



An Analysis of Politeness Strategies in the Speeches of King Abdullah II of Jordan at the United Nations General Assembly

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Abstract: This research paper investigates the use of politeness strategies in the speeches of King Abdullah II of Jordan at the 75th, 76th, and 77th sessions of the United Nations General Assembly (UNGA). Using a qualitative research design, the study examines how various politeness strategies, as outlined by Brown and Levinson (1987), are employed in the King's speeches to achieve diplomatic goals. The analysis focuses on both the types of politeness strategies—positive, negative, bald on-record, and off-record—and the functions they serve in advancing Jordan's diplomatic agenda. The study draws on the transcripts of three speeches delivered on 22 September 2020, 22 September 2021, and 20 September 2022, selected through convenience sampling. Findings reveal that positive politeness strategies are used to foster unity and collective responsibility, particularly in addressing global challenges such as COVID-19, climate change, and food insecurity. Negative politeness strategies emerge in discussions of sensitive issues like the Palestinian-Israeli conflict, aiming to minimize imposition on the international audience while advocating for peaceful solutions. Off-record strategies are employed to indirectly criticize global inaction, while bald on-record strategies convey clear, unambiguous positions, particularly regarding the two-state solution for the Palestinian-Israeli conflict. The research concludes that King Abdullah II strategically balances these politeness tactics to engage international stakeholders, promote Jordan's interests, and encourage global cooperation, all while maintaining diplomatic decorum.

Keywords: Politeness strategies, Brown and Levinson, UNGA, King Abdullah II

1. Introduction

Language is the complex system of principles and codes, through which language users share their knowledge, disseminate information and convey their thoughts. It implies that language upholds numerous types of relationships, viz. Personal, interpersonal, intrapersonal, political and societal among others. In the same line, language provides people with the ability to interact each other; to share their communicative needs in a holistic way (Hussain, 2021 & Ali et al., 2022). Crucially, the essence of communication is not easy as it seems. During the process of communication, interlocutors; the participants, would be deeply involved in co-operation and in mutual meanings' negotiation owing to the complex nature of communication. We could develop relationships with people through communication in diverse contexts. While developing relationships, politeness is needed in numerous cases (Van Thao et al., 2021).

It is pertinent to mention that in an effective communication and conversation, politeness strategies are essentials

to support the process of communication/conversation in order to go smoothly and to build up communication nicely (Wijaya, 2019). Language users require to learn and comprehend the abilities that how to have polite and meaningful conversations while communicating (Syah et al., 2017; Yaqin & Shanmuganathan, 2020 & Gul et al., 2023(a)). The interlocutors involved in communication, aim to achieve successful and desirable results of communication by adhering to the common guidelines and concepts such as politeness.

Likewise, there is a family of definitions of politeness. For instance, politeness could be defined as a strategy/technique which helps interlocutors to run on their communication/conversation smoothly (Renkema, 1993). Politeness strategies are used to minimize misunderstanding/misinterpretations and to get respect from others (Xiang et al., 2020; Manurung et al., 2019 & Gul et al., 2022(a)). It contributes to the interlocutors' thoughts and ideas of and to make their interaction appropriate and comprehensible in a given context/situation. Furthermore, politeness is one of the most crucial parts of language while considering the feelings of others to whom one is interacting (Lakoff, 1975). The broader definition of politeness could be that it is a societal phenomenon by demonstrating consideration for others (Wang, 2014).

1.1 Problem Statement

The United Nations General Assembly (UNGA) serves as a crucial platform for world leaders to address global issues and engage in diplomatic discourse. Jordan's King Abdullah II has been a notable participant in those sessions, employing various politeness strategies in his speeches. As for the diachronic reviews is concerned, the comprehensive analysis of the specific politeness strategies employed by King Abdullah II during his UNGA addresses is lacking. Understanding these strategies is essential for deciphering diplomatic relations, evaluating Jordan's international stance, and contributing to the broader discourse on diplomatic communication. This research aims to fill the gap by examining the speeches of King Abdullah II at UNGA to identify and analyze the politeness strategies employed, thereby shedding light on the language used by the Jordan King Abdullah II in international forums.

1.2 Research Objectives

- i. To investigate the politeness strategies used by Jordan King Abdullah II at 75th, 76th, and 77th sessions of the United Nations General Assembly.
- ii. To unfold the functions of politeness strategies used by Jordan King Abdullah II at the United Nations General Assembly.

1.3 Research Questions

- i. What kinds of Politeness strategies are used in Jordan King Abdullah II speeches at the 75th, 76th and 77th sessions of the United Nations General Assembly?
- ii. What are the functions of politeness strategies used by Jordan King Abdullah II at the United Nations General Assembly?

1.4 Significance of the Study

This research has theoretical and practical significance as given below:

Theoretically

Theoretically, this research study aims to contribute to the arena of linguistics, particularly to the domain of pragmatics by contributing to the understanding of politeness strategies. Additionally, it seeks to offer precise insights into the pragmatic aspects of politeness strategies, thereby enriching pragmatic theory alike. This study also serves as one of the valuable resources for future research studies in the same area, providing comprehensive information on related topics.

Practically

The findings of the study are expected to be useful for:

- a. For language students, this study not only motivates them to enhance their speaking skills but also offers concrete examples of how politeness strategies are applied in real-life situations.
- b. For English language instructors this research provides a succinct overview of politeness strategies that can be conveyed to students in a detailed and explanatory manner.
- c. Likewise, for other researchers, the findings of this study offer profound insights into various politeness strategies, enriching their knowledge and aiding in their development as more skilled and experienced educators.

2. Literature Review

2.1 Pragmatics

To grasp the essence of a language, one should understand its application in communication. Language consistently conveys ideas, thoughts, emotions, and the speaker's intentions. Pragmatics, a subfield of linguistics, examines how language is used in context. Sianturi, Saragih, Sinaga, and Herman (2021) explain that pragmatics involves analyzing how language users match sentences to relevant situations. This field focuses on interpreting what people mean by their statements. Furthermore, Van Thao, Purba, and Herman (2021) describe pragmatics as the study of speaker meaning, concentrating on how a speaker's intended meaning is understood by a listener (Herman & Pardede, 2020). This underscores the necessity of grasping the true meaning behind utterances for effective communication.

Furthermore, pragmatics is fundamentally about understanding contextual meaning, emphasizing the appropriate use of language in communicative acts. Levinson (1983) defines pragmatics as the study of language usage, especially the connection between language and context—which is essential to understanding language. Leech (1983) adds that pragmatics involves understanding how utterances derive meaning in specific contexts. In pragmatics, meaning is defined in relation to the speaker or user of the language (Pardede & Herman, 2020). This field includes various components such as deixis and distance, references and inferences, presuppositions and diversions, cooperation and implicatures, speech acts, and politeness strategies. This study will focus specifically on politeness strategies.

Levinson (1997), as cited in Pardede, Herman, and Pratiwi (2019), identifies six key principles of pragmatics:

1. **Deixis:** Deixis refers to the basic function of "pointing" via language, derived from the Greek term for this concept.
2. **Presupposition:** Presupposition involves assumptions made by the speaker prior to producing an utterance.
3. **Cooperative Principle:** This principle is the fundamental assumption in conversation that each participant will contribute appropriately and timely to the current exchange of talk.
4. **Implicature:** Implicature represents the additional information conveyed by the speaker beyond what is explicitly stated.
5. **Speech Acts:** Speech acts refer to the actions performed through utterances, where speakers can prompt listeners to perform certain actions.
6. **Politeness:** Politeness encompasses the strategies used in interaction to demonstrate awareness of another person's face.

These principles form the foundation for understanding how language functions in communicative contexts (Pardede, Herman, & Pratiwi, 2019).

Politeness

Politeness functions as a form of social interaction that mediates between individuals and the broader social context. It generally encompasses ideas such as tactfulness, modesty, and consideration towards others. Politeness manifests through communicative behaviors, particularly in verbal exchanges. According to Simaremare, Nainggolan, and Herman (2021), politeness can be viewed as the act of behaving appropriately in social interactions and treating interlocutors with respect. It extends beyond merely using polite expressions like "please," "sorry," and "thank you," encompassing adherence to social norms, customs, and protocols. Politeness involves deliberate actions to show kindness and respect in communication (Balik & Alinda, 2022; Pardede et al., 2021). Effective use of politeness in language enhances conversation, especially in formal speech, by demonstrating proper etiquette and fostering respectful interactions (Yaqin & Shanmuganathan, 2020).

