



*A Pragmatic Study of Impoliteness Implicatures and the Conversational
Maxims in Selected English Political Interviews*

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Abstract

This study is conducted to investigate the interference of employing impoliteness strategies and breaking Grice's maxims in political interviews of Bernie Sanders and Alexander Boris Johnson. The study aims to determine the influence power on types and number of employing impoliteness strategies in relation to violating Grice's maxims and the reason behind employing specific impoliteness strategies by politicians and presenters. The study hypothesizes that 1) power influences the types and number of employing impoliteness strategies and violating Grice's maxims, 2) politicians employ certain impoliteness strategies more than presenters do for specific political purposes, and 3) such employment is tightly connected with the violation of particular maxims. The selected data is analyzed under an eclectic model based on Culpeper's (1996) and Grice's (1979) theories. The results of the study show that power significantly influences the use of impoliteness strategies and adheres to conversational maxims by politicians. Politicians have exhibited a greater tendency to employ impoliteness strategies than presenters in both sets of interviews. Politicians show a greater tendency to use the negative impoliteness strategy than presenters do. This strategy is recognized as one that requires a significant degree of power to be effectively implemented. The reason behind employing specific impoliteness strategies and floating particular conversational maxims by politicians more than presenters is to carry out political goals.

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الملخص:

تُجري هذه الدراسة تحقيقاً في التداخل في توظيف استراتيجيات عدم التأدب و انتهاك مبادئ التعاون [Grice's Maxims] في مقابلات سياسية لكل من الرئيس الامريكى جو بايدن و رئيس الوزراء البريطاني الاسبق الكسندر بوريس جونسون, و تهدف هذه الدراسة إلى التحقق من توظيف استراتيجيات عدم التأدب في مقابلات سياسية أمريكية وبريطانية مختارة, و تهدف ايضا إلى تحديد تأثير السلطة على نوع وعدد توظيف استراتيجيات عدم التأدب, و انتهاك مبادئ التعاون والسبب وراء استخدام هذا الاستراتيجيات من جانب السياسيين ومقدمي البرامج التلفزيونية, حيث تفترض الدراسة أن السلطة تؤثر على نوع وعدد الاستراتيجيات المستخدمة و انتهاك مبادئ التعاون من قبل السياسيين وذلك باستخدام نوع محدد من هذه الاستراتيجيات أكثر مما يفعله مقدمو البرامج, ويرتبط هذه الاستخدام ارتباطاً وثيقاً بانتهاك مبادئ تعاون معينة لأغراض سياسية, أي أن السياسيين يميلون إلى انتهاك مبادئ التعاون أكثر من مقدمي البرامج بينما يفعل مقدمو البرامج العكس, و بهذه الطريقة, يمكن الافتراض بأن المعنى الضمني يمكن ان يفسر على انه غير مؤدب, و لذلك, تحاول هذه الدراسة الى معالجة هذه الفجوة بتسليط الضوء على الجوانب البراغماتية لأساليب عدم التأدب مع الإشارة الى مبادئ كرايس, و تم تحليل البيانات المستخرجة من هذه المقابلات في ضوء نموذج انتقائي يستند إلى نظريات كل من العالم **Culpeper's (1996)** و العالم **Grice's (1979)**. و بينت نتائج الدراسة أن السلطة تؤثر بشكل كبير على استخدام استراتيجيات عدم التأدب, حيث أظهر السياسيون ميول أكبر في استخدام هذه الاستراتيجيات أكثر من مقدمي البرامج في كلتا المقابلات, و كذلك اظهر السياسيون ميلاً أكبر لاستخدام الاسلوب السلبي بوصفه استراتيجية تتطلب قدراً كبيراً من السلطة لأدائها, و بينت النتائج ايضا ان مقدمو البرامج يختلفون عن السياسيين من الناحية الأسلوبية في استخدامهم لاستراتيجيات عدم التأدب و ميولهم الواضح إلى انتهاك مبادئ كرايس بالتزامن مع توظيف هذه الاستراتيجيات, و من ناحية اخرى, كشفت النتائج عن تقصد السياسيين الأمريكيون الكذب من خلال انتهاك مبادئ كرايس.

