

POLITENESS STRATEGIES PERFORMED IN PIERS MORGAN AND DONALD TRUMP INTERVIEW

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Abstract

This research aims to describe politeness strategies performed by Piers Morgan and Donald Trump in an interview held on 25th of January 2018 on World Economy Forum at Davos, Switzerland. It is used theory of politeness strategies proposed by Brown and Levinson (1987). This research employs descriptive qualitative method by taking the transcription of the interview. The data analysis reported that the participants of the interview employed positive and negative politeness strategies to save one another's face. The result of the research shows that the participants of the interview attempt to decrease and keep the social distance between them through positive and negative politeness strategies. As a journalist, Piers Morgan try to handle the conversation to run smoothly. He employs more negative politeness strategies than Donald Trump which has higher social status as the President of USA. In this event powerless participants need to be more polite than powerful participant.

Keywords: Politeness Strategies, Positive politeness, Negative politeness, Piers Morgan, Donald Trump.

INTRODUCTION

Communication is one of the important aspects in human life. People can interact to each other through communication by using language. Wardhaugh (1977, p.7) has said that language allows people to say things to each other and expresses their communicative needs. In other words language of communication is an effective way to convey ideas, messages, intentions, feelings and opinions to others. Language also can be used as a tool to maintain the social relationship and personal behaviors.

Renkema (1993, p.8) has stated that to make a conversation run smoothly, it needs a strategy which is called politeness. Politeness is a polite social behavior in a particular culture (Yule, 1996, p.60). Politeness in communication is very important because it can make social

Politeness Strategies Performed in Piers Morgan and Donald Trump Interview

relationship become comfortable and longer based on their socio-cultural background. In this sense, it can be concluded that politeness can be a tool to maintain the social relationship and using politeness can avoid from conflict in conversation and make the conversation run in good harmony.

Several researches related politeness strategies have been exposed. The events and the objects of the research are also varied such as dialogue in a movie, interview of an artist, and victory speech of a president. For instance, Putri (2013) do a research entitled “Analysis of Politeness Strategies Used in Oprah Winfrey’s Talk Show with Ricky Martin as Guest Star”. The aims of this research are to analyze the types of Politeness Strategies used in talk show and to analyze the factor that might influence the choice of the strategies. The result shows that Oprah used several politenes strategies Bald on Record, 10 types of Positive Politeness, 4 types of Negative Politeness, 5 types of off record. The reason for choosing the strategies is that Oprah Winfrey considers the payoffs of each strategy as having opportunity to pay back in the face that potentially takes away by FTA when she uses Bald on Record, keeping the guest’s Positive Face as she uses Positive Politeness, keeping the guest’s Negative Face as she uses Negative Politeness and seems to be wise as she uses Off Record. Furthermore, she also considers the circumstances between her and the guest.

Another research is doing by Sari (2016) entitled “An Analysis of Politeness Strategy in Barack Obama’s Victory Speech”. This research is focused on pragmatics politeness of Barack Obama's victory speech. The research finding showed that Barack Obama applied politeness strategy since he delivered his utterance in his victory speech. Obama applied positive politeness strategies to show FTA. As elected president in America, Barack Obama uses politeness strategy in his utterance during his victory speech. By applying Brown and Levinson theory, Barack Obama performed positive politeness strategy by joking, intensify interesting, exaggerating, complimenting, including S and H in the activity, be optimistic, promising, offering, and assuming or asserting reciprocity. It means Barack Obama used positive politeness strategies in his utterances. The last research to be discussed is “Politeness Strategies Used by The Main Characters in “Transformers: Age of Extinction” movie”, conducted by Nailah (2016). The problems of the study are (1) what kinds of politeness used by the main characters in "Transformers: Age of Extinction" movie, and (2) which politeness strategies are mostly used by the main characters in "Transformers: Age of Extinction” movie. The study reveals that Cade Yeager and Tessa performs all kinds of politeness strategies in conversation, they are positive politeness strategy, negative politeness strategy, bald-on record strategy, and off-record strategy. Bald on record strategy is the most

frequently used by Cade Yeager and Tessa are (10). The second is positive politeness (9), the third is negative politeness (7), and in off record strategy (0).

Different from previous research, the present study tries to figure out the politeness strategies used by Donald Trump, the previous president of USA when he interviewed by Piers Morgan, a senior journalist. Trump is well known as a person with lots of controversial comments or statements in his public appearance. Even, during his campaign to be a president in USA for the first period, it found that there are a lot of his speech which contain negative statements particularly when he spoke about to race reation particulaly muslims in the United States and the other part of world.

This study intended to describe; first, the kinds of positive and negative politeness strategies used by Piers Morgan and Donald Trump and how they are used in the interview on Thursday, 25th January 2018, after attending the World Economic Forum in Davos. Second is “strategies that dominantly used by Piers Morgan and Donald Trump in the interview on Thursday, 25th January 2018, after attending the World Economic Forum in Davos.

This aericle employed qualitative-descriptive method, which is deals with narrative and textual description of the case under the research (Vanderstoep and Johnston, 2009, p.7). The main source data of this study is the transcription of interview between Piers Morgan and Donald Trump on Thursday, 25th January 2018 after attending world economic forum in Davos. It was taken from a web page <https://blogs.spectator.co.uk>. This study applied the concept of politeness strategies from Brown and Levinson (1987), particularly related to the positive and negative politeness strategies. Politeness strategies are strategies that are used to minimize or avoid the face threatening acts that a speaker makes. Face Threatening Act (FTA) is defined as stated that utterances or action to reduce the threat of another person’s face is called a face-saving action, while the threat given to another’s self-image (Yule, 1998). Brown and Levinson (1987) state that “face” is a self-image owned by each individual. They also added in the concept of “face” there are many utterances that are likely to be unwelcome conduct or called as face-threatening actions. Brown and Levinson (1987, p.68-69) then identified politeness strategies into several aspects; bald on record, positive politeness, negative politeness, and off record.

PRESENTATION OF POLITENESS STRATEGIES ON PIERS MORGAN AND DONALD TRUMP INTERVIEW

In the interview between Piers Morgan and Donald Trump which was held on Thursday, 25th January 2018, the researcher found 68 utterances that could be categorized

**Politeness Strategies Performed
in Piers Morgan and Donald Trump Interview**

into both strategies, positive politeness strategies and negative politeness strategies. There were 26 utterances categorized into positive politeness strategies, and there were 42 utterances categorized into negative politeness strategies. For more details of analysis of politeness strategies that occur in the interview between Piers Morgan and Donald Trump would be shown on the table 1

Table 1. The Frequencies of Politeness Strategies Used by Piers Morgan and Donald Trump in the interview on Thursday, 25th January 2018.

No.	Types of Politeness Strategies	Utterances	
		Piers Morgan	Donald Trump
1.	Positive Politeness	12	14
2.	Negative Politeness	32	10
	Total	44	24

Positive Politeness

Positive politeness was used to satisfy the positive face of the hearer by approving or including him as a friend or as a member of an in-group (Brown and Levinson, 1987). The usage of positive politeness was not only to redress the FTA, but also to indicate that speaker wanted to come closer to hearer. Yule (1996, p.64) explained that a positive politeness strategy “leads the requester to inquire for a common goal, and even friendship”. It can be seen as a “solidarity strategy”. This strategy is usually used by people who have known one another in order to indicate common ground and solidarity in which speaker shares hearer’s wants. Thus, the usage of positive politeness is not only to redress the FTA, but also to indicate that speaker wants to come closer to hearer.

The result of analysis showed that the politeness strategies used by Piers Morgan and Donald Trump consist of 8 strategies

Table 2. The Frequencies of Positive Politeness Strategies used by Piers Morgan and Donald Trump

Strategy	Positive Politeness Strategy	Utterances	
		Piers Morgan	Donald Trump
1	Notice, attend to hearer (his interest, wants, needs, goods)	2	3
3	Intensify interest to hearer	-	1
5	Seek agreement	7	2
6	Avoid disagreement	-	3
7	Presuppose/raise/assert common ground	-	4
12	Include both speaker and hearer in the activity	2	-
13	Give (or ask for) reasons	1	-
14	Assume or assert reciprocity	-	1
	Total	12	14

Strategy 1: Notice, attend to hearer (his interest, wants, needs, goods)

Context: The conversation below happened in the beginning of interview between Piers Morgan and Donald Trump, specifically in turn 3 and 4. Donald Trump was the speaker and Piers Morgan was the hearer. Donald Trump told Piers Morgan that he ever became his champion on the Apprentice. He attempted to remember the event that ever happened between them.

PM: It's been a while!