In social contexts, politeness is a prevalent phenomenon. Researchers such as Holmes (1995), Lakoff (1975), and Sifianou (1992) define politeness as a behavior aimed at fostering mutual respect and minimizing potential conflicts within society. Watts (2003) asserts that politeness strategies not only mitigate conflicts but also contribute to strengthening social relationships. Yule (1996) emphasizes that politeness involves recognizing and maintaining the "face" of interlocutors, which reflects their need for respect and appreciation in social interactions. Brown and Levinson (1987) conceptualize face as the self-image individuals seek to preserve in public to avoid offense or irritation.

The use of politeness strategies is crucial for effective communication, ensuring that information is conveyed clearly and respectfully (Abudayeh & Dubbati, 2020). These strategies are designed to exhibit courteous behavior and reduce conflicts in conversation. Employing politeness strategies helps to minimize misunderstandings and fosters respect (Xiang et al., 2020; Manurung et al., 2019). The primary goal of politeness strategies is to

demonstrate courtesy in interactions (Kharisma, 2023). Proper application of these strategies is fundamental for smooth and constructive communication, enhancing mutual understanding and achieving conversational objectives (Raesky & Novitri, 2023).

2.2 Theoretical Framework

Brown and Levinson's (1987) theory of politeness is a foundational concept in sociolinguistics and pragmatics. It focuses on how individuals maintain social harmony by managing face-threatening acts (FTAs). Their theory explains how politeness strategies are used to mitigate threats to a person's "face," which refers to a person's self-image or desire to be respected and not imposed upon.

2.2.1 Politeness Strategies

To manage FTAs, Brown and Levinson identified four primary politeness strategies i.e. bald on record, Off record, Positive and Negative strategies.

i. Bald on-record

This is the most direct form of communication, where the speaker makes no effort to minimize the face-threatening act (FTA). It is typically used when the need for efficiency or clarity outweighs the need for politeness, such as in urgent situations or when there is a significant power imbalance between the speaker and hearer. Examples include commands like "Give me the report now." There is no softening of the request, and social norms of politeness are bypassed. There are five strategies in bald on record, as below from Brown and Levinson (1987);

1. By giving suggestions or advice
2. To do a request
3. Showing warning/threatening in a sentence
4. Imperative sentence
5. Showing disagreement

ii. Positive Politeness

Positive politeness aims to appeal to the hearer's positive face by expressing friendliness, compliments, or showing solidarity. It works by minimizing social distance, often used among close friends or peers. Positive politeness strategies include complimenting the hearer, showing interest in their well-being, and making the request sound less imposing by focusing on the hearer's desires or contributions. For example, "You're great at this! Can you help me with this task?" reflects this strategy. Here is the list of all fifteen positive politeness sub-strategies, as outlined by Brown and Levinson (1987):

1. Be aware of and tend to the hearer (H).
2. Exaggerate (your admiration, interest, or empathy for H)
3. Raise awareness about H
4. Utilize signs of in-group identity
5. Look for agreement
6. Avoid disagreement
7. Assume, state, and affirm common ground
8. Joke
9. Assert or assume that the listener is aware of and considerate of the speaker's desires
10. Offer, promise
11. Be optimistic
12. Include both the speaker (S) and the hearer (H) in the activity
13. Give or request reasons
14. Assert or presume reciprocity
15. Give gifts to H (goods, sympathy, understanding, cooperation)

iii. Negative Politeness

Negative politeness strategies respect the hearer's negative face by acknowledging their autonomy and minimizing the imposition. This approach is often indirect and formal, designed to avoid infringing on the hearer's freedom of action. The speaker may soften requests by adding hedges like "Would you mind" or "I'm sorry to bother you,

but...” Negative politeness shows deference and reduces pressure on the hearer, emphasizing their ability to refuse the request without negative consequences. There are **ten negative politeness sub-strategies** from Brown and Levinson (1987):