1. Introduction

The primary purpose of political interviews is to deliver knowledge and understand public officials regarding policy matters and issues significant to the broader public. During this type of interviews, presenters and politicians tend to employ specific strategies, including impoliteness strategies, to carry out certain goals, which, in turn, make people and audience confused. Impoliteness strategies are one of many techniques presenters and politicians use to carry out particular purposes during interviews. These strategies are categorized as types of bad communication (Muhamadiyev, 2020, p.63), concentrating on the impolite implicative statements made by both the interviewer and the interviewee within TV Shows. During the process of questioning, interviewers possess the capacity to express disagreement, engage in argumentation, offer criticism, or engage in other forms of confrontation with interviewees. This is undertaken to reveal the truth about policies and political matters. However, the speaker may intentionally attack the listener's face, or the listener may perceive attacks on the face via

employing these strategies. In addition, the audience may perceive wrong messages as they assess presenters and politicians' speeches.

Culpeper (1996, p.354) establishes a correlation between the phenomenon of impoliteness and the concept of power. Based on his assertion, impoliteness is more prone to manifest when the speaker possesses greater power than the recipient. The speaker will have the capacity to (a) minimize the likelihood of reprisal from the weaker party and (b) issue a warning of heightened retaliation in the event of impoliteness exhibited by the weaker party, particularly when the speaker holds a superior position and enjoys greater latitude in expressing impoliteness. Furthermore, Bousfield and Locher (2008, p.150) posits that instances of impolite behaviour may stem from the individual's desire to assert their relative power or challenge the perceived authority of others, or even a combination of both. As per Bousfield's analysis, power utilization does not inherently imply that an individual behaves impolitely. That is, this issue has still been a hindrance among presenters, politicians and audiences in terms of delivering and perceiving the intended message. García-Pastor (2008, p.112) points out that power plays an essential role in terms of employing impoliteness strategies. García (2014, p.59) observes that politicians violate Grice's maxims to act their political ploys. These controversies create a noticeable research gap that urgently needs to be filled in and may require answers of the questions whether power influences the amount and types of impoliteness strategies and the maxims employed by participants or whether the employment of impoliteness strategies is tightly connected with the breaking of particular maxims that politicians float them more than presenters.

2. Literature Review

Language users commonly tend to use indirect discourse to convey their thoughts in social interaction for specific purposes (Wierzbicka, 1974, p.286). Sometimes, when they need to request accurate information or provide as much of that information as possible, they tend to communicate indirectly. However, what is literally said and how it is implicated create a gap between interlocutors in terms of what should be perceived by the listener (Sharvit, 2008, p.375). Such communication provides a brief explanation of how individuals implicate indirect language to communicate (Levinson, 1983, p.98). implicature that interpret as impoliteness strategies take place in the utterances of politician and the interviewer in debate political in various condition , whether it is TV show or media communication.

Power is a crucial factor in selecting a particular type of strategy in political speech . In some instances, politician make their utterances in a straight way since they are more powerful rather than other participants. and the interviewers, in contrast, try to be more polite because of their lower position of power and Context is an important an element that influences the interpreting of an utterances or situation

to be impolite or not . the contents of the speech may be interpreted as impolite or for other political purposes since TV show aims to achieve the excitement .

2.1 The Overlapping of Implicature, Impoliteness and Power

The close association between the concepts of power and (im)politeness has been an established one since the traditional approaches (Brown and Levinson, 1987; Leech, 1983). This relation not only continued, but it actually gained considerable motion. With the realization that power is an inherent part of any interaction, the acknowledgement also indicates that impoliteness is used in the exercise of that power (Locher and Bousfield, 2008, p.8). Indeed, (im)politeness and power interference draws upon, and in turn shapes, unquestionably among the complex relational work aspects invested 'in the construction, maintenance, reproduction and transformation of interpersonal relationships among those engaged in social practice' (Locher and Watts, 2008, p.96).

Grice (1979, p.48) defines implicature as a proposition implied in a statement's speech in a given situation. He asserted that there are, in fact, two types of implicature: conventional and conversational. Conventional implicature occurs because of traditional features of the utterances employed in an utterance. On the other hand, conversational implicature develops as a result of an implicit meaning in an utterance of a particular concept. Otherwise, Blutner (2003, p.157) indicates that it is obvious to see the implicature phenomenon in every daily conversation. However, the 'radical pragmatics' school does not distinguish between the two, and from the standpoint of a primarily Gricean mechanism of pragmatic strengthening, the distinction does not seem to matter (ibid, p.123).

