

Politeness Principles in Motivational Speech: Arabic and American Speeches

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Abstract

This study compared Arabic and American Motivational speeches employed in terms of the politeness principles suggested by Leech (1983). The purpose of the study was to compare how Americans and Arabic speakers use several politeness maxims. The objectives of the speakers in observing each of Leech's politeness maxims have been classified, including six maxims of the Politeness Principle: the tact maxim, the generosity maxim, the approbation maxim, the modesty maxim, and the agreement maxim. The research employed a mixed-methods approach to analyze the collected data. The data comprised the speeches of Arabic and American speakers in motivational speeches. After data collection, the obtained data were grouped into six Politeness Principal maxims. Based on the study's findings, Arabic speakers employ five maxims: Tact maxim, Generosity maxim, Approbation maxim, Agreement maxim, and sympathy maxim. While the result indicated that six maxims had been used by American speakers: Tact maxim, Generosity maxim, Approbation maxim, The Modesty maxim, Agreement maxim, and sympathy maxim.

Keywords: Pragmatics, Politeness Principle, Motivational Speeches

1. Introduction (Times New Roman 10 Bold)

Leech (1983) focuses exclusively on ultimate politeness; in contrast to Brown and Levinson, Leech emphasizes the normative (or, to use Leech's preferred phrase, the regulative) part of politeness (**see 1983:82**). This conception of politeness as the Politeness Principle and its maxims, including the Tact Maxim, the Generosity Maxim, the Approbation Maxim, the Modesty Maxim, the Agreement Maxim, and the Sympathy Maxim, (**1983: 132**). The Politeness Principle recommended to "minimize the expression of impolite beliefs" as well as its less significant counterpart, "maximize the expression of polite beliefs" (**Leech, 1983, p. 81**).

Leech's Politeness Principle and Maxims of Interaction relied on a Gricean framework; he developed the Politeness Principle (PP) and expounded on politeness as a regulatory aspect in communication via a collection of maxims. According to Leech (1983), politeness is a factor that facilitates the relationship between the 'self,' the speaker, and 'other,' the addressee/hearer and a third party. Leech has suggested a pragmatic framework consisting of two components: textual rhetoric and interpersonal rhetoric, which are founded on principles. Leech's Politeness Principle is one of the significant theories of politeness. The author described politeness as "different types of behaviour" that aims to recognize the

most benefit for the speaker/hearer while reserving the smallest cost for both parties (Leech, 1983, p. 104).

2. Significance of The Study

This study gains its importance as it is based on the politeness principle and its maxims, launched by Leech (1983), which are considered as essential concepts discussed in the field of pragmatics. With the help of pragmatics researchers and scholars become aware of how people use language to achieve their goals. The politeness principle is crucial to effective human communication.

Therefore, the importance of this study is lied on its presenting a comparison between the Arabic and American Motivational speeches concerning the politeness principles launched by Leech (1983). It shows the way Americans and Arabic speakers use many politeness maxims and how they differ from one another in employing such maxims. This study also reveals the important differences between Arabic and American in employing the motivational politeness strategies in their speeches. Thus, the researchers believe that the current study can be really interesting for both researchers and readers interested in the relevant scope of study.

3. Review of Related Studies

K Olaniyi (2017) analyzed the effect of greetings as one of the elements of politeness in a Nigerian community on the cultural elements of the people. The author employed speech act theory and the politeness principle and also analyzed the pragmatic context in evaluating many sorts of greetings, such as condolences, departure and arrival, celebrating, daily greetings, casual pleasantries, and seasonal or festive greetings. The conclusion of the research is that Ilorin greetings are rooted in and constrained by cognition, social communication rules, and contexts of use.