1. Use conventional indirectness
2. Employ questions or hedges
3. Express pessimism
4. Reduce the imposition
5. Show deference
6. Offer an apology
7. Impersonalize both the speaker and listener
8. Portray the face-threatening act as a shared action
9. Acknowledge the situation
10. State explicitly that a debt is incurred or that the hearer is not obligated

iv. Off-record (Indirect)

Off-record strategies are the most indirect way of communicating. The speaker hints or implies their message, leaving it up to the hearer to interpret the meaning. This allows the speaker to avoid direct responsibility for making the request or imposing on the hearer. For instance, saying “It’s getting late” instead of directly asking someone to leave is an example of off-record politeness. It provides the hearer with the option to act on the implied message or ignore it without losing face. Here is a list of the 15 sub-strategies in “Off-record politeness strategies” as outlined by Brown and Levinson (1987):

1. Offer hints
2. Provide associative clues
3. Imply presuppositions
4. Understate ideas
5. Exaggerate points
6. Utilize tautologies
7. Introduce contradictions
8. Employ irony
9. Use metaphors
10. Pose rhetorical questions
11. Be ambiguous
12. Express ideas vaguely
13. Make overgeneralizations
14. Redirect the audience
15. Leave statements incomplete, use ellipses

3. Research Methodology

3.1 Research Design

The researcher applied the Qualitative research method to explain the politeness strategies in the speeches of Jordan King Abdullah II. Qualitative research involves gathering descriptive data in written or oral form, allowing for the observation of subjects and their behaviors. The primary objective of this type of research is to gain a deep understanding of individuals. (Pardede et al, 2021). The focus was on the transcripts of speeches as the data sources and applied Brown and Levinson’s model of politeness (1987) to determine that how and which politeness strategies were used.

3.2 Instrument of the Research

In this study, an instrument refers to a mechanical tool or device used for precise or scientific tasks. In this research, the researcher acts as the primary instrument for collecting, analyzing, and drawing conclusions from the data. Therefore, the researcher is the key tool for data collection, analysis, and interpretation.

3.3 Analytical Framework

This research employs Brown and Levinson’s model of politeness (1987) for analysis. This research studies

politeness strategies in the selected speeches. The primary objective is to find the politeness strategies and the functions they performed.

3.4 Sampling

The researcher takes the speeches of Abdullah II at UNGA, especially the three speeches dating on 22 September 2020, 22 September 2021, and 20 September 2022 respectively while using convenience sampling technique which means selecting speeches on the basis of accessibility and availability of data to the researcher.

4. Analysis and Discussion

4.1 Analysis of Politeness Strategies in King Abdullah II's Speech at 75th Session of UNGA

4.1.1 Positive Politeness Strategies

Extract 1:

"My friends, among the multiple challenges that our world will have to face is hunger, at a substantially larger scale than previous decades."

This statement contains a strategy of utilizing In-Group Language. Here, King Abdullah II uses the phrase "my friends" to foster a sense of unity and shared purpose among the leaders present. His goal is to strengthen the bond between himself and the audience, positioning them all as part of a global community with common interests. By doing so, he reduces potential barriers of formality or distance and invites them to see the challenges, like hunger, as a collective problem that they must address together. This helps create an atmosphere of cooperation and mutual understanding.

Extract 2:

"We cannot beat this virus by turning inwards. It does not stop at borders, and nor should our cooperation."

By giving hints, King Abdullah II suggests the necessity of international collaboration to effectively combat the pandemic. By indicating that inward-looking approaches are insufficient, he is subtly encouraging the audience to recognize the need for collective action. His goal is to prompt world leaders to prioritize cooperation over isolation, aligning their strategies with a global perspective that addresses the pandemic's cross-border impact.

4.1.2 Negative politeness strategies

Extract 1:

"As Hashemite Custodian, I am bound by a special duty to safeguard Jerusalem's Islamic and Christian holy sites, but the responsibility for the Holy City falls on us all."

Here, King Abdullah II uses a strategy of "Going on record as incurring a debt". In this extract, King Abdullah II acknowledges his personal duty as the Hashemite Custodian, which puts him on record as incurring a debt in safeguarding Jerusalem's holy sites. This strategy minimizes the imposition on others by emphasizing his own burden while subtly encouraging shared responsibility. It reduces any sense of direct obligation for the audience, while still advocating for collective action to preserve the sanctity of Jerusalem.

