital role in shaping public perception and ensuring respectful communication. Watts (2005) defines linguistic etiquette as the appropriate use of polite language, titles, honorifics, and polite phrases which reflects culturally recognized norms of appropriate speech behavior and social consideration. Similarly, Jdetawy and Hamzah (2020) describe it as a collection of strategies, speech formulas, and behavioral norms that operates to mitigate face-threatening acts (FTAs), especially in adversarial settings. Maretha et al. (2021:88) emphasize that speech patterns and conversational norms are shaped by social expectations, while Shalihah (2019) and Puspita and Putri (2019) stress the influence of education, gender, and cultural background. Nodoushan (2019:117) argues that politeness is acquired through socialization, whereas Beascakesny (2020) sees etiquette as culturally ingrained from childhood, encompassing not just language but gestures, body language, and listening behavior. Ulinuha and Parnawati (2019:1) further elaborate that linguistic etiquette includes honorifics, address terms, and expressions of inferiority, all reflecting socio-cultural dynamics. The current study explores how celebrities manage public image and interpersonal conflict by applying etiquette strategies, particularly under pressure or during controversial exchanges. Erdocia (2025) underscores how pragmatic strategies and language variation impact credibility and conflict resolution, especially in media settings. This study applies van Eemeren and Grootendorst's (2004) Pragma-Dialectical Theory, which outlines four key stages in resolving disagreements: confrontation, opening, argumentation, and conclusion which refers to the balancing act between rhetorical effectiveness and dialectical reasonableness. While these stages form an ideal model, real-life interviews often reflect deviation due to emotional intensity or strategic manipulation. Moreover, Stroysam (2020) highlights linguistic etiquette as a multilayered skill, requiring contextual sensitivity, empathy, and cultural awareness. Twerefou (2010:211) and Stroysam- Karpinsk (2020) examine how lexical, grammatical, stylistic, and intonational elements shape effective communication. Akindel (2007) links etiquette to the management of public image and conflict resolution, especially for celebrities. Importantly, van Eemeren et al. (2007) distinguish between resolving a disagreement and resolving the underlying conflict emphasizing the importance of procedural fairness over mere authority. Thus, failure to uphold linguistic etiquette in media interviews may not only disrupt communication but also lead to reputational harm. Therefore, it is crucial to clarify the following:

1. How do celebrities employ linguistic etiquette strategies to manage public perception and maintain politeness during high-stakes media interviews, particularly in contentious or emotionally charged situations ?

2. Examining to what extent do the stages of the Pragma-Dialectical theory of argumentation (confrontation, opening, argumentation, and conclusion) manifest or break down in controversial celebrity?

3. Exploring the most frequently used etiquettes' forms and types as well as the least one do celebrities provide and how do these strategies affect the overall coherence and credibility of the discourse?

2. Theoretical Background

People often hold differing viewpoints on various issues, and their opinions as well as perception constantly evolve over time. This study is anchored in two main theoretical frameworks, politeness theory, which informs the notion of linguistic etiquette, and pragma-dialectics, which provides a model for analyzing argumentative discourse, particularly in situations of disagreement. Hence, combining both theories to supply a holistic understanding of how speakers manage conflict and preserve face in media interviews. Argumentation theory plays a critical role in constructing, developing, and resolving diverse perspectives to understand how perceptual differences are generated Van Eemeren and Grootendorst (1983). However, many studies still lack a comprehensive understanding of linguistic etiquette Nodoushan (2019, p. 109) In the context of controversial interviews, linguistic etiquette serves as a fundamental mechanism for promoting respectful and effective communication. Grounded in social and cultural norms, linguistic etiquette guides speakers in maintaining appropriateness and avoiding conflict during interactions. Within pragmatics, this aligns with Brown and Levinson's (1987) Politeness Theory, which posits that speakers employ strategies to mitigate face-threatening acts (FTAs) to preserve the interlocutor's self-image. The concept of face, originally introduced by Goffman (1967), refers to the social identity one claims during interaction. In high-stakes communication, such as televised