DT: It has, **since you became my Champion on the Apprentice.**

In the utterances above, Donald Trump remembered that Piers Morgan ever became the champion on the Apprentice which was meant that Donald Trump noticed Piers Morgan's want by remembering what he had done and satisfied his positive face. Remembering something that ever happened even remembering the name of a person was a good etiquette in America.

Strategy 3: Intensify interest to hearer

Context: The conversation below happened in turn 55 and 56 of interview between Piers Morgan and Donald Trump. Donald Trump was the speaker and Piers Morgan was the hearer. Donald Trump told Piers Morgan that his mother was born in Stornoway, England, with a great interest.

PM: That makes you half-British.

DT: My mother was born in Stornoway. **You know what they call that?** Serious Scotland, right? That's serious Scotland. She was born in Stornoway.

On those utterances, Donald Trump was the speaker. Donald Trump told Piers Morgan about his mother, where she was born and how the place where his mother was born. In his utterance "You know what they call that?", Donald Trump showed his intensified interest to Piers Morgan as the hearer. He included hearer in his story that he made which was meant he really interested to tell that information to Piers Morgan.

Strategy 5: Seek Agreement

Context: The utterances below happened in turn 7, 8, and 9 of interview between Piers Morgan and Donald Trump. Piers Morgan told Donald Trump that he always said that Donald Trump didn't mind criticism if it's not hysterical, then Donald Trump replied him that it's true. Later Piers Morgan asked Donald Trump whether he didn't mind listening criticism or not, here Donald Trump was hearer and Piers Morgan was speaker.

Politeness Strategies Performed in Piers Morgan and Donald Trump Interview

PM: I always say that you don't mind criticism if it's not hysterical.

DT: That's true.

PM: **You don't mind listening to criticism, do you?**

In the utterances above showed that Piers Morgan wanted to seek agreement with Donald Trump by using repetition. In his utterances Piers Morgan repeated his first statement by giving Donald Trump a question that related to his statement in order to make sure that Donald Trump didn't mind listening to criticism. The question marker "do you?" at the end of his question also indicated that he sought agreement with Donald Trump.

Strategy 6: Avoid Disagreement

Context: The utterances below happened in turn 43 and 44 of interview between Piers Morgan and Donald Trump. Piers Morgan asked Donald Trump whether he is a feminist or not, then Donald Trump answered him that he was for everyone, he was for men and women.

PM: You have a lot of strong women around you. Melania, and your team here, the press team. Do you identify as a feminist? Are you a feminist?

DT: **No, I wouldn't say I'm a feminist. I think that would be maybe going too far. I'm for women, I'm for men, I'm for everyone.** I think people have to go out, they have to go out and really do it and they have to win... And women are doing great. And I'm happy about that.

In the utterances above Donald Trump attempted to hide his disagreement with Piers Morgan when he asked Donald Trump "Are you a feminist?" by saying "I wouldn't say I'm a feminist I'm for women, I'm for men, I'm for everyone" rather than said he wasn't a feminist. Donald Trump did it to avoid disagreement with Piers Morgan in order to satisfy Piers Morgan's positive face.

Strategy 7: Presuppose/raise/assert common ground

Context: The utterances below happened in turn 17 and 18 of the interview between Piers Morgan and Donald Trump. Piers Morgan told Donald Trump that some people think Donald Trump didn't actually want to win, then Donald Trump answered him that he really wants to win.

PM: Some people think you didn't actually want to win.

DT: [...] My opponent was not getting good crowds at all. She was getting, **you know**, singers and entertainers to fill up the stadiums. They'd finish singing and then everybody would leave and she was left there....

In those utterances, Donald Trump's utterance was included into strategy 7 Presuppose/raise/assert common ground. In his utterance, Donald Trump claimed that he had a same thought with Piers Morgan which could be signed with words "you know" which meant Donald Trump presupposed that his knowledge about his opponent campaign similar

with Piers Morgan's knowledge. Donald Trump used it to satisfy Piers Morgan's positive face in order to be closer with him.

Strategy 12: Include both speaker and hearer in the activity

Context: The utterances below happened in turn 46 and 47 of interview between Piers Morgan and Donald Trump. Donald Trump told Piers Morgan that he is popular in Britain, then Piers Morgan replied by saying "Let's not be too hasty Mr. President".

DT: I think it's good. I think I'm very popular in your country.

PM: Let's not be too hasty Mr. President.