Extract 2:

"Mr President, Mr Secretary General, Your Excellencies:"

King Abdullah II demonstrates deference by addressing his audience with formal titles, recognizing their status and importance. This respectful approach minimizes the potential imposition of his message by acknowledging the authority and rank of his listeners. By using these honorifics, the king sets a diplomatic tone, reinforcing the gravity of the speech and emphasizing his humility in addressing such distinguished figures.

4.1.3 Bald on record strategies

Extract 1:

"It would be equally incredible if the lesson of just how interconnected we really are, is lost on us."

In this sentence, King Abdullah II uses a strategy of "Showing Disagreement" while directly disagrees with the notion that the world might overlook the importance of global interconnectedness during the COVID-19 crisis. This is a classic example of bald-on-record disagreement, where he uses straightforward, unambiguous language to counter the idea of insularity. The function here is to assert the importance of unity and cooperation. By openly disagreeing with a potential failure to acknowledge interconnectedness, he pushes the audience to recognize their shared responsibility in addressing global issues, especially in light of the pandemic.

Extract 2:

"We cannot beat this virus by turning inwards. It does not stop at borders, and nor should our cooperation."

King Abdullah II uses a strategy of "Giving Suggestion/Advice" and he offers a clear advice here by stating that the global community cannot fight COVID-19 by isolating themselves. His suggestion is that nations should continue cooperation beyond borders. The bald-on-record nature of this suggestion is evident in its directness—there is no hedging or softening of the advice, which makes it a powerful statement. The function of this strategy is to provide practical guidance and influence the actions of world leaders by emphasizing the necessity of global solidarity in defeating the virus. This advice is strategic and pushes for a proactive, outward-looking response (Gul et al.,2022(b)).

4.1.4 Off Record politeness strategies

Extract 1:

"We see hunger threatening vulnerable refugee communities in our region."

Here, King Abdullah II uses a strategy of "Give hints". It is used to subtly highlight the issue of food insecurity without making a direct demand for action. By mentioning the threat of hunger, King Abdullah II encourages the audience to recognize the severity of the situation and consider taking appropriate measures to address the crisis.

Extract 2:

"As Hashemite Custodian, I am bound by a special duty to safeguard Jerusalem's Islamic and Christian holy sites."

Give association clues is the strategy which is used in this very statement. It involves linking King Abdullah II's role as the Hashemite Custodian with the audience's shared values. This strategy underscores the collective responsibility to protect Jerusalem's holy sites, reinforcing the notion of shared duty and credibility in safeguarding these significant places.

4.5 Analysis of Politeness Strategies in King Abdullah II's Speech at 76th of UNGA

4.5.1 Positive Politeness Strategies

Extract 1:

"In the name of God, the Compassionate, the Merciful Mr. President, Mr. Secretary General, Your Excellencies:"

King Abdullah II uses a strategy of "Greeting". He opens his speech with a formal greeting, acknowledging key figures in the assembly such as the President, the Secretary General, and the esteemed members of the assembly. This strategy serves multiple functions. Firstly, it establishes respect and politeness, setting a tone of courtesy and acknowledgment. By addressing the key stakeholders directly, King Abdullah II builds rapport and demonstrates recognition of their roles and contributions, which helps to foster a positive and respectful atmosphere for the rest of his speech.

Extract 2:

"Our countries have a vast shared interest in responding effectively. That requires collective action, and the emphasis must be on action."

Gere, King Abdullah II employs a strategy of "Assuming reciprocity". By highlighting the "shared interest," King Abdullah II assumes mutual benefits and reciprocity between the countries involved. He implicitly suggests that if each country contributes, everyone will benefit from the collective effort. This strengthens the notion of cooperative action and mutual obligation, encouraging nations to act together to solve global challenges.

4.5.2 Bald on record strategy

Extract 1:

"How many more homes will be lost? How many more children will die, before the world wakes up?"