On the other hand, Haugh, (2014, p.278) points out that an impoliteness implicature has been roughly described as an occurrence in which the speaker takes an impolite position by implying rather than speaking. However, it is crucial to recognize that impoliteness implicatures do not originate entirely from a lack of civility. And while there is some overlap with politeness, the meta-language, from which the evaluations of impoliteness draw, is also ultimately quite distinct in many respects (e.g. rude, patronizing, aggressive do not have counterparts in the politeness metalanguage in English). One key difference in that respect is the intimate relationship that holds between impoliteness implicatures and phenomena such as irony or sarcasm. This relationship leads, in turn, to a consideration of mock impoliteness implicatures and mock politeness implicatures. Accordingly, Bousfield (2008, p.150) suggests that instances of impolite behaviour may stem from the individual's desire to assert their relative power or challenge the perceived authority of others, or even a combination of both. As per Bousfield's analysis, power employment does not inherently imply that an individual behaves impolitely.

Culpeper (1996, p.354; and 2008, p.39) mentions that the only method to act impolitely is when there is an imbalance of power among the participants. The social system supports the more powerful participant, whereas the less powerful participant is constrained by it, giving him more flexibility to be rude, threaten others, and issue commands. Garcia-Pastor (2008, p.104) claims that impoliteness in settings involving authority figures occurs intending to communicate a facial attack or annoyance and is sometimes even taken as intentional.

The primary purpose of impoliteness is to protect one's social identity or reputation. According to Harris et al. (1986, p.62), it is argued that the most effective strategy for preserving one's standing in the face of a verbal assault is to respond with a counter-attack. Abbas and Ismail (2016, p.6), the authors argue that impoliteness is functional in professional environments, such as the military or other work-related situations. They suggest that trainees or employees exhibit more significant improvement when their trainers or employers display impolite behaviour. In addition, impoliteness serves as a social function that can be utilized within legal cases and sports contexts. In a particular context, participants may not have a vested interest in preserving the other individual's social reputation or dignity (Culpeper, 1996, p. 353).

Numerous studies have examined the connections between impoliteness and power, especially those that were included in the edited collection *Impoliteness in Language*. Studies on its interplay with Power in Theory and Practice are edited by Bousfield and Locher in 2008, in political interactions by Garc'a-Pastor, 2002; Garc'a-Pastor, 2008; Locher and Watts, 2008), in interactions with invested authorities by Bousfield, 2008; Limberg, 2008, in interactions in the workplace by. Mullany, 2008; Schnurr, et al., 2008, and interactions with other people are the main contexts examined for this interconnectedness. However, no one of these studies focuses on the use of impoliteness in relation with breaking of Grice's maxims.

3. Methodology

The present study uses quantitative and qualitative approaches to analyze impoliteness strategies and conversational maxims. Both approaches are statistical in their orientations. By adopting the quantity-based analysis, the study will produce reliable results by showing frequencies and percentages of impoliteness strategies and violating Grice's Maxims used by presenters and politicians. An eclectic model based on Culpeper's (1996, 2011) and Grice's (1975) theories. Culpeper's (1996, 2011) model has been chosen for analyzing the impoliteness strategies such as positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, withhold impoliteness and Off record impoliteness. Otherwise,

Grice's (1975) theory made use of investigating the violation of the four conversational maxims. Consider the following figure.