In his utterance Piers Morgan included Donald Trump as the hearer in the same activity by saying "Let's not be too hasty". That expression "Let's" included "we" form, therefore "Let's" here indicated that Piers Morgan and Donald Trump together in the activity. Piers Morgan did it to become closer with Donald Trump and to satisfy his positive face.

Strategy 13: Give (or ask for) reasons

Context: The utterances below happened in turn 165 and 166 of the interview between Piers Morgan and Donald Trump. Piers Morgan told Donald Trump that he is going to make Donald Trump happy because his son Barron is a massive fan of my football team in London, Arsenal. Piers Morgan was the speaker and Donald Trump was the hearer.

PM: I'm going to make you happy, **because your son Barron is a massive fan of my football team in London, Arsenal.**

DT: That's true!

In the utterances above, Piers Morgan through his utterance wanted to satisfy Donald Trump's positive face as his hearer by giving him a reason for making him happy. Piers Morgan wanted to show his cooperation as the speaker in order to be closer with Donald Trump.

Strategy 14: Assume or assert reciprocity

Context: The utterances below happened in turn 89 and 90 of the interview between Piers Morgan and Donald Trump. Piers Morgan was the hearer and Donald Trump was the speaker. Donald Trump told Piers Morgan that if Piers Morgan tells him these are horrible people, horrible racist people, he would certainly apologize.

PM: I think it would go a long way.

DT: Here's what's fair. **If you're telling me these are horrible people, horrible racist people, I would certainly apologize if you'd like me to do that.** I know nothing about them.

Politeness Strategies Performed in Piers Morgan and Donald Trump Interview

In the utterances above, Donald Trump wanted to show how reciprocity could be found in order it would fulfill the cooperation between them. Donald Trump would apologize if only Piers Morgan told him about the people that he wanted to know. By showing that reciprocity Donald Trump wanted to show that he cooperated with Piers Morgan to satisfy his positive face and made a gap between them became closer.

Negative Politeness

Negative politeness is redressive action addressed to the addressee's negative face: his want to have freedom of action unhindered, his attention unimpeded and to have respect.

Table 3 The Frequencies of Negative Politeness Strategies used by Piers Morgan and Donald Trump

Strategy	Negative Politeness Strategy	Utterances	
		Piers Morgan	Donald Trump
2	Question, Hedge	25	7
3	Be pessimistic	1	-
4	Minimize the imposition	1	-
5	Give deference	5	3
Total		32	10

Strategy 2: Question, Hedge

Context: The utterances below happened in turn 19 and 20 of the interview between Piers Morgan and Donald Trump. Piers Morgan was the speaker and Donald Trump was the hearer. Piers Morgan gave a question to Donald Trump about how does he plead of two things, the promise of Donald Trump to make America great and Donald Trump controversial tweets on the social media twitter.

PM: [...] Depending on who you talk to, you're either delivering on a lot of your promises, beginning to make America great as you vowed, or, and you know the other half of this, you're a raging tweeting wrecking ball who's destroying the country and terrifying the entire planet. **How do you plead?**

DT: I plead not guilty.

In the dialogue above Piers Morgan wanted to satisfy Donald Trump negative face by giving him a question which related to his statement about Donald Trump. The word "How" in Piers Morgan utterance became a sign for a question sentence that he tended to Donald Trump which meant he wanted to know the response of Donald Trump about statement that he conveyed before questioning. By giving Donald Trump question, Piers Morgan wanted to

avoid presuming or assuming about Donald Trump opinion in order to satisfy Donald Trump negative face.

Strategy 3: Be Pessimistic

Context: The utterances below happened in turn 12 and 14 of the interview between Piers Morgan and Donald Trump. Piers Morgan was the speaker and Donald Trump was the hearer. Piers Morgan told Donald Trump whether he can remember what he had said to Piers Morgan ten years ago or not.

PM: I don't know if you can remember what you said, but you said this. You said 'Piers, you're a vicious guy. I've seen it. You can try and dispute it. You're tough, you're smart, you're probably brilliant... You're certainly not diplomatic, but you did an amazing job, and you beat the hell out of everybody, and you won by far more than anybody'.

DT: That's true.

In the dialogue above Piers Morgan showed his pessimistic to Donald Trump by conveying whether Donald Trump could remember what he had said to him or not. By showing pessimistic to Donald Trump as his hearer Piers Morgan didn't want to force Donald Trump to remember what he had said to him in order he wanted to satisfy Donald Trump negative face and avoided face threatening act if he forced him to remember.