King Abdullah II uses the strategy of "Warning/threatening", to underscore the severe consequences of continued inaction on the Palestinian-Israeli conflict. By framing the question in terms of loss and suffering, he creates a sense of urgency and moral responsibility among international leaders. This tactic is intended to provoke concern and drive immediate action, emphasizing the dire need for intervention to prevent further tragedies.

Extract2:

"For our part, Jordan will continue working to preserve the historic and legal status quo of Jerusalem and its Islamic and Christian Holy Sites, under Hashemite Custodianship."

In this statement, King Abdullah II uses a strategy giving suggestion/advice in which he advises the international community on the importance of maintaining the current status quo in Jerusalem. By highlighting Jordan's ongoing efforts and commitment, he implicitly suggests that others should align with or support this approach. The advice serves to reinforce the legitimacy and necessity of preserving Jerusalem's status, thus guiding global policy and action in a direction favorable to Jordan's stance.

4.5.3 Off record politeness strategies

Extract 1:

"Desperate living conditions are looming for millions—family tables without food, homes losing electricity and water..."

This overstatement of the crisis in Lebanon, describing "family tables without food" and homes losing basic necessities, serves to amplify the gravity of the situation. By exaggerating the suffering, King Abdullah II seeks to provoke an emotional response from the audience, prompting them to take immediate action. The overstatement works to make the crisis feel urgent, compelling the audience to prioritize aid for Lebanon while ensuring that the request does not come across as an ultimatum.

Extract 2:

"Although we may have won some battles, the fight against terrorism and extremism is not yet over."

King Abdullah II employs contradiction by juxtaposing the notion of winning battles with the ongoing struggle against terrorism. The contradiction here emphasizes that, despite some successes, the overall challenge persists. This strategy functions to manage the audience's expectations, acknowledging progress without implying complacency. By contrasting the victories with the unresolved fight, King Abdullah II urges the audience to continue their efforts. The contradiction serves to maintain a sense of urgency and commitment to the collective global effort against extremism, ensuring that no one relaxes their guard.

4.5.4 Negative politeness strategies

Extract 1:

"Through the Aqaba Process, a holistic approach, we have helped bring together concerned leaders."

The use of "concerned leaders" instead of specifying individual countries or entities generalizes the discussion of collaborative efforts. This strategy functions to avoid direct criticism or blame, while still acknowledging the importance of collective action. By generalizing the expression, King Abdullah II addresses the broader community involved, which helps to maintain a non-confrontational tone and encourages a sense of shared responsibility.

Extract 2:

"Jordan stands ready to utilise our country's strategic location—at the crossroads of Asia, Africa, and Europe—to facilitate the broadest international response."

Here, King Abdullah uses a strategy of "Going on Record as Incurring a Debt", by stating that Jordan is ready to offer its strategic location for international coordination, King Abdullah II indicates a willingness to contribute without making direct demands on other countries. The function of this strategy is to position Jordan as a cooperative and resourceful partner, while not imposing obligations on the audience. This approach highlights Jordan's readiness to support global efforts and encourages reciprocal support without creating a sense of indebtedness.

4.7 Analysis of Politeness Strategies in King Abdullah II's Speech at 77th of UNGA.

4.7.1 Positive politeness strategies

Extract 1:

"We must deliver a different world—a world of expanded horizons, a more equitable world..."

King Abdullah II employs the strategy of including the addressees by using "we," emphasizing that all nations and leaders share accountability in addressing global challenges. This serves to foster a cooperative environment, motivating his audience to commit to actions that will contribute to a more equitable global society. The inclusion also underscores the shared responsibility to work collectively toward positive change.

Extract 2:

"To reach these goals, our countries must unite behind effective, collaborative action."

King Abdullah II applies the strategy of assuming reciprocity by signaling that mutual cooperation will lead to shared benefits for all. His intention is to foster a commitment to unity in the face of global crises, emphasizing that collective efforts are the only way to achieve global peace, stability, and economic growth. He encourages reciprocal support from world leaders, knowing that their actions will be met with similar commitments from others.

4.7.2 Bald on record strategies

Extract 1:

"To reach these goals, our countries must unite behind effective, collaborative action."