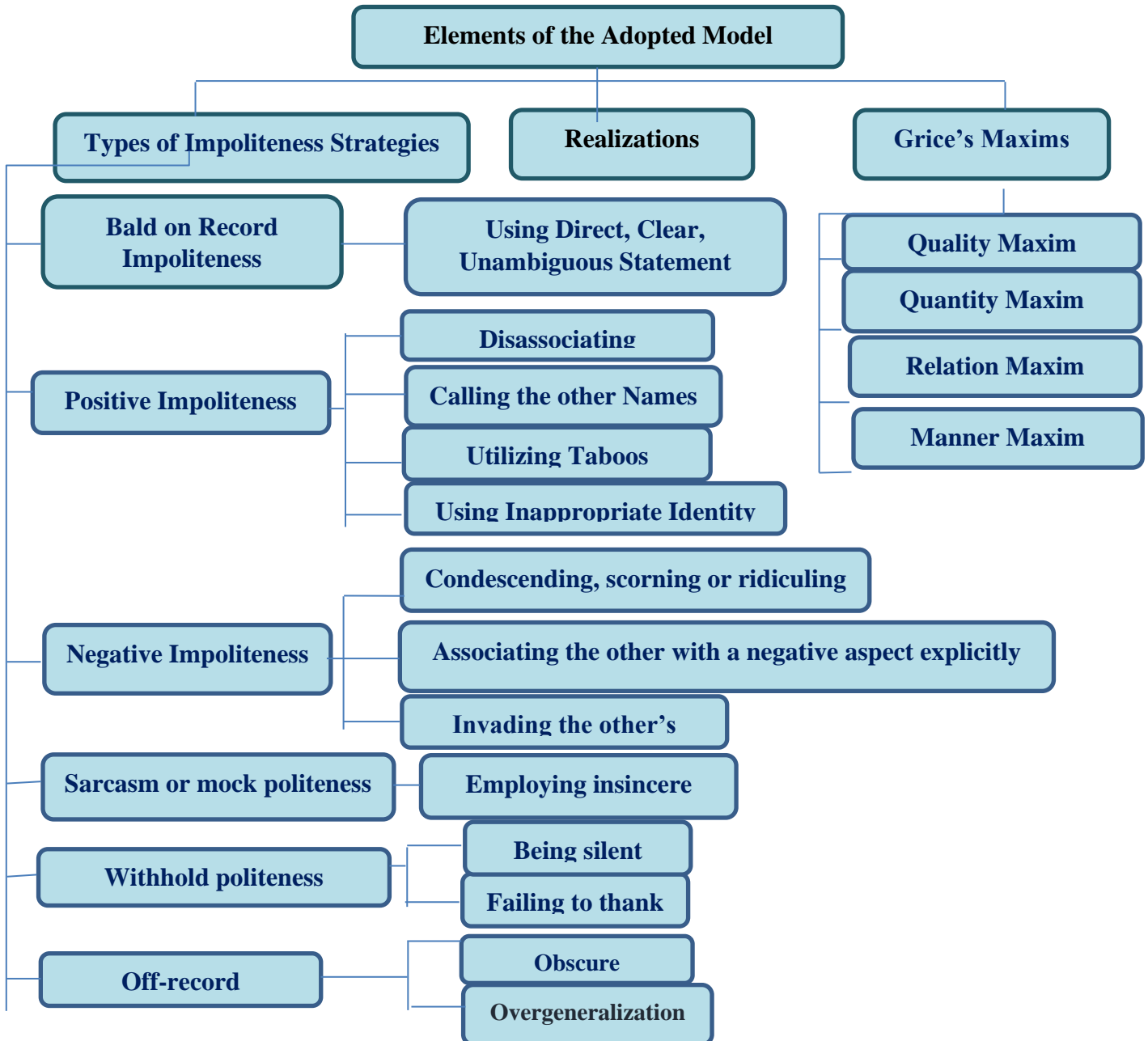


Figure (1) Elements of the Adopted Model

4. Data Analysis

4.1 Analysis of Impoliteness Implicature in Noah-Sandars Interview

4.1.1 Introductory Notes

1. Host: ABC <https://youtu.be/zfNp-28unGu>
2. Program: The Daily Show
3. Interviewer (Presenter): Trevor Noah is a South African writer, producer, political and formed television host comedian.
4. Interviewee (Guest): Bernie Sandars is an American politician who has served as Vermont's junior United States Senator since 2007.
5. Topic: They discuss issues like health care, human right, not a privilege, poverty, the global economy, education, the pharmaceutical industry, the fossil fuel industry and being optimistic about young people since the most progressive generation.
6. Date: On the 11Th of October 2022.
7. Duration: 16:13 Minutes

4.1.2 Analysis of Impoliteness Strategies and Grice's Maxims

Utterance No.1

Noah: *In 2016, you were the insurgent candidate.*

By using negative impoliteness implicature, Trevor Noah expresses his scorn towards Bernie Sandars by associating him with a negative aspect which is 'insurgent'. Noah's intended message is to state how Bernie Sandars is leading a political revolution and is now contracted as the frontrunner.

The presenter flouts the Maxim of Quality to achieve his goal. He does not tell the truth. The intended meaning of his utterance reveals that he wants to say something about Bernie as an insurgent candidate.

Utterance No.2

Bernie Sandars: *Nobody in America supports those ideas.*

The presenter gives a chance to Bernie to respond to the question. Bernie talks about the idea that in a competitive global economy, people need the best education possible. Thus, he uses the word 'Nobody' to ignore the other. He damages all the government involving Trump's face by using the word 'nobody'.

By using a positive impoliteness strategy, he damages not only the government but also the economic profile of the United States in front of the entire world.

The impoliteness implicature results from violating the Maxim of Quality. Thus, the implicit meaning is how they achieve progress if one does not following the rules. Bernie and the presenter show that people need the best candidate to be able to accomplish good ideas. In other words, they must take on an incredibly powerful establishment controlling this country's economy and politics.

Utterance No.3

Trevor Noah: *you are breaking records; where do you keep the money?*

Noah tries to mock Bernie's statement when he says, "You are breaking records; where do you keep the money". The implicit message Noah tries to deliver is how he has raised much money. The impoliteness implicature carried by the presenter's utterance is that Bernie raised his wealth from individuals who want to help him, but he hates banks at the same time. In such a sarcastic way, the presenter makes fun of Bernie, expressing how he contradicts himself.