Strategy 4: Minimize the Imposition

Context: The utterances below happened in turn 87 and 88 of the interview between Piers Morgan and Donald Trump. Piers Morgan was the speaker and Donald Trump was the hearer. Piers Morgan requested to Donald Trump that can he get an apology out of him just for the retweets of Britain First.

PM: Can I get an apology out of you just for the retweets of Britain First?

DT: If you're telling me they're...

In the dialogue above Piers Morgan made a request to Donald Trump about whether he could get an apology for re-tweets of Britain from Donald Trump or not. In making a request Piers Morgan utterance showed that he attempted to reduce the threat that he could make to Donald Trump face by making a request politely without any compulsion which could be seen when he said "can I" and "just". The words "can I" indicated that his request didn't force Donald Trump to give an apology, whether the word "just" here modified his request that his request was simple, easy, and not much. Piers Morgan did it to satisfy Donald Trump negative face and to show respect to him because Piers Morgan realized that he had a different status with Donald Trump.

Strategy 5: Give Deference

Context: The utterances below happened in turn 1 and 2 of the interview between Piers Morgan and Donald Trump. Piers Morgan was the speaker and Donald Trump was the hearer. Piers Morgan accosted Donald Trump by saying "Mr. President, how are you?".

Politeness Strategies Performed in Piers Morgan and Donald Trump Interview

PM: Mr. President, how are you?

DT: I'm good thank you, Piers.

In the dialogue above Piers Morgan gave deference to Donald Trump by saying “Mr. President” which meant Piers Morgan treated Donald Trump as superior. By saying “Mr. President” Piers Morgan stressed the different status between him and Donald Trump, where Donald Trump was the President of America and Piers Morgan was only a journalist. Piers Morgan did it to satisfy Donald Trump negative face, a want to be respected.

The Most Dominant Strategy Used by Piers Morgan and Donald Trump

After identifying and classifying the data into positive and negative politeness strategies, then the researcher counted and compared the data amount of positive and negative politeness strategies in order to find out the most dominant strategy which can be seen in table 4.

Table 4. Comparison of Amount of Positive and Negative Politeness

Aspects	Types	Frequencies
Positive Politeness Strategy	Notice, attend to hearer (his interest, wants, needs, goods)	5
	Intensify interest to hearer	1
	Seek agreement	9
	Avoid disagreement	3
	Presuppose/raise/assert common ground	4
	Include both speaker and hearer in the activity	2
	Give (or ask for) reasons	1
	Assume or assert reciprocity	1
Total		26
Negative Politeness Strategy	Question, Hedge	32
	Be pessimistic	1
	Minimize the imposition	1
	Give deference	8
Total		42

Based on the table above, the researcher found that the most dominant strategy used by Piers Morgan and Donald Trump was negative politeness which appeared 42 times in the interview which was held on Thursday, 25th January 2018. Whereas positive politeness only also appeared but minimal, appeared 26 times during the conversation.

CONCLUSION

As a conclusion, Morgan dan Trump mostly used negative strategies in interview, instead of positive one. It shows that there are 68 utterances which include into positive and negative politeness strategies, whereas 26 utterances of positive politeness and 42 utterances of negative politeness. The utterances of Piers Morgan that included into positive and

negative politeness were 44 utterances, 12 utterances of positive politeness and 32 utterances of negative politeness. Meanwhile, for Donald Trump, there are 24 utterances which 14 utterances belong to positive politeness and 10 utterances of negative politeness.

Based on the frequency of the usage of positive and negative politeness, Piers Morgan was dominant in using negative politeness with 32 times of negative politeness and used only 12 times of positive politeness. Piers Morgan used more negative politeness because his social status as a journalist for she has independence in doing his job. In other hand, Donald Trump used more positive politeness. He used 14 times of positive politeness and used only 10 times of negative politeness. It happened because Donald Trump knew Piers Morgan for along time even before he become a President. Therefore he wanted to treat him as a friend and satisfied his positive face because they were close to each other. Donald Trump used more positive politeness because as a President of USA, for he presumably should perform a more elegance attitude in the public eyes. However, the interview implicated that Piers Morgan and Donald Trump showed their respect to one another. Strategy of politeness is exhibited to stand their position as the journalist and the president.

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