This request serves to prompt international cooperation, asking for a unified approach to solving global crises. King Abdullah II is appealing for direct action, emphasizing the necessity for collective effort to address complex issues like climate change, food security, and regional stability. The function of this strategy is to foster a sense of shared responsibility and encourage nations to take part in collaborative solutions.

Extract 2:

"We must act."

The imperative call to action is meant to urge the international community to address global crises immediately. King Abdullah II stresses the urgency of the situation, pushing for swift and decisive measures. This function is to instill a sense of responsibility and mobilize leaders to respond proactively to the challenges threatening global peace and stability.

4.7.3 Off record strategies

Extract 1:

"Today, 10 years later, we host more than 1.3 million."

By overstating the number of refugees, King Abdullah II highlights the significant strain Jordan faces in managing the refugee crisis. This exaggeration aims to draw international attention to the severe impact on Jordan and indirectly criticize the lack of adequate support from the global community. It serves to push for more substantial and immediate international assistance.

Extract 2:

"For decades, the Middle East has been synonymous with conflict and crisis."

This statement contains "Use tautologies", as a strategy. The tautological statement reinforces the persistent nature of conflict and crisis in the Middle East, emphasizing that these issues are longstanding and pervasive. This repetition strengthens the sense of ongoing instability and highlights the urgent need for effective and long-term solutions, encouraging the audience to focus on addressing these enduring problems.

4.7.4 Negative politeness strategy

Extract 1:

"No country can heal our injured earth alone."

King Abdullah II is using *pessimism* to emphasize the collective responsibility of all nations in addressing climate change. By stressing that no single country can solve the problem, he aims to rally global cooperation and underscore the need for international partnerships. This approach serves to awaken the urgency of joint action and highlights the interconnected nature of the issue, urging countries to collaborate rather than acting individually.

Extract 2:

"Jordan has established multilateral partnerships with Egypt, Iraq, the UAE, Saudi Arabia, Bahrain, and others in the region."

King Abdullah II is *impersonalizing the speaker and hearer* to highlight Jordan's efforts in forming regional alliances, showing his commitment to collaboration without putting the spotlight or pressure on any one country. His objective here is to create a sense of inclusivity and shared responsibility among the mentioned nations. By highlighting existing partnerships, he encourages further cooperation in a non-confrontational way, showcasing Jordan's role as a regional connector without assigning blame or demanding obligations from any party.

5. Conclusion

In conclusion, this research has thoroughly examined the politeness strategies employed by King Abdullah II of Jordan in his speeches at the United Nations General Assembly, utilizing Brown and Levinson's (1987) model as an analytical framework. By analyzing his speeches from the 75th, 76th, and 77th sessions of the UNGA, it becomes clear that King Abdullah II consistently uses a range of politeness strategies—positive, negative, bald-on-record, and off-record—to effectively communicate his messages while navigating the complex dynamics of international diplomacy.

His positive politeness strategies are particularly focused on creating a sense of unity, solidarity, and shared purpose among world leaders, emphasizing mutual cooperation in addressing global challenges such as hunger, climate change, and regional conflicts. In contrast, his negative politeness strategies demonstrate a careful and diplomatic approach, where he acknowledges the autonomy and status of his audience while addressing sensitive issues, thus minimizing potential imposition or offense. This is especially evident when discussing contentious topics like the Palestinian-Israeli conflict or the preservation of Jerusalem's holy sites.

Furthermore, King Abdullah II's bald-on-record strategies showcase his ability to be direct when urgency is required, particularly in calling for immediate action or highlighting the dire consequences of inaction. These strategies are used effectively to assert the need for global collaboration on pressing issues, such as the COVID-19 pandemic and regional security. Meanwhile, his off-record strategies allow him to make indirect appeals, giving hints or suggestions that encourage action without making overt demands, thereby preserving diplomatic decorum.

Overall, King Abdullah II's sophisticated use of politeness strategies underscores his rhetorical skill in balancing the need for clear, direct communication with the nuanced demands of international diplomacy. His speeches not only aim to inspire global cooperation but also to position Jordan as a key player in addressing shared global concerns. This analysis highlights how the strategic deployment of politeness strategies enhances his credibility and persuasiveness, reinforcing his leadership role on the world stage.

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