To express the impoliteness implicature, the presenter flouts the Maxim of Manner because his utterances are not obvious or in sequence, such as "You are breaking records, where do you keep the money". In addition, his utterance bears more than one interpretation: first, Bernie raised much money in so and so as he accuses him of doing something wrong. Second, the presenter asks him the place where he keeps his money if he hates banks.

Utterance No.4

Trevor Noah: *are you still old white men? You still have yourself.*

The presenter does not question whether Bernie is still a junior United States Senator from Vermont. In contrast, he wants to imply impolitely, meaning that this candidate (Bernie) is an older man. Thus, according to Culpeper, the presenter performs sarcasm or mock politeness strategy. He performs it by employing a politeness strategy insincerely. He adopts this strategy to talk to Bernie ironically.

In relation to Grice's Maxims, the violation has been done on the Maxim of Relation. This can be clearly shown when the presenter directly changes the tone of the speech by inserting new information as a self-correction of his utterance. Such information is irrelevant and unnecessary. However, the implicature behind the presenter's description is to mock him impolitely.

Utterance No.5

Bernie Sanders: *You are not talking about me, are you?*

Employing using tag questions, Bernie seeks confirmation of his question. Bernie obligates the presenter that what he has said should be improved negatively. It is a positive impoliteness by which Bernie wants to disagree with the presenter in one way or another. This positive impoliteness strategy can be realized in terms of seeking disagreement.

Here, Bernie flouts the Maxim of Manner (be perspicuous: avoid ambiguity) in order to achieve implicit meaning. Thus, inserting the tag question is to look for the embedded meaning. Therefore, Bernie ironically sympathizes with the presenter when he mocks the idea of the old white man.

Utterance No.6

Trevor Noah: *I mean the white men, the old white men.*

By over-repeating the same information, the presenter wants to confirm that it is not an appropriate time for the oldest men to step inside since those candidates have no experience in dealing with young people appropriately. Thus, the Off-record impoliteness strategy is used, and the FTA is performed employing an implicature.

Regarding Grice's Maxim, the presenter violates the Maxim of Quantity by giving much information about old white men. Such a response is an attempt to clarify the embedded meaning. The presenter's answer is considered as criticism of Bernie, indirectly or implicitly, in order to show the audience that politicians must have enough experience as the candidates have.

Utterance No.7

Bernie Sanders: *No, nobody else makes it.*

By stating the word 'nobody', Bernie damages not only the reputation of government (indicating Trump) among Americans but also the face of America in front of the world. He asserts that the American people have to decide what politics is about by looking hard at candidates' ideas, history and experience. According to Culpeper, Trump's utterance can be determined as a form of positive impoliteness. It is a positive impoliteness since Bernie wants to damage the government's face and the face of America, respectively.

Concerning Grice's Maxim, Bernie's response naively and sarcastically violates the Maxim of Quality. This is done in such a way with the intent of criticizing the values of American society by dictating that people should be intelligent and strong to vote for the best leader.

Utterance No.8

Trevor Noah: *But, Bernie, why would you go to Fox News?*

By asking the reason behind going to the Fox News Channel, the presenter tries to damage Bernie's negative face wants. This is also a way to frighten the audience not to vote for him. Besides, he personalizes Bernie by using the pronoun 'you', which indicates a negative impoliteness strategy.

Bernie's inquiry aims to achieve his goal that the presenter wants to damage Bernie's face. Thus, ambiguously asking such questions should violate the Maxim of Manner.

Utterance No.9

Bernie Sandars: *I know that many of you voted for Donald Trump, but he lied to you. For example, he was gonna provide health care to all people, and he told you that he was gonna give tax reform.*

By implicitly criticizing Americans who voted for Trump, Bernie personalizes the presenter as one of those people and tries to associate him with a negative aspect. By impolitely addressing that it is essential to talk to Trump's supporters, Bernie reminds them of the extent to which Trump has betrayed the working class. Therefore, the negative impoliteness strategy is used by Bernie as a sarcastic way to talk about Trump's claimed achievements. In the first part of the speech, he criticizes health care, and in the second part, he shows how tax reform would not give its benefit.

To achieve implicit impoliteness, Bernie violates the Maxim of Quantity because he gives more information than is required to criticize the presenter. He introduces more than one accusation in order to damage Trump's face among his supporters and implies that Trump's plan is worse.

Utterance No.10

Bernie Sandars: *It is important to talk to Trump's supporters and explain to them to what degree he has betrayed the working class of this country.*

Through condescending, scornful or ridicule strategies, Bernie performs negative impoliteness again. He tries to devalue Trump's plan during his campaign in terms of what he has done. Bernie aims to implicitly deviate Trump's supporters by frightening them over his plan during the campaign. He warns the voters that his plan does not fit the American situation. The statements above show how he criticizes him for his work.

The Maxim of Quality is flouted since this can be interpreted in two different ways. First, he explicitly shows the voters that Trump's plan does not fit the American



situation. Second, it implicitly indicates an accusation to drop Trump in the election.

Utterance No.11

Trevor Noah: *Bernie Sanders is someone who has been notorious as the person who can tell it like it is.*

At the end of the interview, the negative impoliteness is expressed when Trevor Noah briefly expresses his opinion about Bernie by calling him 'notorious'. He scorns and associates him with a negative aspect to show his disgust.

As a result, the presenter flouts the Maxim of Quality to mock Bernie when he says the 'notorious' in front of people. In addition, there is a paradox in his speech when he ironically criticizes Bernie with this utterance, as he calls him the 'most appropriate man'.

Table (1) Frequency and Percentage of Impoliteness Strategies and Maxims Used in *Noah-Sandars* TV Show

Impoliteness Strategies	Violation of Conversational Maxims		Impoliteness Strategies			
	Total	Subtype of Impoliteness Strategies	Main Type of Impoliteness Strategies	Reason		
Impoliteness Strategies	Total	%	-	18%	Positive Impoliteness	
		F	-	2		-
	Sandars	Maxims	-	(Vio) Quality (Flo) Quality		-
		F	-	2		-
	Noah	Maxims	-	-		-
		F	-	-		-
	Total	%	0%	18%		0%
		F	-	2		-
	Sandars	%	0%	18%		0%
		F	-	2		-
	Noah	%	0%	0%		0%
		F	-	0%		0%
Subtype of Impoliteness Strategies	Using	Ignoring the others	Excluding the others from			
Main Type of Impoliteness Strategies	Using	Ignoring the others	Excluding the others from			

	Disassociating	Be disinterested,	Use inappropriate identity markers	Make the other feel	Utilizing Taboos
	-	-	-	9%	-
	-	-	-	1	-
	-	-	-	1	-
	-	-	-	(Flo) Manner	-
	-	-	-	-	-
	-	-	-	-	-
	13%	0%	0%	9%	0%
	0%	0%	0%	9%	0%
	0%	-	-	1	-
	0%	0%	0%	0%	0%



18%	27%	-	-	-	18%
2	3	-	-	-	2
1	1	-	-	-	-
(vio) Quality	(vio) Quantity	-	-	-	-
1	2	-	-	-	1 1
(vio) Manner	(flo) of Quality	-	-	-	(flo) Manner (vio)
18%	27%	0%	0%	0%	18%
1	3	-	-	-	2
9%	9%	0%	0%	0%	0%
1	1	-	-	-	-
9%	18%	0%	0%	0%	18%
1	2	-	-	-	2
Frightening, Condescendin	Associating the other with a	Invading the other' s	Putting other' s	Employing insincere	Sarcasm or mock politeness
Negative Impoliteness					

			9%	9%	100%
			1	-	11
			-	-	5
			-	-	
			1	-	6
		(vio) Quantity	-	-	
0%	0%	9%	0%	100%	
-	-	1	-	11	
0%	0%	0%	0%	45%	
-	-	-	-	5	
0%	0%	9%	0%	55%	
		1	-	6	
Bein g	Failing to thank	Obscure	Overgeneralization	Total	
Withhold politeness		Off-record			

4.2 Analysis of Impoliteness Implicatures in *Johnson -Marr* Interview

4.2.1 Introductory Notes

1. Host: BBC <https://youtu.be/9Pu-XYDLDEM>
2. Program: Andrew Marr Show
3. Interviewer (Presenter): Andrew Marr, a former BBC political editor, interviews key newsmakers and sheds light on what is happening worldwide.
4. Interviewee (Guest): Alexander Boris Johnson is a prominent British statesman, accomplished author, and esteemed journalist who held the respected position of the Prime Minister of the United Kingdom and Leader of the Conservative Party from 2019 to 2022.
5. Topic: They discuss future trade negotiations, an EU issue, an Irish issue, and political gangsterism; one cabinet member resigned in protest. The United Kingdom's exit from the European Union and the promotion of an optimistic vision of Britain after Brexit, the arrangement of constitutional and the EU issue of resolving the Irish border.
6. Date: On 9th of December 2018.
7. Duration: 10:00 minutes

4.2.2 Analysis of Impoliteness Strategies and Grice's Maxims

Utterance No.1

Johnson: *the other EU member states effectively blackmail us, and to get what they want out of the future trade negotiation, so does it diabolical, it is diabolical.*

Johnson discusses anticipated future laws, agreements, and free trade. While European Union members extort money and contracts through negotiations, he compares this work to devilish negotiation. In this context, the presenter responds by stating that the lack of mail is a highly emotive work, making it a terrifying issue. Johnson employs this strategy to reflect negative impoliteness to attack the recipient's negative visage. The negative impoliteness of the other characters' boorish words can be determined in two ways. It is the concept of obviously associating the other with a negative quality.

Johnson violates the Maxims of Quantity and Relation in that he provides excessive irrelevant and redundant information about the future trade negotiation by characterizing it as a sinister. Nonetheless, the implication of Johnson's lengthy description is the shallowness of the European community, which imposes its preferences and restrictions on individuals. Naturally, such trivial customs of a person's daily existence in this society elicit impoliteness

implicature from the audience. In contrast, the implication of Johnson's speech is a satire on the conduct of certain politicians.

Utterance No.2

The presenter: *This is an EU issue, not only an Irish issue Teresa may herself says there is no possible agreement without a bath stall, and that's just right no, it's not.*

The presenter uses the off-record strategy that while Johnson is talking about the constitutional arrangement of government, the presenter asks about the nature of this agreement, and he states that it is not an Irish issue but rather an issue of the European Union. This utterance seems obscure. Here, he talks about Teresa, where she says that there is no possible agreement without severe consequences or procrastination. Thus, the FTA is performed employing an implicature.

In this TV show, the presenter criticizes the European Union implicitly in that agreement without severe consequences or procrastination. The presenter mocks the arrogance and pretentiousness of the European Union. The word 'a bath stall' has two meanings: the explicit meaning is 'someone is taking a shower', and the implicit meaning is 'procrastination'. This literary device reveals the presenter's cleverness in dealing with specific topics. Here, the presenter flouts the Maxim of Manner (*be perspicuous: avoid ambiguity*) in order to achieve impoliteness implicature, and this enhances Johnson to look for the embedded meaning, that is, the implicature.

Utterance No.3

The presenter: *so, this is don't believe what the EU is saying they're just bluffing if we push them up against the wall, they will crumble.*

For the second time, Jenson talks about the law and commitment to trade rules in the European Union. In addition, he talks about remitting and the Irish border crisis. Meanwhile, the presenter talks about disbelieving what the European Union says and comments that they are only deceiving. It is an off-record strategy since it is an obscure utterance. In this TV show, the presenter tries to talk about disbelieving what the European Union says and says they are only deceiving.

These contradictory words arouse impoliteness on the part of the interviewee. Of course, this paradox results from flouting the Maxim of Quality. The implicature of this paradox is that the presenter accuses European politicians of deceit, nothing more. When their corrupt files are exposed, they will collapse like a fragile wall with a weak foundation. Therefore, an ironic hint set by the presenter, which also flouts the Maxim of Quality, intends the opposite meaning of 'politicians'.

Utterance (4)

Johnson: *unless they help us, then there is a risk of no deal and to incentivize them.*

This discussion implies that they will delay the payment of at least fifty per cent of (39 billion) until the conclusion of their free trade agreement in 2020. Johnson criticizes Europe's negative image because Europe does not value the opinion of its people, who still need to be qualified to provide them with services. In addition, Johnson degrades the presenter with this statement. In the provided excerpt, Johnson demonstrates negative impoliteness as he terrifies British citizens about the government. The manifestation of negative impoliteness is terrifying. This excerpt reflects other political aspects of British society, in which Johnson criticizes the phenomenon of agreements and the associated risks since Europe pays no heed to the opinion of its unqualified citizens.

The performance involves reminding politicians of their errors and shortcomings. This criticism targets the right to convey one's objectives freely. The belief that there is no ideal policy, which leads to the Maxim of Quality violations, is false.

Utterance No.5

The presenter: *it is kind of political gangsterism it's not at all.*

The presenter discusses political groups, specifically money gangs, and financial settlement-related negotiations. For instance, giving money is a form of political exploitation, although legal. This strategy intends to reflect impoliteness to assault the recipient's negative visage. These are condescending, contemptuous, or disparaging and associate the other with a negative quality.

On the other hand, the presenter violates the Quality Maxim because he lies about political gangsterism in the European community in his remarks. He asserts that political groups exploit individuals for political gain. Implicatures are sarcastic and satirical, producing an impolite implicature affects on the audience.

Utterance No.6

Johnson: *I resigned from the cabinet in protest.*

Johnson means by these words that he has submitted his resignation from his position in the House of Representatives because he protested against the poor political and economic conditions. In addition, he says that the way out is for our country and the Prime Minister. Because the government needs change in all aspects and must be supported by other things, such as negotiating with citizens regarding economic and social requirements, his prime ministership has been completed through negotiations. Johnson uses off-record impoliteness, especially obscure utterances, to get the implicit meaning from the presenter's speech because he does not give any attention to his opinion that is not qualified.

Johnson continues criticizing politicians' behaviour, especially regarding rights and freedoms. They are liars and deceivers behind the idealism they show, as the

presenter describes some politicians: *resignation and protest*. Here, two contrasting concepts are projected: dishonesty and honesty. In this TV show, Johnson talks about his past political work under the EU member states' influence to exploit people's rights. The presenter responds naively and sarcastically, violating the Maxim of Quality, intending to criticise the values of the European community, which dictate that people should be silent and obey everything.

Utterance No.7

Johnson: *this way and the horses change places in the final.*

Jenson emphasizes that the job of the Prime Minister is to change and compare presidents to horses that eventually change their places. He uses the off-record impoliteness strategy and overgeneralizes the idea. This definitely flouts the Maxim of Quality since the intended meaning of Johnson's utterance is to make impoliteness implicature. He states that the job of the Prime Minister changes and compares presidents to horses that eventually change their places. This can be interpreted in two different ways: first, explicitly, such comparison is a kind of metaphor, as he thinks. Second, implicitly that positions change, and nothing remains the same, especially political positions. As a result, Johnson flouts the Maxim of Quality by mocking the politicians in that community. Also, there is a paradox in his speech when he ironically criticizes this community.

Table (2) Frequency and Percentage of Impoliteness Strategies and Maxims Used in *Johnson - Marr* TV Show

Impoliteness Strategies				Violation of Conversational Maxims			
Main Type of Impoliteness Strategies	Subtype of Impoliteness Strategies	Participants		Total	Participants		Total
		Johnson	Presenter		Johnson	Presenter	
		n	F	%	n	F	%
Bald on Record Impoliteness	Using Direct, Unambiguous Statement	0%	-	0%	-	-	-
		0%	-	0%	-	-	-
Ignoring		0%	-	0%	-	-	-
		0%	-	0%	-	-	-

	-	-	-	-	-
	-	-	-	-	-
			-	-	-
			-	-	-
	0%	0%	0%	0%	0%
	-	-	-	-	-
	0%	0%	0%	0%	0%
Ex clu din	Disassociating	Be disinterested, unconcerned, and ...	Us ing Ina	Make the other feel uncomfortable	



Utilizing Taboos	Negative Impoliteness			
	Frigh eni	Associating other negative aspect	Invading other's s	Put tin g
-	43%	-	-	-
0%	43%	0%	0%	0%
-	3	-	-	-
0%	29%	0%	0%	0%
-	2	-	-	-
0%	14%	0%	0%	0%

14%	1	(vio)Quality	4	100%
14%	1		7	100%
14%	1		3	57%
14%	1		3	43%
0%	1		3	57%
Overgeneralization				
Total				

5 Conclusion

The analysis of the selected data reveals that the employing of power significantly influences the use of impoliteness strategies and adherence to conversational maxims by politicians. Politicians have exhibited a greater tendency to employ impoliteness strategies than presenters in both sets of interviews. Politicians tend to use the negative impoliteness strategy more than presenters. This strategy is recognized as one that requires a significant degree of power to be effectively implemented. Politicians are recognized to deliberately violate the conversational maxim of quantity approximately three times more frequently than presenters violate these maxims. The reason behind employing specific impoliteness strategies more than presenters is to carry out political goals. This approach relies on the presenters' and audience's interpretation to communicate the politicians underlying purpose effectively. The politicians can receive credit for ceasing from troubling them and allowing them to demonstrate kindness and generosity. Presenters and politicians differ stylistically in their use of impoliteness strategies and their tendency to violate specific maxims associated with these strategies. They employ the strategy of explicitly associating the other with a negative aspect nine times, whereas politicians employ it only four times. Concerning the violation of conversational maxims, it has been observed that presenters exhibit a higher tendency to violate the maxims of manner compared to politicians. Presenters employ this technique to strategically induce deliberate confusion to manipulate politicians and achieve specific objectives within the subject matter they are discussing.

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