This study of **NA Laila, S Sugirin (2022)** seeks to determine the types of politeness maxims employed in written discourse in the tenth-grade English. This study uses a qualitative research method. The data is taken through written conversations within the tenth-grade English textbook. The researcher employed Geoffrey Leech's politeness principles hypothesis, which consists of six maxims, to analyze the data. The data results show a Tact maxim, three Generosity maxims, fourteen Approbation maxims, four Modesty maxims, two Agreement maxims, and five Sympathy maxims. The total of all data is around twenty-nine.

R Raihan, Y Morelent (2022) explained the form and analyzed the causes of violations of the concept of politeness principles in the comments section of the CNN Indonesia channel and KOMPASTV's YouTube social media page.

Language (**Kridalaksana, 2010**), pragmatics (**Nadar, 2013**), language politeness (**Chaer, 2010**), politeness principles (**Leech, 1993**), cooperative principles (**Grice, 1981**), and language dissonance (**Pranowo, 2009**) were the theories utilized in this study. The research methods were qualitative and descriptive in the data sources utilized are comments from the comment column of the CNN Indonesia and KOMPASTV YouTube channels. This study collected data in the form of video material, including titles, sources, and comments, as its method of data collection. Using triangulation, the validity of the data was data analysis approaches included entering data into the research table to be categorized, searching for causes and backgrounds of violations, analyzing data, and drawing research conclusions. As is evident from the literature Review above, the research of politeness in Arabic and an American motivational speech were researched, to comprehend the implied meaning of the Politeness Principles

Maxims in these speeches and to identify the types of principles that affect interpretation of each Arabic and American Motivational speeches.

4.Objectives of The Study

1. To compare how Americans and Arabic speakers use several politeness maxims in their motivational speeches
2. To find out the number of standards politeness principles in the motivational speeches by Arabic and American speakers.

5.Hypotheses of The Study

- There is a difference between the Arabic and American concerning the number of politeness principles used in their motivational speeches.

6. Research methodology

6.1 Materials

The present study utilizes the recording of motivational speeches in both Arabic and American languages as its source material. The researcher analyses these speeches by pulling them from videos on Instagram accounts and YouTube channels that are relevant to motivational speeches. Through this analysis, Arabic speeches were translated into English.

6.2 Procedures

The researcher of this study employed the qualitative descriptive approach by collecting data, categorizing data, analyzing data, and making conclusions. The present study utilizes the recording of motivational speeches given in both Arabic and the American language as its source material. The researcher analyses these speeches by pulling them from videos on Instagram accounts and YouTube channels that are relevant to motivational speeches. Through this analysis, Arabic speeches were translated into English. The data consists of the speeches of Arabic and American motivational speeches; the video script of Arabic speeches was translated to collect data is documentation as well as for American speeches. In this study, the researcher employed a descriptive qualitative approach with the goal of describing the data that were gathered. We outlined Leech's six suggested politeness rules (1983). The researcher gathered the data by watching the videos of Arabic and American motivational speeches and then writing them out in a draft. After that translated Arabic speech scripts and started to analyze the data. The speeches extracted from videos in this study it was used from conversations between the speaker and the presenter, and a few speeches were used directly to the audience. The study seeks to determine the extent to which each Arabic and American motivational speech contributes to these six politeness maxims.

7. Result& Discussion

The study focuses on Leech maxims, the types of maxims observed, and the intention of observing the maxims by data analysis. The research findings are a discussion of Politeness Principles Reflected in Arabic and American Motivational Speeches.

7.1 Politeness principles in Arabic Motivational Speeches

7.1.1 The Tact Maxim

The Tact maxim advises the speaker to reduce the cost to the hearer while maximizing the benefit to the hearer (Leech, 1983, p. 109).

The guideline of tact maxim is to minimize the cost to others while enhancing gain to others. Furthermore, tact maxim is concerned with commissive and directed utterances.

Extract:

Repeat after me. I can and should be happy for myself; self-awareness, yes, I can and should overcome failure circumstances. Find a thousand reasons to be happy.

The additional method of establishing a politeness scale is to have the same propositional content X, for example, X" repeat after me" and "Find a thousand reasons to be happy" to increase the level of politeness by employing a sort of illocution that is more indirect. And Illocutions that are not direct have a tendency to be more polite (a) because they increase the amount of optionality available.

7.1.2 The Generosity Maxim

Leech's generosity maxim states: "Minimize the expression of beliefs that express or imply benefit to self; maximize the expression of beliefs that express or imply cost to self." (Leech, 1983: 132; Betti, 2021i: 19; Igaab, 2015b: 25). The maxim of generosity states that the benefit to self is minimized while the cost to self is maximized. The outcome of the analysis can also be found in a directive and commissive utterance.

Extract: Allah blesses you, good people.

It has the illocution of a directive utterance in which the speaker wants to welcome other people. It aims to make them receive a good impression of the utterance from the speaker.

7.1.3 The Approbation Maxim

The following is an example of an approbation maxim: "Maximize the expression of beliefs which express approval of others while minimizing the expression of beliefs which reflect disapproval of others." It is preferable to praise other people, but if this cannot be done, it is acceptable to change the subject, provide a brief response (perhaps by using euphemisms), or simply keep quiet.

Extract:

Speaker A: When I had finished the kawater program, with time, I felt a bit empty, and with that empty, the kalakee started to appear.

Speaker B: AYWA (it means yes, I understood). In this utterance, the presenter of the program shows sympathy for the speaker through his utterance with the Aywa word, which that means (I understood.).

7.1.4 The Agreement Maxim

Here is a propensity to maximize the degree to which one agrees with other people and to reduce the degree to which one disagrees with other people. It is about making assertive or representative utterances.

Extract: Speaker A: I try to enjoy every moment. Every moment in every minute, in every smile, I can give it to someone. In every moment, I can give a good deed. I discovered without the existence of Allah in life, any person that person considered didn't have meaning or existence.

Speaker B: without a doubt.

Speaker responds to speaker b by using the agreement maxims form (without a doubt.), which conforms to his agree with what speaker A said.

7.1.5 The Sympathy Maxim

The maxim of sympathy outlines how to reduce hostility against oneself and others while increasing sympathy between them. While it has to do with assertive utterance.

Extract: Speaker A: I told my family and my principal not to call me unless there was an emergency.

Speaker B: Inshallah maku ullah alafiah

Speaker B here gives in this maxim his sympathy with the speaker through saying this phrase (Inshallah Maku Ella Alafiah) which means you will be fine.

"Maximize sympathy between the self and other while minimizing hostility between the self and other" (Betti and I gaab, 2018: 31). This includes a small group of speech acts such as congratulation, commiseration, and expressing condolences – all of which are in accordance with Brown and Levinson's positive politeness strategy of attending to the hearer's interests, wants, and needs. In other words, these speech acts are polite because they attend to the hearer's interests, wants, and needs (Igaab, 2010b: 152; and Betti, and AlFartoosy, 2019: 101; and Betti, 2021n: 2).

7.2 Politeness Principles in American Motivational Speeches

7.2.1 The Tact Maxim

The precept of tact is considered to be the most effective form of politeness among societies that speak English. The Tact maxim applies to Searle's directive and commissive, which is only applicable in illocutionary functions classified as "impositive," such as ordering, requesting, commanding, advising, recommending, etc., and "commissive," such as promising, vowing, offering, etc.

Extract:

Don't be afraid to fail. We can do anything. Do something you are passionate about, and don't try to chase what is the hot passion of the day.

The Tact maxim is only applicable in illocutionary functions classified as "impositive," such as ordering, requesting, commanding, advising, recommending, etc.

7.2.2 The Generosity Maxim

Leech's generosity maxim states: "Minimize the expression of beliefs that express or imply benefit to self; maximize the expression of beliefs that express or imply cost to self." (Leech, 1983: 132; Betti, 2021i: 19; Igaab, 2015b: 25). The maxim of generosity states that the benefit to self is minimized while the cost to self is the outcome of the analysis can also be found in a directive and commissive utterance.

Extract: You have got to take risks, and I'm sure you have heard that before. But I want to talk to you about why that's important.

The utterance is spoken when the speaker is requesting the hearer to achieve his risks, and it is evident to the hearer how much it is important to do what he spoke. The utterance "You have got to take risks, and I'm sure you have heard that before. But I want to talk to you about why that's important." has the illocution that the speaker is requesting a hearer to hear for his advice while the speaker confirms that the hearer also will agree what he said.

7.2.3 The Approbation Maxim

The maxim of approbation is to minimize dispraise of others while simultaneously minimize appreciation for such individuals. It carries out by representatives.

Extract 1:

Speaker 2: We're going to make this worth it for you. I'm honored to be here with you because, let's face it, you accomplished something I could never do. In the first example, the speaker introduces his proud to the audience through his utterance during he said "I'm honored to be here with you."

Extract 2:

Speaker A: The fact that you rose to the moment to the highest part of yourself that's what I'm really proud of you. Thank you very much.

Speaker B: Thank you, girl.

This utterance was made in an interview while the S2 was a successful and influential person. He met with S1 in the interview to provide his challenges and achievements. The S1 told the guest of the interview how much she was proud of him for what he was doing for himself and for others. It was obvious in this example: "The fact that you rose to the moment to the highest part of yourself that's what I'm really proud of you thank you very much" she considered about pleasure for what he is doing.

7.2.4 The Modesty Maxim

The ultimate goal of the modesty maxim is to minimize praise of oneself and maximize criticism of oneself. It can be used in both representative, and assertive speech acts, as well as expressive ones.

Extract: I'm not against people working a job, but we have entrepreneurs in a job, and you're frustrating the company and you. Nobody likes you. They don't like you. The utterance of this example shows the minimized praise of himself and to obtain modesty that he doesn't against people who work in jobs, but otherwise, he prefers people to be entrepreneurs with their jobs to get more chances to develop their practical lives.

7.2.5 The Agreement Maxim

There is a propensity to reduce disagreement between oneself and other people and to enhance the degree to which oneself and other people are in agreement with one another.

Extract:

Speaker A: they're looking for answers. They want more energy or more strength or they want to help somebody in their family that's dealing with a real issue, and they want to know the best, so it's like an encyclopedia.

Speaker B: yeah, it is; this is what I was saying offline.

From this utterance, Speaker B shows his agreement with what Speaker A said about the people who want to look to solve everything in their life with their family and how he likened them to an encyclopedia.

7.2.6 The Sympathy Maxim

The principle of sympathy states that one should minimize antipathy between self and others to have as much sympathy for self and others and as little aversion as possible. It is essential, in accordance with this maxim, for the speakers to demonstrate compassion in response to the complaints or sufferings of other people.

Extract 1: Thank you all for coming out in the rain, the pouring rain.

The above example shows the sympathy of the speaker through his gratitude for the audience for attending the graduation celebration when he said, "coming out in the rain, the pouring rain" He sympathized with him when they came and accepted the invitation to the celebration, although it was raining.

8. conclusion

Politeness plays an essential role in human communication and is regarded as an interesting language. Numerous linguists devote heightened attention to this ubiquitous, which is a fundamental phenomenon. The study in this paper explores Arabic and American motivational speeches from the perspective of politeness and shows how these speeches are utilized to fulfill the six maxims of politeness. The findings were conducted to find differences between Arabic and American motivational speeches. as a result, the researcher concluded that are five maxims extracted from Arabic motivational speeches, which include: Tact maxim, Generosity maxim, Approbation maxim,

Agreement maxim, and Sympathy maxim. But in contrast, he found there are six maxims extracted from American motivational speeches, which consist of Tact maxim, Generosity maxim, Approbation maxim, Modesty Maxim, Agreement maxim, and sympathy maxim.

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