

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

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التعامل مع الخلاف بدبلوماسية: تحليل تداولي -جدلي لاساليب اللبقة اللغوية في المقابلات الاعلامية  
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### المخلص

في سياقات المقابلات الاعلامية السياسية والمقابلات التلفزيونية والمناقشات وغيرها من انواع الخطاب يتم تناول اساليب اللبقة بشكل عام واساليب اللبقة اللغوية بشكل خاص ,وعلى الرغم من وفرة الابحاث التي تناولت الاعلام والخطاب الحواري, الا ان موضوع الاتيكيت اللغوي في الخطابات الجدلية ولحظات التوتر مايزال مجالا بحثيا قل طرقة . وبما ان اللبقة اللغوية امرا جوهريا لادارة الخلافات والمناقشات الحادة, تبرز اهمية هذه الدراسة في محاولة كشف التحديات المرتبطة بتلاشي او ضعف مظاهر اللبقة اللغوية اثناء استرسال الضيوف والمقدمون في جدل حاد ومعرفة الاسباب الكامنة وراء فقدان او قلة استخدام انماط اللبقة اللغوية , الامر الذي ينعكس مباشرة على جودة الحوار . من خلال تحليل منهجي (كمي ونوعي) لنماذج محددة من المقابلات الاعلامية, تسعى الدراسة الحالية الى معرفة المناورات الاستراتيجية والانماط اللغوية التي يلجأ اليها المتحدثون (كاضهار الرفض, السيطرة على ادارة النقاش, بتبديل الموضوع, طلب التوضيح او قطع الموضوع و الانتقال الى موضوع جديد) لادارة الخلافات والتباينات في وجهات النظر بطريقة دبلوماسية للحفاظ على الصورة الاجتماعية . اعتمدت الدراسة انموذج المناقشة النقدية البراغماتي الجدلي من قبل (فان اميران وكروتن دورتس ) لتحليل المقابلات والكشف عن العوامل التي تعزز او تقيد استخدام الاتيكيت اللغوي في لحظات الصراع والاحتدام , حيث ركزت الدراسة على استراتيجيات التواصل التي تعزز الحوار البناء والهادف في مواجهة القضايا المثيرة للجدل . اظهرت النتائج ان العديد من المقابلات ينتهك فيها الاطراف مظاهر اللبقة اللغوية بشكل ملحوظ حتى وان لم تكن حدة النقاش عالية ويعزى ذلك الى عوامل اخرى .بالاضافة الى ذلك لايعتبر حدة الموضوع ودرجة التوتر العامل الوحيد لانتهاك قواعد اللبقة اللغوية ,اذ يدير بعض المتحدثين المناقشات بقدر من الحذر والمرونة اللغوية .ويمكن البعض من التحكم بزماء الامور والمحافظة على قدر معقول من اداب الحوار واللبقة اللغوية لكلمات المفتاحية: اللبقة اللغوية, المجاملة, الصورة الاجتماعية, التداولية الجدلية, الحديث التصادمي والمناورات الخطابية .

### Abstract

The current study aims to investigate the linguistic etiquette strategies used in media, political conversations and television interviews in general and in controversial situations and conflict topics in particular. Although, media and public discourse have been the topic of a large amount of studies, but researches have addressed the dimension of linguistic etiquette through moments of tension still relatively unexplored. Through systematic analysis of certain controversial interviews, this study seeks to explore how these linguistic etiquettes are used to achieve certain functions such as navigate disagreement diplomatically, how well the participants maneuver (to maintain their dignity, preserve face, change the topic, ask for clarification and move the topic to other), how much they follow or depart from linguistic etiquette during the pragma-dialectical framework of van Eemeren and Grootendorst (2004). Therefore, tackling and addressing the issues raised by controversial conversations require more careful consideration of how certain etiquettes save face and influence people's style of conversation. This respect is frequently expressed through specific etiquette strategies, which not only improve sophistication and civility among people but also enhance courtesy. The results demonstrate that specific situations cause breakdowns in certain communication due to violations or disregard of linguistic etiquette but, not all controversial situations lead to a breakdown of etiquette; some

interlocutors have the ability to maintain politeness, manage their face and defend positions under communicative pressure. also, the results reflect that there are triggers stand behind the deviations of linguistic etiquette, such as to express disagreement, to dominate the discussion, to change the topics and so on.... However, it is crucial to acknowledge that in line with the reciprocal nature of argumentative exchange, guests frequently generate corresponding reaction and adopt defensive language to control the situation, manage face threatening and protect their public image.

Key words: Politeness, linguistic etiquette, pragma-dialectical, controversial topics, face, strategic maneuvering

## **Introduction**

Public discourse inevitably contains certain elements of disagreement in general and in controversial media interview that deals with confrontational topics in particular. Hence, in such high-pressure issues, participants need special skills of using language and linguistic etiquette to express disagreement, manage the situation and justify their stances. Ryabova (2015:91) defines “Speech etiquette is an essential part of culture, behavior and human communication. Social relationships and norms of behavior are fixed in speech etiquette formulae. Etiquette norms are encoded in sayings, proverbs, idioms, set phrases such as: Welcome! How do you do! Farewell! Thank you! etc”. Notable Brown & Levinson (1987) state the fact, these linguistic etiquettes play a crucial role in managing respectful discussion, achieving power dynamics in these situations, preserving face, shaping both the social circumstances of the conversation and the overall coherence of the argumentative exchange. Hence, the current study applies the pragma-dialectical framework to analyze these linguistic etiquettes due to their effectiveness, investigates how famous people use verbal linguistic etiquette in highly tension context, how they collaborate with cultural norms and other significant conditions to manage controversial situations, how the participants navigate conflict opinions, disagreement and maintain social harmony. Actually, for decades, talk shows and interviews offers an influential key opportunity for public figures to present positive impression and establish communicative spaces with their audience. Therefore, in such stressful contexts, using proper linguistic etiquette is essential to guide respectful argumentative, build positive image and construct audience perception. Jdetawy and Hamza (2020: 695) define linguistic etiquette as the collection of norms, rules, polite phrases, honorifics which employ appropriately by the speakers to govern and regulate polite speech to achieve certain aims such as reduce face threatening activities (FTAs), ensuring civility communication, guarantees the appropriateness of language use within any communicative event and reflect culturally accepted principles of appropriate speech behaviour and social consideration especially in controversial situations. Similarly, Maretha et al.(2021:88) describes the fundamental role of social expectation and it’s powerful influence in shaping how people communicate causing change in both speech patterns and conversational norms .However, these socially expectation construct and guide what is considered acceptable in any conversation, hence individuals tend to modify their linguistic choices to be appropriate and suitable for cultural norms and communicative conventions .In addition to that Nodoushan (2019:117) supports Maretha et al. and emphasizes the essential role of socialization in the process of constructing and maintain politeness behavior within interaction practices and social context. Seytjanova (2025:113) clarifies that speech etiquette with verbal and non-verbal dimensions (rules, norms and linguistic practices) plays a vital role for ensuring clear interaction as well as, it vary across societies and social circumstances since it is shaped by cultural norms. Shalihah (2019:52) and Puspita and Putri (2019:61) add that there are other conditions significantly construct communicative norms, behaviours and strongly influence the choice of the appropriate and acceptable linguistic etiquette beside the cultural norms, such as age, gender and the level of education. Erdocia (2025:48-49) also, highlights the extent to which language, communicative strategies and identity markers influence and shape trust and social recognition in the participants ‘speech. Ulinuha and Parnawati (2019:1) further elaborate that linguistic etiquette involves certain components (address forms, honorifics, and expressions of deference) function as linguistic markers of more general social cultural dynamic and hierarchies. Van Eemeren and Grootendorst (2004) emphasized through their “Pragma-Dialectical Theory” a balance between dialectical reasonableness and rhetorical effectiveness. The theory presents an ideal framework describing the four stages (confrontation, opening, argumentation, and conclusion) as an optimal model to resolve disagreements and conflict. Akindel (2007:2) 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?

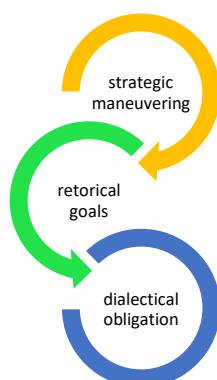
3. Examining the most common forms and types of etiquette, the least strategies do celebrities present and how do these linguistic etiquettes influence the overall coherence and legitimacy of the conversation?

## **2. Theoretical Background**

Needless to say, People frequently have various viewpoints and opinions on various issues, as well as their opinions and perception are not fixed, but on contrary, these perception and viewpoints constantly change over time. Therefore, there are two primary theoretical frameworks for this study, the first one which informs the notion of linguistic etiquette refer to politeness theory, and the second one represents pragma-dialectics, which provides a model for examining argumentative discourse, specifically in situations of disagreement. In order to provide a comprehensive information of how people handle disagreement and improve their dignity during media interviews, both of these theories are need to combine. 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: 109). In the context of controversial interviews, linguistic etiquette serves as a fundamental mechanism for promoting respectful and effective communication. As noted by Aghaei et al. (2022) and Tawfig (2023) that 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. One of great things or positively, it can encourage innovation, challenge presumptions, and facilitate collective decision-making. According to this creative point, argumentation theory becomes crucial for resolving conflicts and find solution on the both levels, an individual and a collective level, fostering the growth of debate, and navigating opposing viewpoints. Culpeper (2011:245) and Liliya (2020:75) totally agree on the crucial role of linguistic etiquette in various communication in general and Interviews in particular to manage interaction smoothly, express their viewpoints, find a solution for disagreement issues and avoid conflict and mitigate face threatening act (FTAs). Brown and Levinson's (1987) and Goffman (1967) both of them focus on the role of politeness, social identity and etiquette strategies to construct the conversations appropriately and use suitable expressions to preserve the individuals 'self-image and declare their viewpoints freely under pressure.

At the current section, celebrities, as public people are acutely very conscious of the potential damage deviate of etiquette can cause to their reputation. Leech (1996:84) provides a definition for politeness principle and its essential role (absolute or relative), people knowledge that language etiquette is control by the politeness principle, which in turn emphasize the importance of positive and negative politeness principle (such as sensitivity, generosity, and modesty maxims). Politeness strategies and linguistic etiquette play a crucial role in helping people do the conversation smoothly and maintain professionalism without any escalation especially through public scrutiny. Within the same side, to clarify the topic in detail, Liu (2022:2392) expresses the idea that although divergent viewpoints may arise in a situation when two parties disagree or hold opposing views, such disagreement does not necessarily entail direct and confrontational resistance, especially when communicative norms are followed. Beside that Ryabova (2015: 90-91) presents the same view, shows how essential good communication skills are to construct productive conversation as well as, the process of establishing a sophisticated communication is a result of both, firstly adherence to culturally grounded communication linguistic etiquette and refined communicative behavior. Therefore, from a pragma-dialectical perspective the tensions in certain intercultural communication are more accurately understood as ongoing negotiating of mutual understanding and appropriate linguistic etiquette between the participants rather than as instance of overt confrontation. According to Jdetawy and Hamzah (2020:705) who describe the state that there is no fixed linguistic etiquette, but on the contrary it is adaptable, since, these etiquette varies across to situation and the participants 'identity, it influences by certain factors such as age, gender and culture, for instance, younger people often prefer directness rather than traditional politeness.

Furthermore, in van Eemeren and Grootendorst's (2004:35-36) systematic theory of argumentation provide their framework to explain how argumentative might be settled through logical and systematic reasoning, albeit media interviews frequently deviate from this framework. Moreover, they add that only through effective communication and interaction among participants, the argumentative in the four stages (producing, analyzing, evaluating and closing) can improve. In order to explain this, van Eemeren and Grootendorst (2004:38) clarify the idea of strategic maneuvering, which describes how speakers try to balance their dialectical (reasonability) and rhetorical (persuasiveness) goals.



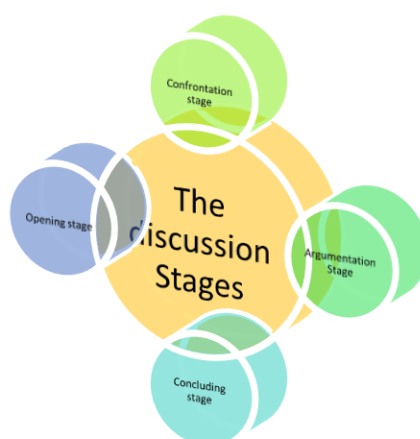
**Figure 1: The concept of strategic maneuvering by Van Eemeraen and Grootendorts (2004)**

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). 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 works particularly well for examining confrontational media discourse because it reveals how these linguistic etiquette is negotiated in the face of accepted rudeness and anticipated disagreement. Since argumentative tactics frequently put the face of the interlocutors in danger, hence using politeness strategies is crucial to find solution, conflict management and preserve face of interlocutor. 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. Van Eemeren et al., (2008) mention the essential four discussion's stages that are used in the process of resolution in pragma dialectical theory, which are known as the opening stage (it involves setting the rules of engagement where the host asks questions and guests agree to respond to challenges), argumentation stage ( this is the core of the interview, where the guests present their arguments challenge each other and accept or reject points made), confrontation stage (this occur early in the interview when participants present their and engage in initial challenges), and concluding stage(toward the end of the interview ,participants start summarizing their standpoints the discussion reach to conclude either maintain the standpoint or retracting them ). They assert the fact that although these stages are very necessary to solve disagreement directly, but not all four stages

must be explicitly completed in an appropriate manner, since, it is impossible to resolve a problem in a fairway unless each the four stages have been adequately expressed, the four stages are;



**Figure 2: The components of the model of the study (dialectical pragmatics)**

The figure above describes the main components of the pragmatic -dialectical framework which explains the way in which the four stages and communication rules work together to manage conflict and reach to solution

**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	<b>34 minutes</b>
Andrew Tate vs. Piers Morgan	October 2022, London TV Studio	Gender dynamics, personal controversies	<b>90 minutes</b>
Jordan Peterson vs. Cathy Newman	January 2018, London Channel 4 Studio	Gender pay gap, political correctness	<b>30 minutes</b>

Van Eemeren et al. (2007:33) 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." According to the fourth stage (concluding stage) there are certain indicators which are essential to analyze the structure of argumentative and discover the participant's stance such as (whether they shape and maintain their positive position and agree conditionally

#### 4. Data Analysis

##### First Interview

“[https://www.bing.com/videos/riverview/relatedvideo?q=Kanye%20West%20on%20%E2%80%99CSway%20in%20the%20Morning%E2%80%99D%20\(2013\)&mid=9242719C1094E7AC2D8A9242719C1094E7AC2D8A&ajaxhist=0](https://www.bing.com/videos/riverview/relatedvideo?q=Kanye%20West%20on%20%E2%80%99CSway%20in%20the%20Morning%E2%80%99D%20(2013)&mid=9242719C1094E7AC2D8A9242719C1094E7AC2D8A&ajaxhist=0)”

Sway in the morning program as a popular show invites Kanye West in November 2013 to discuss the role of West in the world's fashion from two aspects (the expensive view as an artist and the frustration through creative restrictions). As usual, the interview follows the four stages, At the opening stage, Sway begins in formal way, exchange greeting expressions, but once, the host offers advice and according to West's emotional state, Kanye replies with interruptions and rejection, the situation gradually escalates, this leads to violation of politeness principles and linguistic etiquette during the argumentation stage when heated

expressions control the conversation. Sway try from time to other to de-escalate, but on contrary Kanye keep nervous and face difficulty to move to relax tone. The interview become as icon due to the intense way of interaction especially when sway presents the expressions “You ain’t got the suitable answer, Sway”. The statement can be describe as heated expression within dismissive tone and as a trigger to begin a fight and direct confrontation. Actually, Interruption and the loss of turn taking register 70% of the deviation and the breakdown of linguistic etiquette, followed by lack of respectful conversation and emotional tone to be 60% of the deviation. Failure to keep the coherence style and clarity mode through the process of presenting the question 50%. The interview reaches the conclusion stage, with no clear resolution.

**Table2: The description of the four stages in the first interview**

Stage	Description
<b>Confrontation Stage</b>	The participants challenge each other, Sway seems that he wants to control the conversation the turn without giving any chance for the other speaker.
<b>Opening Stage</b>	Sway begins with a presupposition that Kanye has the ability to act independently, which threats Kanye’s image.
<b>Argumentation Stage</b>	Kanye begins by foregrounding his personal experiments and history while his emotional reaction appears as a type of argumentation.

The above table clarifies the escalating challenges and affective appeals through the interview progresses across the four stages of pragma-dialectical focusing on the degree of power of emotional intensity in argumentation.

**Table3: The description of the Strategic maneuvering in the first interview**

Strategic Maneuvering	Description
<b>- Topical Potential</b>	Kanye steers the topic to broader issues of access and systemic oppression.
<b>- Audience Adaptation</b>	He uses direct address (“Sway”) and repetition to dramatize the point, aligning with fans who may feel similarly excluded.
<b>- Presentational Devices</b>	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
<b>Face-Threatening Act (FTA)</b>	“You ain’t got the answers!”	Directly challenges Sway’s credibility—threatens <i>negative face</i> (independence, competence).

<b>Bald on Record</b>	"You ain't got the answers, man!"	No mitigation—aggressive, emotionally charged.
<b>Politeness Breakdown</b>	Absence of hedging, indirectness, or softeners.	Kanye abandons politeness norms to express urgency/frustration.
<b>Linguistic Etiquette Breach</b>	Publicly attacking the host.	Violates and breaking the rules expected decorum in interviews with media.
<b>Repair Attempts (if present)</b>	Later in the interview, Kanye and Sway reconcile.	Re-establishing positive politeness to restore relationship.

The above table describes the way in which linguistic etiquette is violated and selectively reestablished. It emphasizes the fact that in high pressure situation, emotional intensity can take precedence over politeness rules. Moreover, it demonstrates the role of threatening face, conflict conversation and strategic maneuvering, the threatening act, confrontational behaviours and the temporary breakdown of politeness principles through dispute topics.

**Table (5) The frequency and the percentage of the linguistic Etiquette used by Kanye West vs. Sway**

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

The above table demonstrates the frequencies and percentages of breaching linguistic etiquette and the way in which emotional intensity breakdown the communication strategies. For instance, effective argumentation follows certain procedures and rely on principles like turn taking, but for persuasive purposes in heated disagreements interlocutors tend to violate these rules. Actually, each conversation begins normally, but then as the conflict topic escalates, the escalation works as a trigger noticeable breakdown the linguistic etiquette and politeness norms, and in turn hindering conversation progress, as well as, the interlocutors occasionally attempt to manage the situation through deflection and diplomatic answers. The study also identifies specific signs, such as Kanye's shift in tone from uncertainty to assertiveness and weak assertiveness, as well as his use of hesitant expressions like "in my opinion," to convey frustration and a desire for clarification. As the interview escalate, Kanye's tone becomes more authoritative as the discussion goes on, especially when he uses his words. "They're stopping me because I'm black."

#### **Second interview (Andrew Tate vs Piers Morgan).**

<https://www.bing.com/videos/riverview/relatedvideo?q=controversial%20interview%20british%20tv&mid=3F0392D134FF76E3B6183F0392D134FF76E3B618&ajaxhist=0>



This interview between Andrew Tate and Piers Morgan, aired on January 17, 2023, tackled heated topics such as masculinity, relationships, and societal expectations. The current interview describes the real controversial situation when the events quickly move toward confrontation and escalating challenges. As all other conversation, the interview begins with polite expressions, the participants greet each other covered by the umbrella of linguistic and nonlinguistic etiquette. As soon as, the host begins with assertive framing and defensive positioning by the guests. Then the exchange shifts directly to aggressive tone and complex argumentative maneuvers when the participants interrupt each other and try to negotiate common beginning points directly become strained. This interview shows 70% of the deviation belongs to interruptions undermining the essential cooperative basis to reach at solutions within various viewpoints and opinions whether true or false. 50% of failure to manage the linguistic etiquette is the lack of the participant's ability to convey the right message and on the other hand the difficulty to understand the intended meaning of the speaker on the part of the listener. Through the argumentation stage, the participants' emotional intensity triggers the high voice, and fragmented reasoning. As a result, both of them the presenters and the guest loss of coherent, respectful communication and linguistic etiquette. Finally, with the situation of challenges and the desire of every participant to prove him/herself, without any willingness to accept the others' view. Consequently, they failed to get any type of consensus and the degree of tension still markedly high.

**Table 6: The description of the four stages in the second interview.**

<b>Stage</b>	<b>Description</b>
Confrontation Stage	The participants failed to accept the generalization about the topic because the lack of evidence in the claim, which lead to progress in the argumentative and more critical.
Opening Stage	Through this stage ,the interlocutors begin to engage in a discussion , accept the conversation's norms ,acknowledge the disagreement and establish the starting point before moving into real argumentation
Argumentation Stage	During this stage ,the speaker defend his opinion by depending on the personal experience which reflect a challenge between the subjective viewpoint , the ideological view and evidence based argumentation.

The above table expresses the structure of the critical conversation, to demonstrate the way in which the participants manage the ideological conversation with specific context – aware strategies. Generally, the conversation progresses with various viewpoints through the four stages of Pragma-dialectical framework.

**Table 7: The description of the four strategic of argumentative 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.



Presentational Devices	Ali uses repetition and emphatic language to assert his stance, whereas Frost employs rhetorical questions and analogies to dissect Ali's arguments.
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The above table offers a description of the way in which strategic maneuvering progress through the three essential components, begins with the topic, participants, and presentation within a pragma dialectical model.

**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 the social norms of respectful and polite speech, especially in a public conversation .
Repair Attempts.	In subsequent interviews, Ali revises his stance, acknowledging that evil is not exclusive to any race.	presents an effort to restore social harmony and align with more general cultural norms

The table above show how face threatening behaviours and violation of linguistic etiquette can serve as ideological tools of communication. Furthermore, the table clarifies the idea that within socio-political context, attempts are made to restore politeness and civility conversational norms after the conflict argument.

**Table (9) The distribution of frequency and percentages of linguistic etiquette of 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 control
Deflection	5	25%	Argumentation	To prevent the direct question

<b>Confrontational Tone</b>	5	25%	Confrontation,	This expression refers to the time of interaction through which participants attack each other
<b>Lack of Listening</b>	5	25%	Argumentation	Focusing on answers 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 to show politeness, using appropriate address terms, employing more formal language and maintain a certain level of distance 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 participant.

### 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, 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. Through this interview, Peterson occasionally redirect the topic while Newman demonstrated a greater degree of departure and deviation of linguistic etiquette particularly through frequent interruptions. In an interview with Morgan, the first point of dispute is triggered by motherhood topic. Consequently, the guest challenges Morgan's viewpoints via lots of interruptions through the opening stage, moving toward the argumentation stage, emotionally charged sentences overlapping the conversation. Therefore, through all this stage, Morgan and his guest turn taken, Morgan pressures the other interlocutors to justify their viewpoints and at the same time the guest presents their evidences and resist his framing. Finally, the interview concludes that both sides assert the last point without conceding through certain strategies such as short end, tone shift, assertive responses, and so on.

Table 10: The description of the four stages in the third interview

Stage	Description
<b>Confrontation Stage</b>	There is a challenge in the views of both Newman and Peterson on the gender case which lead to critical conversation.
<b>Opening Stage</b>	Both parties agree to engage in a dialogue about gender equality, setting the stage for argumentation.
<b>Argumentation Stage</b>	Peterson offers his viewpoints 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 discussion stages reflect how linguistic etiquette and framing strategies are used to navigate and challenge ideologically sensitive topics. Through the all interview the lack of consensus highlights the violation of linguistic etiquette is very clear, although the great efforts to clarify opinions and viewpoints.

### : The description of the Strategic Maneuvering in the third interview

<b>Topical Potential</b>	The conversation moves from general gender equality toward particular factors influencing the gender pay gap.
<b>Audience Adaptation</b>	The first speaker Peterson focuses on data-driven analysis, while Newman shapes her questions to resonate with concerns about gender discrimination.
<b>Presentational Devices</b>	Newman here uses the expression "So you're saying..." to clarify Peterson's views, which can represent a rhetorical device to challenge his views. Therefore, Peterson replies directly via expressing his viewpoints to capture the other attention towards the complexity of the issue.

The table above clarifies the way in which all the three dimensions of the topic, participant adaption and presentational techniques collaborate together through the argument to represent the progress of the pragma dialectical framework's stages.

**Table 12: The description of the politeness theory in the third interview**

Feature	Example	Interpretation
<b>Face-Threatening Act (FTA)</b>	Newman's expressing of Peterson's opinions in a potentially oversimplified style.	The speaker puts a lot of pressure on Peterson's public image and threatens his social standing in conversation. By framing his ideas are overly provocative or simplistic.
<b>Bald on Record</b>	Newman employs his question without using politeness markers and softening expressions	The speaker here prefers to use confrontational style and be straightforward rather than using linguistic etiquette and polite expressions to soft and mitigate language.
<b>Politeness Breakdown</b>	The lacks of hedging markers or softening in Newman's expressions ,resulting in a more conflict tone.	This express the case when one participant feel his views were misrepresented, it can threat and harm the progress of the argument
<b>Linguistic Etiquette Breach</b>	Repeatedly attributing expressions to Peterson that he disputes.	The violation of pragmatic norms and cooperative discourse by misrepresenting the others' opinions
<b>Repair Attempts</b>	Peterson's clarifications and corrections of Newman's statements .	The participants try to reestablish mutual comprehension while protecting public image

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 Violations	Etiquette	Frequency	Percentage	Stage of Argument	Reasons for Violations
Interruptions		8	44%	Confrontation, Argumentation	A combination of Miscommunication and emotional strain within conversation
Miscommunication		6	33%	Argumentation	Misinterpretation of views
Changing Topics		4	22%	Argumentation	Attempts to change focus, unclear on main points
Defensive Responses		5	28%	Argumentation	A communicative reaction to perceived aggression or threatening behaviour

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. 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. However, to create contact, convey message in respect way, and make effective communication, there is an essential need to specific linguistic etiquette. Therefore, respectful people prefer to give confrontational answers that are assertive and aggressive in tone, or they try to maintain balance in their responses via giving mixed answer. Within the same line, Liliya (2020) illustrates the vital role of these linguistic etiquette, which is representing of standards, norms, rules that guide the selection and application of both verbal and nonverbal communication tools throughout interactions to maintain successful and efficient communication. Through this study, there is an assertion on the necessity of interruptions and overlapping style in heated discussions and, since interlocutors try as much as possible to prove their viewpoints. While interviews begin with some politeness, escalating tensions lead to breaches in linguistic etiquette, often provoked by interviewers such as Newman and Morgan, Jdetawy and 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. Additionally, keeping quiet can preserve social harmony and efficiently handle heated arguments or emotions. A heat debate or any high-stakes discussion can swiftly degenerate into a breakdown in language skills and etiquette. The argumentative nature of the interview results in certain activities such as frequent interruptions, raised voices, and a general lack of mutual respect in dialogue, even though the conversation starts off with some degree of civility, politeness and structure. When one party changes their tone, the other frequently interprets this as an escalation and feels compelled to respond right away directly, creating overlapping conversation, this is in line with Idrees (2020:210) that it is anticipated, the interlocutors tend to response similarly either in kind or escalate the conflict toward the initial speaker. For instance, Piers Morgan may interrupt more frequently to maintain control of the topic or stop Tate from guiding it in an unproductive direction when Tate changes from a calm to a defensive tone following numerous challenges. 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
<b>Kanye West vs. Sway</b>	Interruptions, Deflection	15	60%	Confrontation, Argumentation (partial)
<b>Andrew Tate vs. Piers Morgan</b>	Interruptions, Confrontational Tone	20	75%	Confrontation, Argumentation (incomplete), Conclusion (failed)
<b>Jordan Peterson vs. Cathy Newman</b>	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.

## 6. Conclusions

It has been shown that in any interview, discussion and event, it is important for the speaker to put himself/herself in the place of the interlocutor to avoid unwanted conflict. Effective communication requires careful selection of the suitable and appropriate expressions, taking in to account numerous criteria including, the context, the status of the other interlocutor, the issue, thy type of questions posed the gender, age, the degree of familiarity between the interlocutors and so on. Consequently, all these sociolinguistic variables determine the role of politeness and linguistic etiquette to establish complex and layered interaction landscape as well as maintain the harmony communication. The analysis also, concludes that linguistic etiquette seems as a dynamic and situation –sensitive as well as function as a key mechanism for arranging the speakers' turn, minimize augmentative's tension and preventing or smoothing unnecessary confrontation. Notably, the findings prove that when the interlocutors move their focus and attention toward personal attacks, adopt aggressive language, and dismissive treatment of others 'viewpoints rather than finding a solution for the case, the argumentative become unproductive. Moreover, not all controversial situations lead to a breakdown of etiquette; some interlocutors have the ability to maintain politeness, remain stable, address challenges, and manage their face under composure. Actually, some public figures also demonstrate the capacity to respond and cooperate with controversial questions with courtesy and civility. In addition to that, the results reflect that there are motivations and reasons stand behind the deviations of certain etiquette, such as to express disagreement, dominate the discussion, changing the topics, demonstrate comprehension and asking for more clarification. One important thing, is the modern phenomena in social media that some hosts cross boundaries, try to adopt controversial style and construct provocative questions in an attempt to get the others' attentions, make impression, and increase their online visibility. However, it is crucial to acknowledge that in line with the reciprocal nature of argumentative exchange, guests frequently generate corresponding reaction and adopt defensive language to control the situation, manage face threatening and protect their public image.

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