ANALYSIS OF POSITIVE AND NEGATIVE STRATEGIES IN TRUMP'S INTERVIEW TO NEW YORK TIMES

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ABSTRACT: *Language, a communicative tool, may be used as a threat to impede others' independence or it can be used politely to bring solidarity between interlocutors. The objectives of the current study are to analyze positive and negative politeness strategies, based on Brown and Levinson's theory of politeness, in Donald Trump's interview to The New York Times on 23rd November, 2016. The interview was taken by* reporters, editors and *opinion columnists from The New York Times. It also attempts to know why interlocutors employ these strategies. The methodology used in the study is qualitative in nature. The data were analyzed with the help of transcription of the interview taken from internet sources. Themes and sub-themes related to positive and negative strategies were made. The data analyzed report that the participants of the interview preferably employ positive and negative politeness strategies to save one another's public face. The interlocutors, through positive and negative politeness strategies try to decrease the social distance among them. The reporters, editors and opinion columnists employ more negative politeness strategies than Trump because powerless participants need to be more polite than powerful participant. However, all the interlocutors differ in using the strategies because they have different occupations, social roles and backgrounds. Their relative power, social distance and rating of imposition help the choices of their strategies. To sum up, politeness strategies used by interviewee and interviewers are the ways to use language in which power, social distance and rating of imposition determine the level of politeness.*

Key words: Positive politeness, Negative politeness, Face saving acts, Face threatening act.

INTRODUCTION

"Pragmatics is the study of the relationships between linguistic forms and the users of those forms".(p.4) [1]. In other words Pragmatics is the discipline which includes human beings and context situation. The study of Pragmatics may make people well versed in communication, because it enables them to know the intended meaning, beliefs and purposes of somebody else's utterances including the context. Pragmatics is all about human's interaction. While interacting one has to pay attention to the social and cultural background. Sometimes, one has to respect each other in order to make good interaction. To respect other people, everyone has to consider politeness. Therefore, politeness becomes one of the units to be studied in pragmatics.

Based on Yule [1] politeness is a polite social behavior in a particular culture. It can be shown by showing good manners towards others. Politeness is related to the concept of face. Based on Brown and Levinson [2] face is a kind of public self-image that belongs to everyone. Everyone ought to consider face as basic wants so that one might know each other's desires. There are two types of face, namely negative face and positive face. Negative face is a kind of face which wants to be free from actions and free from impositions. Positive face is a kind of face which wants to be appreciated and approved of as the same group by others.

According to Brown and Levinson [2] there are some actions that might threat either positive face or the negative face of somebody else. Those kinds of actions are called face threatening act (FTA). The actions that threats negative face include request, order, reminding, advice, suggestion and warning. Then, the actions that might threat positive face are expression of disapproval, criticism, contradiction, disagreement and also bringing bad news of the hearer. Furthermore, there are several actions that threat both positive face and negative face namely complaint, interruption, threat and also strong expression of emotion. There are several ways to convey FTA. It can be conveyed directly, more politely, or indirectly.

Political Interviews may turn into hard talks between the interviewer and interviewee. There may be adverse positions held by interviewer and interviewee [3] the interlocutors have to use politeness for decreasing a face threat that they may create. They have to use politeness to soften the argumentativeness of their language in order not to be taken as "rude" by the audience.

According to Brown & Levinson the choice of politeness strategy in an interview depends on social variables like power, social distance and rate of imposition (p. 74) [2]. This relationship works in the opposite direction [4] and by choosing certain politeness strategy, the speaker can manipulate the perceived social distance, power or rate of imposition. In interviews politeness strategies are used to mark the professional distance between the interviewer and interviewee to keep the "fiction that their question is objective, impartial and neutral".(p. 1430) [5].

The current study uses transcription of Trump's interview to the New York Times after winning elections 2016. The corpus of te interview is rich enough to contain a large number of FTAs as well as negative and politeness strategies posed by interlocutors namely Trump on the one hand and editors, reporters and opinion columnists of the New York Times on the other. The main focus of the study is to know how everyone uses linguistic politeness to save one another's face as public figure. It also focuses at finding out how imposition, social distance and power play role in employing their linguistic politeness.

Therefore, the objectives of the study are to find out what type of positive and negative strategies are used in the interview and to analyze the factors that influence the

interviewers and interviewee in choosing the positive and negative politeness strategies.

LITERATURE REVIEW

Several linguists have attempted to define politeness in their own words. According to Watt [6] politeness is considered one's ability to please someone through an action. Foley takes politeness as "a battery of social skills which aims at ensuring that everyone feels affirmed in an interaction".(p. 270) [7]. