

Application and violation of politeness maxims used by President Biden's speech: A pragmatics analysis

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Abstract

This research uses Geoffrey Leech's politeness theory to examine the application and violation of the Politeness Principle in President Joe Biden's speech regarding the Israeli-Palestinian conflict. The study aims to explore the dominant relationship between the application and violation of politeness maxims in his speech and to understand the reasons behind these occurrences, which may influence public perception. By analyzing Biden's language through Leech's framework, which includes maxims of tact, generosity, approbation, modesty, agreement, and sympathy, the research delves into how these maxims are either respected or violated in the context of the political alliance between the United States and Israel. This focus is essential as it sheds light on how language in political discourse can reflect diplomatic motives and social norms. The research uses a descriptive qualitative approach to analyze Biden's speech as the primary data source. The results indicate that President Biden often violates the politeness maxims, which can be attributed to the political cooperation between the United States and Israel. These violations are influenced mainly by the need to assert political power and solidarity with Israel, which sometimes leads to breaches in the expected politeness norms. However, in specific instances, Biden strategically applies politeness maxims to maintain his public image, demonstrating a delicate balance between political objectives and the necessity to manage public perception. The findings reveal how language in political speeches serves not only as a tool for diplomacy but also as a mechanism for controlling public opinion, particularly in sensitive international matters.

Keywords: *Leech's Politeness Principle, Maxim, Speech*

1. Introduction

In the context of political communication, particularly in formal speeches, pragmatics plays a crucial role in shaping the delivery and reception of the message. A political speech serves as a means for a leader to convey ideas, thoughts, and information to the public, making it vital to use language strategically. Speeches are critical for transmitting ideas and connecting with the audience. The language used in political speeches is influenced by the social environment, the expectations of the audience, and the broader context in which the speech occurs (Akhadiyah, S., Ridwan, S. H., & Arsjad, 1988). These factors guide the speaker in selecting relevant topics and communication strategies, ensuring the message aligns with the intended goals. Thus, pragmatics becomes an essential framework for understanding how political leaders craft their messages to influence public perception (Sinaga, N. T., Sagala, H., Hutabarat, U. E., Sinaga, J. A., & Nababan, 2022).

One of the critical aspects of pragmatics is the application of the Politeness Principle, which governs how speakers maintain harmonious relationships with their audience through

language. This principle is particularly significant in political discourse, as it helps maintain respect and civility between the speaker and the public. The Politeness Principle, as classified by Leech (1993), includes six maxims: Tact, Generosity, Approbation, Modesty, Agreement, and Sympathy. These maxims serve as guidelines for politeness in communication, ensuring that the speaker's language is respectful and effective in achieving their goals. Politicians, especially those addressing sensitive issues, often rely on these principles to convey their messages diplomatically and maintain credibility.

The significance of this research lies in its investigation of how President Joe Biden applies or violates these politeness maxims in his speeches, particularly in the context of the Israeli-Palestinian conflict. The application or violation of these maxims can profoundly impact how the public perceives the speaker's stance on the issue. The research aims to identify patterns in Biden's speech, analyzing whether the maxim violations are strategically employed for political purposes or if they occur due to the political dynamics between the United States and Israel. Given the complex nature of international diplomacy, understanding how language is used in such speeches can shed light on the underlying political strategies (Al Adawiyah & Rahmawati, 2023).

Additionally, presidential speeches frequently contain figurative language or implied meanings that require a deeper interpretation, making understanding the content more complex. The speech of United States President Joe Biden, particularly his address regarding the Israel-Palestine conflict, provides an interesting case of how these rhetorical devices are employed. Given the United States' historical support for Israel, with the U.S. being the first to recognize Israel as a state in 1948, Biden's speech is layered with political implications, especially considering the delicate nature of international relations and the ongoing conflict.

The use or violation of these maxims in Biden's speech is potentially influenced by the United States' strong support for Israel, which may result in implicit statements or rhetoric that are not immediately clear to the audience. For example, ambiguous or indirectly conveyed statements may be strategic choices aimed at maintaining diplomatic ties while addressing sensitive topics. Therefore, this research explores how these politeness maxims are applied and violated in President Biden's speech, analyzing the reasons behind such choices and the effects on public perception. By examining the intersection of pragmatics, politeness, and political communication, this study aims to offer a deeper understanding of how language functions in high-stakes political discourse, especially in the context of international conflict (OLADEJI, 2024)

This research is significant because it not only delves into the specific linguistic features of political speeches but also offers a broader understanding of how politeness and pragmatics shape political communication. The findings from this study can contribute to a deeper comprehension of how leaders use language to influence public opinion, maintain diplomatic relations, and achieve their communication objectives. This study aims to find the most dominant and submissive type on the application and violation of politeness principle by Leech (1993) and the reasons for applying and violating those principles in President Biden's speech. Finally, a conclusion is drawn based on the research findings (Baok, L. F. S. B., Jayantini, I. G. A. S. R., & Santika, 2021).

2. Theoretical Framework

2.1 Pragmatics

Pragmatics is a field of linguistics that examines how language is used in communication, focusing on the relationship between language and context. Yule (2022) describes pragmatics as the theory that examines how language users relate to the languages they use. Cleopatra, A. R., & Dalimunthe, S. F. (2016) argue that pragmatics examines language and how to

communicate effectively. Rahardi (2019) defines pragmatics as a field of study that deals with meaning, especially the speaker's meaning. Leech (1993) explains that pragmatics is a research field that studies meaning related to the use of language in a communication context, while semantics is concerned with the study of meaning in the sentence itself. Tarigan (2009) suggests that pragmatics is a study of the relationship between language and context, which is the basis for understanding language in a specific context.

On the other hand, according to Djajasudarma (Tania & Hermaliza, 2021), pragmatics is a field that studies how language is used in speaking in certain situations. Based on the explanations from the experts, pragmatics can be explained as the science of language which studies the rules and norms in using language to influence other people and create effective communication. Pragmatics highlights the need to understand the context of language use, recognizing that words are interpreted based on the surrounding circumstances and the speaker's intentions.

2.2 Politeness

The theory of politeness, as explained by Robin Lakoff (in Chaer, 2010), emphasizes three principles: formality, hesitation, and equality or kinship. These principles suggest that a less formal, less firm, and lower-status speech will be perceived as less polite. Lakoff argues that a polite utterance avoids arrogance or imposition, gives choices to the interlocutor, and makes the interlocutor feel calm. In contrast, Brown P. & Levinson S. (1987) relate politeness to facial expressions, highlighting the importance of maintaining eye contact. They propose two aspects of the face, positive face, and negative face, representing a person's self-esteem. Negative speech can lead to a negative facial expression, while positive speech evokes a positive response. Leech also expressed his opinion (1993), which describes the principles of politeness in six types of maxims. These maxims are the Tact maxim, Generosity maxim, Approbation maxim, Modesty maxim, Agreement maxim, and Sympathy maxim. Among several politeness theories in this research, the theory used by the researcher is the theory put forward by Geoffrey Leech. The researcher chose this theory because the principles of politeness explained by Leech can be applied well in delivering a speech where there is interaction between the speaker and the listener. This theory provides a comprehensive framework for understanding how messages are packaged and delivered effectively in various communication situations.

2.3 Leech's Politeness Principle

Leech (1993, p. 206) states that there are six maxims in politeness principle. For further details, see Table 1 below:

Table 1. Maxims in Politeness by Leech

Maxim	Explanation
Tact Maxim	Make the loss to others as small as possible and make the benefit to others as significant as possible.
Generosity Maxim	Make your profit as small as possible and your loss as large as possible.
Approbation Maxim	Criticize others as little as possible and praise others as much as possible.
Modesty Maxim	Praise yourself as little as possible and criticize yourself as much as possible.

Agreement Maxim	Avoid disagreements between yourself and others as much as possible and try to reach agreement as much as possible.
Sympathy Maxim	Minimize antipathy between yourself and others and increase sympathy between yourself and others as much as possible.

2.4 Speech

According to Kamus Besar Bahasa Indonesia (1990, p. 861), speech involves conveying thoughts through words to a large audience at public events like conferences or seminars to deliver a clear message, influence listeners, and create understanding or change in their thoughts or attitudes. Budimansyah & Syam (2006, p. 7) defines speech as using words effectively to influence communication by choosing the right words, and Arsjad (1988) defines speech as using interesting language styles. Arshad (1988, p. 53) states that giving a speech is conveying thoughts, information, or ideas to convince the listener, using spoken language to influence and make them understand and respond to the messages. In summary, a speech is a verbal expression in front of an audience to convey something in a certain context, with the speaker aiming to influence and inspire listeners.

According to Badriyah (2021) in the Gramedia Blog, a speech has five main purposes. These include greeting, influencing listeners, providing information, entertaining the listener, and convincing the listener. President Joe Biden's Speech is included in the fifth purpose of the speech, namely to Convince the Listener. President Joe Biden's Speech regarding the Israel-Palestine conflict aims to convince his audience because this is part of his duties as leader of the United States. There are also four types of speeches: informative, recreational, argumentative, and persuasive. President Joe Biden's speech on the Israel-Palestine conflict is a type of Persuasive Speech. In the speech, Biden emphasized values such as peace and justice, the use of evidence and facts to support his arguments, and a promising appearance as a leader.

2.5 Previous Studies

Previous research has extensively explored the application of Geoffrey Leech's politeness principle in various communication contexts. Bahtiar (2018), for instance, investigated the speech of teenagers in a village setting, demonstrating the prevalence of politeness maxims in their interactions. Nurhaeni (2019) explored the role of politeness in building customer relationships in social media, highlighting its importance in online interactions. Triana (2019) analyzed politeness principles in the film "Kartini," showcasing their role in shaping character development and narrative structure. Rizky, Maharani A., Sinaga, A. ., & Akhyaruddin (2022) examined the application of politeness principles in teacher-student communication, specifically focusing on written communication in the form of personal and official letters. Al Adawiyah (2023) confirmed the importance of politeness in religious preaching and sermons through an analysis of speeches by Gus Miftah. These studies underscore politeness's significance in maintaining social harmony, building relationships, and shaping communication dynamics. This research expands upon these prior studies by examining both the application and violation of politeness maxims in President Joe Biden's speech on the Israel-Palestine conflict. It focuses specifically on the analysis of the six maxims outlined by Leech: Tact, Generosity, Approbation, Modesty, Agreement, and Sympathy. This research distinguishes itself by focusing on political speech and utilizing a different data source than previous studies.

While previous studies have explored applying Leech's politeness principles in various contexts, there remains a gap in research specifically addressing the application and violation of these maxims in political speeches, particularly those delivered by world leaders. Although studies like those by Bahtiar (2018) and Nurhaeni (2019) have highlighted the importance of politeness in social settings and digital communication, the nuances of politeness within politically charged speeches, especially in international conflicts, have not been fully examined. Moreover, previous research tends to focus on applying politeness principles or their violations separately rather than analyzing both aspects simultaneously within the same discourse. Additionally, while the studies on religious preaching and teacher-student interactions (Al Adawiyah & Rahmawati, 2023; Triana, 2019) emphasize the role of politeness in fostering positive relationships, they do not account for the complexity and implicit nature of language used in political discourse, where strategic violations may serve specific communicative or political purposes. This gap in the literature calls for an investigation into the application and violation of politeness principles in a highly polarized and sensitive issue such as the Israel-Palestine conflict, where the balance between diplomacy, national interest, and public perception is crucial. This research aims to fill this gap by analyzing President Joe Biden's speech, offering new insights into how politeness maxims are employed or violated in the realm of international politics.

3. Research Method

This study utilizes a qualitative descriptive approach to analyze the principles of politeness in President Joe Biden's speech regarding the Israel-Palestine conflict. According to Sugiyono (2010, p. 16), Qualitative research involves an inductive data analysis method based on the data collected and subsequently developed into a hypothesis. As stated by Bogdan & Biklen (1997, p. 21), Qualitative research is a methodological approach that generates descriptive data in the form of written or spoken language and observed human actions. Furthermore, this research method is characterized by a descriptive qualitative approach. Based on the opinion expressed by Whitney (1960, p. 160), the descriptive method means research to find facts using appropriate interpretation. Apart from that, Rahmadi (2010, p. 13) also believes that descriptive research is research that tries to give an idea systematically and carefully about actual facts and the characteristics of certain populations. Therefore, this research on President Joe Biden's speech uses a qualitative descriptive method where the researcher only looks for data, analyzes it, and interprets it based on facts.

The research focuses on a 15-minute, 4-second speech video from the ABC News YouTube channel. Data was collected from the speech transcript retrieved from The New York Times website through listening, reading, and note-taking techniques. The data collection involved watching the video, finding the transcript, and recording relevant data. Data analysis was conducted using a qualitative descriptive approach, including grouping data based on specific aspects, classifying data into different types of politeness maxims according to Leech's theory, and analyzing the application and violation of politeness maxims along with their reasons. Data validation was achieved through triangulation. Sugiyono (2010, p. 327) states that triangulation collects existing data and sources. Therefore, the researcher collected data from different sources, including President Joe Biden's speech. In this research, data triangulation techniques were used to validate the validity of the data that had been collected.

4. Findings and Discussions

4.1 Findings

The writer found 42 data points in President Biden's speech in paragraph form. There are 0 applications and seven violations in the Tact maxim category, three applications and three

violations in the Generosity maxim category, two applications and one violation in the Approbation maxim category, 0 applications and nine violations in the Modesty maxim category, seven applications and four violations in the Agreement maxim category, three applications and three violations in the Sympathy maxim category. Therefore, the researcher explains the research findings in Table 1 below.

Table 2. Research Findings

No.	Data Number	Category	Reason
1.	D.1/P.1/A/Agm	Application of Agreement maxim	Emphasizing the importance of considering the impact of current decisions on the future.
2.	D.2/P.2/V/Mm	Violation of Modesty maxim	The speaker is not modest about being the first American president to go to Israel during the war.
3.	D.3/P.2/V/Sm	Violation of the Sympathy maxim	Exploiting the tragedy for personal gain instead of showing sincere empathy.
4.	D.4/P.2/A//Gm	Application of Generosity maxim	Prioritizing the safety of American citizens who are being held hostage shows an attitude of generosity.
5.	D.5/P.3/V/Gm	Violation of Generosity maxim	The speaker seeks his benefit to create a positive image by expressing support for Palestine but still supplies weapons to Israel.
6.	D.6/P.4/V/Sm	Violation of Generosity maxim	Give sympathy, not sympathy, and defend one party that will offend the other party.
7.	D.7/P.4/V/Tm	Violation of Tact maxim	Attributing sad tragedy to others undermines one's self-image.
8.	D.8/P.5/V/Agm	Violation of Agreement maxim	Showing critical remarks towards Hamas and Putin, describing them as threats and stating Hamas' stated goal of destroying Israel and killing Jews.
9.	D.9/P.6/V/Agm	Violation of Agreement maxim	Showing disagreement with Putin and disapproval of his claims about Ukraine.
10.	D.10/P.7/A/Agm	Application of Agreement maxim	Reflects agreement on the relevance of the current conflict and the importance of Israel and Ukraine's success to American national security

11.	D.11/P.8/A/Agm	Application of Agreement maxim	The speaker seeks to achieve public agreement on the importance of a firm response to terrorism and aggression.
12.	D.12/P.9/V/Agm	Violation of Agreement maxim	Creating disagreements about the political situation.
13.	D.13/P.10/A/Apm	Application of Approbation maxim	Praising NATO's role in maintaining European and American security.
14.	D.14/P.10/A/Gm	Application of Generosity maxim	Demonstrating an attitude of generosity and protection towards NATO allies.
15.	D.15/P.11/V/Mm	Violation of Modesty maxim	Showing the position and role of his country in the immodest manner.
16.	D.16/P.12/V/Gm	Violation of Generosity maxim	Showing an attitude of generosity without being wholehearted to achieve a certain purpose.
17.	D.17/P.13/V/Mm	Violation of Modesty maxim	Exaggerations were used to describe the role of the United States.
18.	D.18/P.13/V/Gm	Violation of Generosity maxim	The speaker puts his interests first.
19.	D.19/P.14/V/Sm	Violation of Violation maxim	The speaker does not show sympathy for other parties involved in the conflict.
20.	D.20/P.15/V/Tm	Violation of Tact maxim	The discrepancy between words and actions regarding the protection of civilians in Gaza.
21.	D.21/P.16/V/Agm	Violation of Agreement maxim	Stating certain conditions for the delivery of humanitarian aid to Gaza.
22.	D.22/P.17/V/Tm	Violation of Tact maxim	Conveying sensitive issues that could offend other parties.
23.	D.23/P.18/A/Sm	Application of Sympathy maxim	Expressing concern and empathy for the Jewish community.
24.	D.24/P.18/V/Apm	Violation of Approbation maxim	Using sensitive statements can be derogatory towards a community.
25.	D.25/P.19/A/Apm	Application of Approbation maxim	Giving a positive assessment of Wadea and his family as proud Palestinian Americans.
26.	D.26/P.20/A/Agm	Application of Agreement maxim	Expressing the importance of opposing antisemitism and Islamophobia.
27.	D.27/P.21/V/Mm	Violation of Modesty maxim	Using overly self-praising statements.

28.	D.28/P.22/A/Sm	Application of Sympathy maxim	Showing empathy for every individual's right to debate and differ.
29.	D.29/P.23/A/Agm	Application of Agreement maxim	Emphasizing the importance of unity and seeing each other as fellow Americans.
30.	D.30/P.23/V/Tm	Violation of Tact maxim	Using sensitive statements by making comparisons between the 9/11 tragedy and the situation in Israel.
31.	D.31/P.24/V/Mm	Violation of Modesty maxim	Expressing exaggerated claims about America as a great country.
32.	D.32/P.25/V/Tm	Violation of Tact maxim	Using impolite and offensive language towards other parties.
33.	D.33/P.26/V/Mm	Violation of Modesty maxim	Using statements that are too proud of himself or his nation.
34.	D.34/P.27/V/Tm	Violation of Tact maxim	Expressing a firm opinion without considering the complexity of the situation in Ukraine.
35.	D.35/P.28/V/Mm	Violation of Modesty maxim	Using statements that are overly proud of the United States' contribution to providing military equipment to Ukraine.
36.	D.36/P.29/V/Mm	Violation of Modesty maxim	Using statements that are not humble and exaggerate personal achievements.
37.	D.37/P.30/A/Agm	Application of Agreement maxim	Conveying ideas that align with common knowledge and the values Americans hold.
38.	D.38/P.30/V/Mm	Violation of Modesty maxim	He exaggerates his experience in Kyiv and ties it to the American idea and America's role as a beacon to the world.
39.	D.39/P.31/A/Sm	Application of Sympathy maxim	Expressing empathy and concern for people worldwide who feel the same pain.
40.	D.40/P.32/V/Tm	Violation of Tact maxim	Stating a statement that was not tactful because it did not consider the complexity of the situation and linked other parties
41.	D.41/P.33/A/Agm	Application of Agreement maxim	Calling for unity as the United States and achieving things beyond

			individual capabilities through unity and cooperation.
42.	D.42/P.33/A/Gm	Application of Generosity maxim	Showing generosity and giving prayers or good wishes to others.

The researcher also explains the percentage of Application and Violation of Politeness Maxim in Table 2 below. With this percentage, it can be seen how President Biden tends to violate the principle of decency more than implementing it. It may be due to several factors, such as the need to maintain strong political relations with Israel or because President Biden feels that violating the principle of civility is more effective in achieving his communication goals in certain situations.

Table 3 Politeness Maxim Findings

NO.	Types of Maxim	Application	Violation
1.	Tact maxim (Tm)	0	7
2.	Generosity maxim (Gm)	3	3
3.	Approbation maxim (Apm)	2	1
4.	Modesty maxim (Mm)	0	9
5.	Agreement maxim (Agm)	7	4
6.	Sympathy maxim (Sm)	3	3
Total		15	27
Percentage		36%	64%
Grand total		42 Data	

The percentage of violations reached 64%, indicating a significant tendency to not adhere to the principles of politeness in communication. It may be caused by the United States' political position as a major supporter of Israel, the political pressure faced by President Biden, or the communication strategies he has chosen. As explained in the first chapter, this research aims to identify how President Joe Biden applies and violates Politeness maxims according to Leech in his speeches. In this chapter, the writer presents the results of research findings on the applications and violations of the Leech Politeness Principle and the reasons behind those applications and violations in President Joe Biden's speech.

President Biden's speech on the Israel-Palestine conflict showed a significant number of violations of politeness maxims, with 64% of the utterances identified as violating these principles. The most frequently violated maxim was the Modesty maxim, with nine instances, while the least frequently violated was the Approbation maxim, with only one instance. Conversely, the Agreement maxim was the most frequently applied, with seven instances, while the Tact and Modesty maxims were not applied. It suggests that political considerations and the sensitive nature of the conflict may have overridden the application of politeness principles in Biden's speech. Violating these maxims, particularly through excessive self-aggrandizement, can be perceived as arrogance and a lack of empathy towards Palestinians, potentially damaging the United States' image as a fair and objective mediator. In the context of a complex conflict like Israel and Palestine, where multiple parties are involved with conflicting interests, the United States must maintain its image as a country that is objective, fair, and committed to a just and sustainable solution. Violating politeness principles in this sensitive context could undermine this view and raise doubts about the United States' role in

resolving the conflict. A negative impact on the world community's perception of the United States could impact diplomatic relations, international support, and the country's overall image. Therefore, it is very important for state leaders to carefully consider the principles of good communication to maintain a positive image in the eyes of the world community.

4.2 Discussion

In this study, the most common type of violation is in the modesty maxim, while the least common is in the approbation maxim. Violations of the modesty maxim and approbation maxim by President Biden can have several negative effects. Excessive self-aggrandizement can make other countries feel uncomfortable or offended, especially countries that support Palestine, as they may perceive it as arrogance and a lack of empathy towards the suffering of Palestinians. Additionally, boasting about the United States' position can exacerbate conflicts as it can be interpreted as unbalanced support and trigger anger and resistance from the Palestinian side. Lastly, suppose President Biden excessively boasts about the United States' position. In that case, it can undermine the credibility of the United States in the eyes of the world as it may be seen as a lack of humility and an inability to understand other perspectives. This research offers a new perspective on the complexity of applying and violating politeness principles in a political context, showing that politeness principles do not always apply, especially in highly sensitive and emotional situations. Furthermore, the writer compared it with previous studies to better understand this topic and its relationship to Leech's politeness principles theory. Comparison with previous studies can provide additional insights and strengthen existing findings.

Based on the comparison of previous research results outlined, there are significant differences in research results and focus. In this study, the researcher found that in President Joe Biden's speech regarding the Israel-Palestine conflict, there were more violations of politeness principles than applications. It is interesting because previous research tended to find the application of politeness principles in different contexts. The researcher analyzed the situation based on Leech's theory and provided an in-depth analysis by explaining the reasons, causal factors, and impacts of the violations of politeness principles. With this approach, the researcher aims to demonstrate the importance of understanding how politeness principles can be violated in certain communication situations and provide a more comprehensive insight into the matter.

In discussing the findings of this study, it is crucial to synthesize the results with previous research to understand the implications of politeness violations in political communication. As noted in earlier studies, politeness principles often serve as a means of maintaining social harmony and managing face-threatening acts. For instance, Bahtiar (2018) explored how politeness maxims are observed in the speech of teenagers, noting that the tact maxim is crucial in maintaining interpersonal harmony. Similarly, Nurhaeni (2019) highlighted the role of politeness in fostering positive relationships in social media contexts, demonstrating that applying politeness principles in public communication is essential for creating supportive environments. In the case of President Biden's speech, however, violations of the modesty and approbation maxims disrupt this goal of social harmony, as excessive self-praise and boastfulness can alienate audiences, especially those with differing political or ideological views.

Moreover, the comparison between this study and previous research reveals that while politeness principles are commonly upheld in everyday interactions, they are often challenged in high-stakes political situations. The discussion of politeness violations, particularly regarding modesty and approbation maxims, aligns with findings from Gultom and Kurniadi (2017), who examined politeness in daily conversations. Triana (2019) examined politeness in

the film *Kartini*, where characters used politeness to navigate complex social and cultural dynamics. In contrast, as analyzed in this study, Biden's speech on the Israel-Palestine conflict shows that political leaders may sometimes prioritize national interests or assertive rhetoric over maintaining face. The violation of the modesty maxim, for instance, when Biden excessively elevates the U.S.'s position, might be seen as a necessary rhetorical tool in advancing political agendas but can also lead to diplomatic repercussions. It highlights the complexity of politeness in political discourse, where the violation of norms can sometimes be strategically employed, but it risks alienating key audiences.

In terms of the findings about the approbation maxim, this study adds a new dimension to the understanding of politeness in political communication. As Leech (1993) suggests, the approbation maxim encourages minimizing criticism of others and maximizing praise. However, Biden's emphasis on U.S. superiority and its unwavering stance in the Israel-Palestine conflict can be seen as a form of imbalance that undermines this maxim. It aligns with the work of Rizky et al. (2022), who explored the role of politeness in teacher-student communication. In their analysis, unbalanced praise or criticism could harm the relationship between parties, similar to how Biden's rhetoric may alienate those who view the situation differently. Such violations can diminish the potential for constructive dialogue and may contribute to the polarization of perspectives.

Furthermore, this study's findings are consistent with politeness maxims that are not rigidly applied in all contexts. Yule (2022) discussed how politeness is context-dependent, with some situations requiring more or less formality and restraint in communication. In Biden's case, the emotional and highly sensitive nature of the Israel-Palestine conflict necessitates a nuanced approach to politeness. His disregard for certain politeness maxims, especially modesty and approbation, might reflect the intensity of the conflict and the strategic need to assert U.S. positions. However, this strategic approach can backfire, as it may provoke a backlash from those who perceive the speech as an affront to their beliefs. It further illustrates political rhetoric's complex interplay between politeness and power dynamics.

So, this study offers valuable insights into applying and violating Leech's politeness principles in political speeches, particularly in the context of President Biden's address on the Israel-Palestine conflict. By synthesizing the results with previous studies, it becomes clear that politeness in political communication is not always a straightforward application of norms but can be influenced by the specific context and objectives of the speaker. The findings underscore the importance of understanding how violating politeness maxims, such as modesty and approbation, can lead to significant social and diplomatic consequences. Further research could explore the impact of such violations on public opinion and international relations, adding depth to our understanding of politeness in political discourse.

In analyzing the application and violation of politeness principles in President Joe Biden's speech, the most relevant theoretical framework is Geoffrey Leech's Politeness Principle, introduced in 1983. This theory emphasizes minimizing social conflict and maximizing harmony in communication. Leech's politeness principle includes six maxims: tact, generosity, approbation, modesty, agreement, and sympathy. In the context of Biden's speech on the Israel-Palestine conflict, violations of the modesty and approbation maxims are the most evident and carry significant implications for political dynamics and international relations.

Violations of the modesty maxim, which advocates minimizing self-praise and maximizing self-deprecation, are prominent in Biden's rhetoric. Leech (2022) explains that this maxim fosters humility and mutual respect in communication. However, such violations are often strategic to project strength and authority in political contexts. Biden's emphasis on America's global leadership demonstrates a clear departure from modesty, as he employs rhetorical tools to affirm U.S. dominance. While this strategy may appeal to domestic audiences, Leech's

framework suggests that such violations can alienate international audiences, particularly those sensitive to the nuances of the Israel-Palestine conflict.

Similarly, violations of the approbation maxim, which seeks to minimize criticism and maximize praise for others, are also apparent. Leech (2022) underscores the importance of this maxim in maintaining positive interpersonal and diplomatic relationships. In Biden's speech, the lack of acknowledgment for the struggles faced by Palestinians or the contributions of other stakeholders illustrates a disregard for this maxim. It resonates with findings by Rizky et al. (2022), who argue that an imbalance in praise or criticism can harm interpersonal or institutional relationships—such rhetorical strategies in Biden's speech risk fostering resentment among parties that feel excluded or dismissed.

The frequent violations of these maxims highlight a key tension in political communication. According to George Yule (2022), politeness principles are highly contextual and may be set aside when communicative goals take precedence. Biden's speech exemplifies this tension, as his rhetorical choices prioritize asserting U.S. interests over maintaining social harmony. While this may be an effective strategy for consolidating power or influence, it aligns with Leech's argument that violating politeness maxims can lead to unintended social and political consequences, such as damaged relationships and heightened tensions. From a broader pragmatic perspective, these violations can also be understood through speech act theory, introduced by John Austin and further developed by John Searle. Biden's speech can be viewed as illocutionary, aimed at persuading or influencing his audience. However, when violations of politeness maxims occur, the illocutionary force of the speech may be diminished, particularly among audiences that perceive the rhetoric as dismissive or offensive. For example, Biden's frequent self-praise could lead Palestinian stakeholders to view the U.S. as biased or unempathetic, thereby undermining the effectiveness of his speech as a tool for fostering dialogue.

The violations also align with the face theory proposed by Brown and Levinson (1987). This theory posits that communication involves the management of a "positive face" (the desire for approval) and a "negative face" (the desire for autonomy). Biden's violations of the modesty and approbation maxims may threaten the positive face of international audiences, especially Palestinians, by disregarding their perspectives and experiences. It demonstrates that political leaders often prioritize their face or agenda over maintaining the face of others, which can lead to strained diplomatic relations. At the same time, such violations can be interpreted as a negative politeness strategy, where the speaker intentionally disregards politeness norms to assert authority. Leech (1993) acknowledges that such strategies are often employed in asymmetrical power dynamics. In Biden's speech, the rhetorical emphasis on U.S. superiority could be seen as a deliberate attempt to reinforce America's leadership. However, this approach risks alienating key stakeholders, as it may be perceived as overbearing or insensitive.

The complexity of politeness violations in Biden's speech also reflects the role of power in political discourse. Norman Fairclough (2013) argues that political discourse often serves to maintain or challenge power structures. Biden's rhetoric, which frequently violates the modesty and approbation maxims, underscores an attempt to uphold U.S. hegemony in international affairs. However, as Van Dijk (1997) points out, such discourse can reinforce negative stereotypes and exacerbate conflicts, particularly when it marginalizes the perspectives of less powerful groups. By linking these findings to pragmatic and politeness theories, this study demonstrates that violations of politeness principles in political communication are not merely linguistic deviations but carry broader social and political implications. Leech's framework and Brown and Levinson's face theory highlight how these violations can reveal the speaker's priorities and strategies. In Biden's case, the violations reflect a calculated effort to assert dominance, albeit at the cost of diplomatic goodwill and mutual understanding.

So, the violations of the modesty and approbation maxims in Biden's speech illustrate how politeness principles are not always rigidly applied, especially in complex and sensitive political contexts. By integrating Leech's theory and related pragmatic perspectives, this study provides a deeper understanding of how politeness violations function as strategic tools in political rhetoric. These findings highlight the importance of considering context and communicative goals when analyzing the application and violation of politeness principles, offering valuable insights for researchers and practitioners in political communication.

5. Conclusions and Suggestions

5.1 Conclusions

The researcher will explain the research conclusion from the data that has been found. To answer research problems, the researcher analyzes every utterance in President Joe Biden's speech using politeness principles in each type of maxim according to Geoffrey Leech's theory. The result is 42 data found in President Joe Biden's speech. In applying politeness maxims, there are 15 data with 0 findings on the Tact maxim, three on the Generosity maxim, two on the Approbation maxim, 0 on the Modesty maxim, seven on the Agreement maxim, and three on the Sympathy maxim. Meanwhile, in violations of politeness maxims, there are 27 data with seven findings on the Tact maxim, three on the Generosity maxim, one on the Approbation maxim, nine on the Modesty maxim, four on the Agreement maxim, and three on the Sympathy maxim. The research results show that violations of the Politeness Maxim in President Biden's speeches are more dominant than applications. Violations of the Politeness Maxim in speeches may happen when President Biden needs to emphasize a political position or policy deemed important, even if it doesn't always align with politeness principles. However, there were also moments when President Biden applied polite principles to maintain his image to the public. In political communication, politeness can be a strategy to strengthen relationships with the audience, gain support, or build a positive image.

5.2 Suggestions

In this study, the researcher focused on analysis of the use of maxims, both application and violation, in each utterance in President Joe Biden's speech. For future research, researchers could consider involving respondents or a panel of experts to evaluate the level of politeness in President Joe Biden's speech. With this approach, researchers can gain a broader and deeper perspective on how utterances in speech are assessed from a politeness perspective. This comparison can provide insight into political leaders' communication styles and politeness strategies in various contexts. In addition, researchers can also expand the analysis by considering the impact of politeness maxims in speeches on public responses and understanding of the policies conveyed.

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