interviews, threats to face are often managed delicately. Impoliteness theory (Culpeper, 2011) further explores how face-threatening behavior—intentional or not—can serve strategic goals like dominating a conversation or discrediting an opponent Liliya (2020, p. 75) underscores that linguistic etiquette equips individuals with “communicative tools” to express viewpoints, maintain emotional balance, and avoid verbal conflict. Each interview setting possesses its own implicit communicative norms that guide interaction between hosts and guests, especially during high-stakes discussions. As noted by Aghaei et al. (2022) and Tawfig (2023), failure to uphold such etiquette in contentious scenarios can result in perceived disrespect, ultimately triggering interpersonal or social conflict. While conflict is an inevitable feature of communication, it can yield both constructive and destructive outcomes. Positively, it can foster creativity, challenge assumptions, and support collective decision-making. In this light, argumentation theory becomes essential for navigating divergent perspectives, promoting discourse development, and achieving resolution both on individual and communal levels. At this juncture, celebrities, as public figures, are acutely aware of the potential damage a breach of etiquette can cause to their reputation. Therefore, they often provide politeness strategies, such as indirect language, humor, or deflection, to navigate difficult questions without causing offense or appearing unprofessional. However, in confrontational interviews, where disagreement is frequent and often intense, these strategies help participants avoid escalation and maintain professionalism, especially under public scrutiny. Leech’s (1983) Politeness Principle, which emphasizes tact, generosity, and modesty maxims, also contributes to our understanding of linguistic etiquette. These maxims are particularly relevant in media settings, where public face and reputation are critical. To clarify, Liu (2022) highlights that differences of opinion arise when two parties disagree, though disagreement does not always involve direct opposition. Sometimes, it manifests as expressions of doubt or uncertainty. Ryan (2020) supports this idea, noting that adhering to specific etiquette in communication is a mark of good manners. In intercultural communication, as presented in the pragma-dialectical model, disagreements often center on negotiating mutual understanding rather than direct opposition. Speech etiquette, as noted by Ryabova (2015) uses to maintain social harmony and manage conflict through context-sensitive language use. Jdetawy and Hamzah (2020) show that etiquette varies with age, gender, and culture, with younger speakers favoring directness over traditional politeness. Together, these views reveal etiquette as a flexible, socially informed strategy shaped by both context and identity. Beascalesny (2020) defines etiquette as culturally ingrained rules learned from childhood to maintain respectful interactions. Additionally, van Eemeren and Grootendorst’s (2004) Pragma-Dialectical Theory explains how disagreements are ideally resolved through four discussion stages though media interviews often disrupt this structure. To account for this, van Eemeren and Houtlosser (2002) introduced the concept of strategic maneuvering, which explains how speakers attempt to reconcile their rhetorical goals (persuasiveness) with dialectical obligations (reasonableness).



Figure 1 : Eemeren and Houtlosser (2002) the concept of strategic maneuvering. These strategic maneuvering involves topic selection (choosing favorable ground), Audience adaptation (tailoring politeness or assertiveness), Presentational devices (framing arguments with persuasive force).

3. Methodology This study employs qualitative discourse analysis informed by pragma-dialectics. The aim is to analyze a number of televised and broadcast media interviews. The interview was selected due to its high argumentative intensity, political sensitivity, and clear instances of disagreement via identifying moments of disagreement, mapping the argumentative structure using the pragma-dialectical model and interpreting the function of strategic maneuvering in relation to face management. where interviewers deviate from the use of linguistic etiquette and employ less strategies. The process of analyzing dialogues in controversial situations through the lens of both theories; Dialectical Pragmatics was developed by Van Eemeren and Grootendorst (2004) whereas Politeness Theory provides insight into the social strategies embedded to decrease these tensions through Politeness outlined by Brown and Levinson (1987) to directly challenge the other person’s viewpoint, reflecting a shift in the dialectical tension. Three interviews based on the model outlined above (two British and one

American) were chosen for the purpose of analysis. All of the interviews cover a range of different context and involve interviewees of various ages and genders. These interviews were conducted between 2013 and 2022. The three interviews took place in a small, private studio room, where the interviewers and the interviewees discussed various topics, categorize the interviewees' reactions such as (diplomatic responses, deflecting the question and changing the topic). This model is especially effective for analyzing confrontational media discourse, revealing how linguistic etiquette is negotiated amid expected disagreement and sanctioned impoliteness. Argumentative moves often threaten interlocutors' face, making politeness strategies a key part of managing conflict. This study is distinct in applying both a pragma-dialectical framework and politeness theory to controversial media interviews, an area with limited prior research. It highlights how opposing viewpoints and heated exchanges in such interviews frequently lead to breakdowns in respectful communication and the failure to observe linguistic etiquette

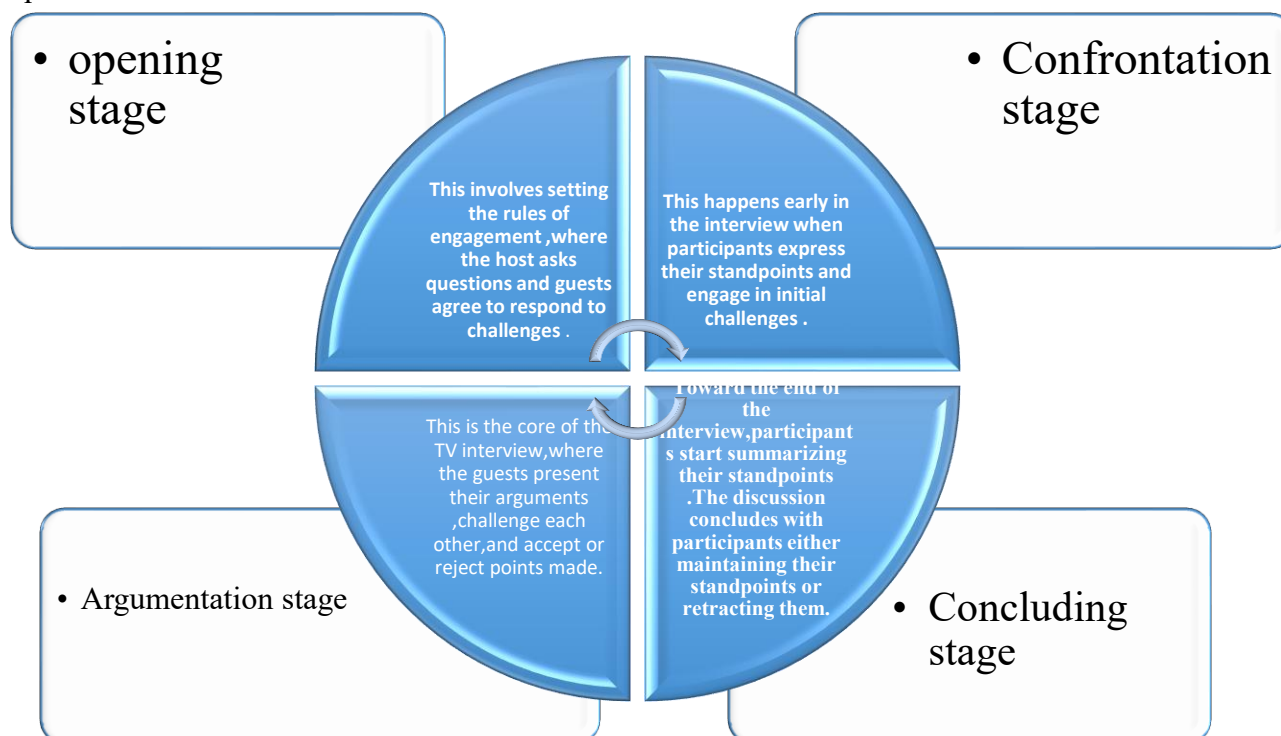


Figure 2: The components of the model of the study (dialectical pragmatics) Table1: The demographic information of the participants in the three interviews

Participants	Date and location	Topic	Interview Length
Kanye West vs. Sway	November 2013, NYC Radio Studio	Music industry, business control, creative struggles	34 minutes
Andrew Tate vs. Piers Morgan	October 2022, London TV Studio	Gender dynamics, personal controversies	90 minutes
Jordan Peterson vs. Cathy Newman	January 2018, London Channel 4 Studio	Gender pay gap, political correctness	30 minutes

Van Eemeren et al. (2007, p.33) identify several linguistic indicators that reveal how interlocutors assert, challenge, and negotiate viewpoints during arguments. Propositional attitude indicators express the speaker's confidence level, ranging from weak stances (e.g., "in my opinion") to strong assertions (e.g., "it is clear that"). Force modifying expressions reflect a speaker's willingness to strengthen or soften their claims, moving from hesitation to firm confidence. Dispute indicators mark moments where one participant directly or indirectly challenges the other's argument. Argumentation indicators signal the logical structure of arguments, using connectors such as "because" or "therefore." Lastly, concluding stage indicators reveal the speaker's final stance—whether they maintain their position, agree conditionally, or concede (e.g., "I gave up"). These indicators are crucial for analyzing the dynamics of argumentative discourse.

4. Data Analysis The first interview begins with Sway in the Morning, a popular show hosted by Sway Calloway, the particular episode recorded in November 2013 and Kanye West as the guest). The interview aimed at discussing Kanye's ventures into the fashion world, his frustrations with creative restrictions, and his expansive

vision as an artist. It became iconic due to Kanye's intense exchange with Sway, notably his statement: "You ain't got the answers, Sway! First Interview [https://www.bing.com/videos/riverview/relatedvideo?q=Kanye%20West%20on%20%E2%80%9CSway%20in%20the%20Morning%E2%80%9D%20\(2013\)&mid=9242719C1094E7AC2D8A9242719C1094E7AC2D8A&ajaxhist=0](https://www.bing.com/videos/riverview/relatedvideo?q=Kanye%20West%20on%20%E2%80%9CSway%20in%20the%20Morning%E2%80%9D%20(2013)&mid=9242719C1094E7AC2D8A9242719C1094E7AC2D8A&ajaxhist=0) The meeting between Kanye West and Sway begins with a standard, respectful format, but quickly escalates due to Kanye's emotional state. His frustration over challenges in the fashion industry leads to a breakdown of linguistic etiquette and turn-taking norms. The famous outburst, "You ain't got the answers, Sway!" marks a turning point, characterized by a heated, dismissive tone. Sway's provocative questions contributed to Kanye's emotional response, triggering a direct confrontation. The interview loosely follows the four pragma-dialectical stages: confrontation, opening, argumentation, and conclusion. However, etiquette significantly breaks down during the argumentation stage. Around 70% of deviations are due to interruptions and poor turn-taking. Emotional tone and a lack of respectful discourse contribute to about 60% of the breakdown, while failure to maintain clarity and coherence accounts for another 50%. Kanye's refusal to acknowledge Sway's input demonstrates a 60% deviation in listening and mutual recognition. In the confrontation stage, tensions rise though etiquette is initially intact. At the opening stage, Sway offers advice while Kanye responds with rejection and interruptions. In the argumentation stage, heated exchanges dominate, leading to confusion and emotional escalation. Sway attempts to de-escalate, but Kanye remains agitated, unable to revert to a composed tone. In the conclusion stage, emotions subside slightly, but no clear resolution is reached Table2: The description of the four stages in the first interview

Stage	Description
Confrontation Stage	Sway challenges Kanye's approach, implying he should take initiative without complaining about gatekeepers.
Opening Stage	Implicit: Sway assumes Kanye has the resources to act independently. Kanye rejects this presupposition.
Argumentation Stage	Kanye counters with his lived experience and insider knowledge. His emotional outburst functions as an argumentative claim: "You don't know what I've been through."

The table outlines how the interview progresses through the pragma-dialectical stages, highlighting escalating challenges, rebuttals, and emotional appeals that disrupt structured argumentation. It demonstrates the interplay of power dynamics and emotional intensity in controversial discourse. Table3: The description of the Strategic maneuvering in the first interview

Strategic Maneuvering	Description
- Topical Potential	Kanye steers the topic to broader issues of access and systemic oppression.
- Audience Adaptation	He uses direct address ("Sway") and repetition to dramatize the point, aligning with fans who may feel similarly excluded.
- Presentational Devices	Repetition ("You ain't got the answers") and rhetorical questions ("How, Sway?") intensify the performance.

This table illustrates how Kanye employs strategic maneuvering by shifting the topic to systemic issues, adapting his language to engage the audience emotionally, and using rhetorical devices to emphasize his points and heighten the confrontational tone. Table 4: The description of the politeness theory in the first interview

Feature	Example	Interpretation
Face-Threatening Act (FTA)	"You ain't got the answers!"	Directly challenges Sway's credibility—threatens <i>negative face</i> (independence, competence).
Bald on Record	"You ain't got the answers, man!"	No mitigation—aggressive, emotionally charged.

Politeness Breakdown	Absence of hedging, indirectness, or softeners.	Kanye abandons politeness norms to express urgency/frustration.
Linguistic Etiquette Breach	Publicly attacking the host.	Violates expected decorum in media interviews.
Repair Attempts (if present)	Later in the interview, Kanye and Sway reconcile.	Re-establishing positive politeness to restore relationship.

The table showcases a breakdown and partial repair of linguistic etiquette, highlighting how emotional intensity can override politeness norms in high-stakes public discourse as well as illustrates how face-threatening acts and the suspension of politeness strategies function within the dynamics of strategic maneuvering and conflict discourse. Table 5: The Frequency and Percentage Distribution of linguistic etiquette Kanye West vs. Sway

Linguistic Etiquette Violations	Frequency	Percentage	Stage of Argument	Reasons for Violations
Interruptions	5	33%	Confrontation, Argumentation	Emotional responses, passionate expression
Deflection	3	20%	Argumentation	Desire to steer conversation toward personal experience
Lack of Clarity	2	13%	Argumentation	Complex ideas not articulated clearly
Over-Talking	5	33%	Argumentation	Need to assert viewpoints strongly

The frequency of etiquette violations underscores how emotionally charged discourse disrupts cooperative turn-taking, serving both expressive and strategic functions in argumentation. Also, these violations reflect how strategic maneuvering in emotionally intense exchanges can strain conversational norms, highlighting the tension between persuasive intent and linguistic etiquette. Actually, the interview begins as usual one, but during an intense argument there is a breakdown of linguistic etiquette which is directly hindered a communicative process. However, the participants' reaction involving diplomatic responses and idea deflections. The analysis also determines that there are certain indicators for instance when Kanye expresses his stand moving from uncertainty to assertiveness weak assertiveness, using tentative phrases like "in my opinion," to express frustration and a desire for understanding. As the interview escalate, Kanye's tone tends to be strongly assertive, particularly when he used his statements "They're stopping me because I'm black." He also uses semi-assertive indicator language in de-escalation time, where he hints at self-evident truths. Second interview (Andrew Tate vs Piers Morgan).<https://www.bing.com/videos/riverview/relatedvideo?q=controversial%20interview%20british%20tv&mid=3F0392D134FF76E3B6183F0392D134FF76E3B618&ajaxhist=0> This British interview between Andrew Tate and Piers Morgan, aired on January 17, 2023, tackled heated topics such as masculinity, relationships, and societal expectations. The discussion showcased starkly opposing viewpoints and quickly escalated into confrontation. Although the interview began with polite greetings and adherence to linguistic etiquette, this quickly deteriorated as emotions intensified. About 70% of the deviations from etiquette were due to interruptions and poor turn-taking, while over 50% stemmed from lack of clarity and failure to acknowledge each other's points. As controversial topics emerged, both participants increasingly interrupted each other, shifting to aggressive tones. In the confrontation stage, the core disagreement was introduced, with Piers challenging Tate's views and Tate defending them with a defensive tone. In the opening stage, both expressed their positions, but etiquette broke down as Piers frequently interrupted, and Tate responded assertively. During the argumentation stage, emotional intensity led to raised voices and fragmented reasoning. Both sides failed to fully present their views, resulting in a loss of coherent, respectful exchange. By the conclusion stage, no consensus was reached, and tensions remained high. The interview illustrates how emotional involvement and ideological clashes disrupt constructive argument. While Morgan questioned the impact of Tate's rhetoric, especially on youth, Tate defended his stance, claiming misinterpretation. Ultimately, linguistic etiquette collapsed under pressure, with neither party truly listening, leaving the debate unresolved. Therefore, the level of linguistic etiquette has deteriorated. Both parties are clearly frustrated, and leaving the tension unresolved due to (frequent interruption,

raised voices, aggressive tone and failure to listen to each other Table 6: The description of the four stages in the second interview

Stage	Description
Confrontation Stage	Frost challenges Ali's blanket statement about White people, initiating a critical discussion.
Opening Stage	Both parties agree to engage in a dialogue about Ali's beliefs, setting the stage for argumentation.
Argumentation Stage	Ali defends his views by referencing his experiences and teachings from the Nation of Islam, while Frost counters with examples and reasoning to highlight the dangers of such generalizations.

This progression reflects the structured nature of critical discussion, with each stage revealing how interlocutors navigate ideological disagreement through strategic and context-sensitive discourse. The interaction aligns with the pragma-dialectical model, illustrating how disagreement develops through the four stages of critical discussion, guided by strategic maneuvering and differing worldviews

Table7: The description of the Strategic Maneuvering in the second interview

Topical Potential	The discussion shifts from Ali's personal beliefs to broader themes of racial injustice and systemic oppression.
Audience Adaptation	Ali appeals to viewers who may have experienced similar injustices, while Frost aims to resonate with a broader audience by promoting inclusivity and challenging extremist views.
Presentation Devices	Ali uses repetition and emphatic language to assert his stance, whereas Frost employs rhetorical questions and analogies to dissect Ali's arguments.

This instance illustrates how strategic maneuvering operates across all three dimensions topic, audience, and presentation—within a dialectical framework shaped by ideological tension. Table 8: The description of the politeness theory in the second interview

Feature	Example	Interpretation
Face-Threatening Act (FTA)	Ali's assertion that "all White people are devils."	Directly challenges the identity and morality of an entire group, posing a significant threat to the positive face of White individuals.
Bald on Record	Ali's unwavering affirmation of his beliefs without mitigation.	Demonstrates a deliberate choice to prioritize honesty over social harmony, disregarding conventional politeness strategies.
Politeness Breakdown.	The absence of hedging or softening language in Ali's statements.	Indicates a rejection of traditional politeness norms, possibly to emphasize the seriousness of his convictions.

Linguistic Etiquette Breach	Publicly making sweeping negative generalizations about a race.	Violates societal expectations of respectful discourse, especially in a public forum.
Repair Attempts.	In subsequent interviews, Ali revises his stance, acknowledging that evil is not exclusive to any race.	Reflects an attempt to restore social harmony and align with broader societal values

The exchange exemplifies how face-threatening acts and breaches of linguistic etiquette serve strategic and ideological functions, with post-interview repair marking a recalibration of politeness within the broader socio-political context. Table 9: The Frequency and Percentages of Distribution of linguistic Etiquette Andrew Tate vs. Piers Morgan

Linguistic Etiquette Violations	Frequency	Percentage	Stage of Argument	Reasons for Violations
Interruptions	10	50%	Confrontation, Argumentation	Confrontational tone, trying to dominate
Deflection	5	25%	Argumentation	Avoidance of direct questions
Confrontational Tone	5	25%	Confrontation,	High emotional stakes, personal attacks
Lack of Listening	5	25%	Argumentation	Focusing on response rather than understanding

This table highlights the deviation of linguistic etiquette in the four stages of argument at different conversational contexts. Notable, at the beginning of the selected interview, the participants tend to employ linguistic etiquette and respectful strategies to show politeness, using appropriate address terms, employing more formal language, address others using titles, and maintain a certain level of distance and formality to adhere to the hierarchical and professional context. gradually, one person resorts to name-calling and uses offensive language, disregarding linguistic etiquette and causing face threats to the other person The Third Interview Jordan Peterson vs. Cathy Newman <https://www.bing.com/videos/riverview/relatedvideo?&q=Jordan+Peterson+and+Channel+4%27s+Cathy+Newman.&mid=421A968FA0B1B5CB1E0B421A968FA0B1B5CB1E0B&&FORM=VRDGAR> The 2018 *Channel 4 News* interview between Canadian professor Jordan Peterson and British journalist Cathy Newman focused on gender, political correctness, and free speech, especially Peterson's opposition to compelled speech regarding gender pronouns. The interview, like previous ones analyzed, began with professional tone and adherence to linguistic etiquette. However, as the discussion progressed particularly in the argumentation stage, Newman increasingly interrupted Peterson, leading to a breakdown in cooperative dialogue. Peterson remained calm and challenged Newman's paraphrasing of his views, which led to miscommunication and frustration. The violations of linguistic etiquette stemmed from emotional intensity, ideological differences, topic complexity, and contrasting argumentative styles. Although Peterson deflected and shifted topics at times, Newman showed a higher degree of deviation, particularly through persistent interruptions. A similar pattern is observed in a Piers Morgan interview where confrontation begins with biologically grounded claims about motherhood. The guest challenges Morgan, and by the opening stage, interruptions rise. In the argumentation phase, emotionally charged statements provoke rebuttals and overlapping speech. Morgan pressures guests to justify their positions, while guests either provide evidence or resist his framing. As the interview concludes, both sides assert final points without conceding, using shortened, assertive responses and tone shifts. Despite efforts to clarify views, the lack of consensus highlights the breakdown of etiquette. These cases illustrate how emotionally charged discourse in media can undermine critical discussion, disrupt politeness norms, and intensify strategic maneuvering. Table 10: The description of the four stages in the third interview

Stage	Description
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Confrontation Stage	Newman challenges Peterson's views on the gender pay gap, initiating a critical discussion.
Opening Stage	Both parties agree to engage in a dialogue about gender equality, setting the stage for argumentation.
Argumentation Stage	Peterson presents his argument that multiple factors, including personality traits like agreeableness, contribute to the gender pay gap. Newman counters by questioning whether this implies women are responsible for their own lower pay, leading to a back-and-forth exchange.

The progression through the discussion stages illustrates how linguistic choices and framing strategies are used to navigate and challenge ideologically sensitive topics.

Table 11: The description of the Strategic Maneuvering in the third interview

<i>Topical Potential</i>	The discussion shifts from general gender equality to specific factors influencing the gender pay gap.
<i>Audience Adaptation</i>	Peterson appeals to viewers by emphasizing data-driven analysis, while Newman frames her questions to resonate with concerns about gender discrimination.
<i>Presentational Devices</i> .	Newman frequently uses the phrase "So you're saying..." to paraphrase Peterson's points, which can be seen as a rhetorical strategy to challenge his views. Peterson responds by clarifying his positions, often highlighting the complexity of the issues discussed.

This exchange exemplifies strategic maneuvering's three dimensions—topical potential, audience adaptation, and presentational devices—in shaping the dialectical progression of the argument. Table 12: The description of the politeness theory in the third interview

Feature	Example	Interpretation
Face-Threatening Act (FTA)	Newman's paraphrasing of Peterson's views in a potentially oversimplified manner.	Challenges Peterson's positive face by implying his views are reductive or controversial.
Bald on Record	Newman's direct questioning without softening language.	Indicates a confrontational approach, prioritizing directness over politeness.
Politeness Breakdown	The absence of hedging or softening in Newman's paraphrasing.	May lead to perceived misrepresentation, affecting the cooperative nature of the dialogue.
Linguistic Etiquette Breach	Repeatedly attributing statements to Peterson that he disputes.	Violates conversational norms by not accurately representing the interlocutor's views.

Repair Attempts	Peterson's clarifications and corrections of Newman's paraphrasing.	Efforts to restore mutual understanding and maintain his positive face.
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The interaction reveals how face-threatening acts and linguistic etiquette breaches challenge the argumentative process, while subsequent repair attempts aim to reestablish constructive dialogue. Table 13: The Frequency and Percentages of Distribution of linguistic Etiquette Jordan Peterson vs. Cathy Newman.

Linguistic Etiquette Violations	Frequency	Percentage	Stage of Argument	Reasons for Violations
Interruptions	8	44%	Confrontation, Argumentation	Miscommunication and emotional tension
Miscommunication	6	33%	Argumentation	Misinterpretation of points
Changing Topics	4	22%	Argumentation	Attempts to shift focus, unclear on main points
Defensive Responses	5	28%	Argumentation	Reaction to perceived aggression

The above table provides a clear overview of the deviations in linguistic etiquette during the interview, how frequently they occurred, the stages of argument in which they manifested, and potential reasons for those deviations. Furthermore, how there is an escalation from weaker, more diplomatic forms of expression to strong, assertive confrontations as the interviews progress. Consequently, the interviews end with a lack of full resolution, as both participants remaining firm in their perspectives. However, the nature of the disagreements, the role of direct challenges, and the way each participant adjusts the force of their arguments based on the context, the formality of the interview and the nature of the issue. Despite the conflict nature of the interview, the tone of the participants stays relatively intellectual. Newman positioned as the challenger and Peterson as the defender, which makes the use of dispute indicators and argumentation strategies more evident. The controversial interview also proves the crucial role of direct and indirect challenges in shaping the conversation. Peterson's logical style and the methodical approach contrasts with Newman's more confrontational one, which significantly influence the flow of the argument.

5. Results and Discussion

Through controversial interviews, celebrities use different strategies based on their personalities, public image, and training. Some might prefer, Polite and indirect responses such as deflection, humor, or respectful language to maintain communication's stream. Stroysam-karpinsk (2020) highlighted the fact that effective communication involves following certain norms and etiquette to establish contact, convey information, and maintain respect. Other tend either to provide confrontational responses in assertiveness and aggressive tone, or present mixed responses (A combination of politeness and confrontation, to make a balance in their responses). In the same line Liliya (2020) shows the crucial role of linguistic etiquette which consists of norms, rules, and principles that guide the choice and use of both verbal and non-verbal communication tools during interactions to maintain effective and successful communication. This study compares conflict resolution styles in TV interviews, revealing that interruptions and overlaps are not violations but necessary components in heated exchanges where participants assert their arguments. While interviews begin with some politeness, escalating tensions lead to breaches in linguistic etiquette, often provoked by interviewers such as Newman and Morgan (Jdetawy & Hamzah, 2020). Despite guests' efforts to maintain composure and use indirect strategies like sarcasm or politeness markers to preserve harmony, emotional intensity disrupts the pragma-dialectical stages, resulting in communication breakdowns and loss of structured reasoning (Jdetawy & Hamzah, 2020). This silence can also maintain social harmony and manage heightened emotions or disagreements effectively. Interview is a clear example of how high-stakes discussions can quickly lead to a breakdown in linguistic etiquette. While the conversation begins with some level of politeness and structure, the argumentative nature of the interview leads to frequent interruptions, raised voices, and a general lack of mutual respect in dialogue, when one party shifts their tone, the other often perceives this as an escalation and feels the need to respond immediately, leading to overlapping dialogue. For example, when Tate shifts from a composed tone to a defensive one after repeated

challenges from Piers Morgan, Morgan might interrupt more often to control the conversation or prevent Tate from steering it in an unwanted direction. In response to harsher questions, the tone may become more guarded or professional, as celebrities become more cautious about their phrasing. With sensitive or uncomfortable topics, there's often an increase in deflection strategies. In conversation, deflection can involve changing the subject, making a joke, or providing a vague or indirect response to avoid answering a difficult or uncomfortable question. Celebrities may politely but firmly set boundaries, signaling that they are not comfortable discussing certain topics. This is done through clear but respectful communication. Responses to difficult questions may become more concise, reducing the opportunity for the interviewer to probe further. This minimizes the chance of saying something unintended. Table 14: The frequency and percentage of Linguistic Etiquette Breaches in the three interviews through the four Argumentation stages.

Interview	Linguistic Etiquette deviations	Frequency of Violations	Percentage of Violations	Stages of Argument Applied
Kanye West vs. Sway	Interruptions, Deflection	15	60%	Confrontation, Argumentation (partial)
Andrew Tate vs. Piers Morgan	Interruptions, Confrontational Tone	20	75%	Confrontation, Argumentation (incomplete), Conclusion (failed)
Jordan Peterson vs. Cathy Newman	Interruptions, Miscommunication	18	70%	Confrontation, Opening, Argumentation (partial), Conclusion (incomplete)

The table states that Kanye West vs. Sway showed the least deviations, while Andrew Tate vs. Piers Morgan had the highest. In addition to that the argumentation stages were often incomplete due to emotional tension and misunderstandings in all interviews. As well as there is an increased conflict and confrontation due to the loss of linguistic etiquette: Inappropriate responses or lack of empathy during tense moments can fuel a negative reaction from viewers, often amplified by social media. Also, according to the long-term damage can occur if the celebrity's behaviour is seen as disrespectful or unprofessional. A single interview can become the focal point of criticism for years to come. Finally, Linguistic etiquette helps celebrities maintain control over the narrative. If they lose this, interviewers might take advantage, pushing them into further controversy.

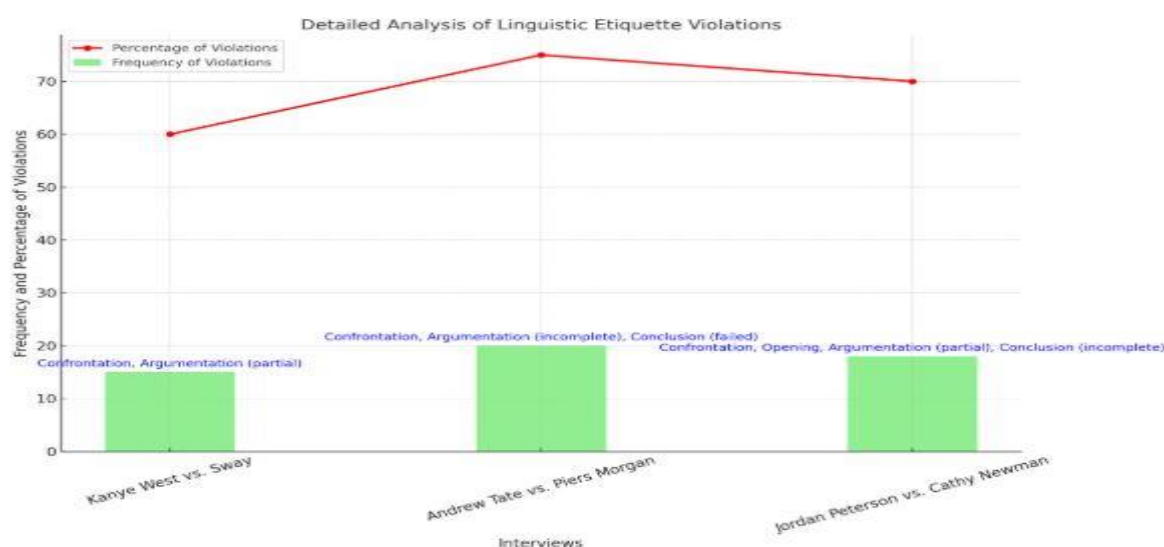


Figure.3.

Frequency and Percentages of Violations of Linguistic Etiquette

6. Conclusions It has been shown that in any conversation, it is important for the speaker to put himself/herself in the place of the interlocutor. This will help smooth out sharp corners and avoid unwanted conflicts. It is important to select phrases that are suitable and appropriate for a particular situation, taking into account the interlocutor's status, as well as the degree of the speaker's acquaintance with the interlocutor. linguistic etiquette

is a dynamic and multifaceted aspect of communication, influenced by various factors, including the interlocutors' social status, the topic and the nature of question. These factors can shape the way individuals communicate and the linguistic norms they adhere to in specific social contexts. The finding also show that the concern shifts from resolving the issue to personal attacks and aggressive tone as well as ignoring diverse viewpoints and experiences of others, leading to an unproductive exchange. Last but not least, it is essential to refer to the fact that not all controversial situations lead to loss of etiquette, and some celebrities are capable to conduct their composure and engage with controversial questions while staying calm, within polite and followed certain linguistic etiquette. Furthermore, it is essential to recognize that in today's fast-paced media, some celebrities have forgot traditional etiquette and be more provocative or confrontational to create a memorable moment and to increase their visibility online. As a result, some interviewers today push boundaries by asking intrusive, sensational, or even offensive questions. as a reaction, celebrities may abandon polite etiquette and react more defensively or confrontationally, feeling justified in doing so. linguistic etiquette is not the only factor responsible for linguistic variation. Other factors such as region, ethnicity, education, and social context, also significantly contribute to the diversity of language use and communication patterns. These factors interact with linguistic etiquette to create a complex and multifaceted linguistic landscape. This holistic perspective allows for a more comprehensive understanding of how language is shaped and employed in different social interactions and communities.

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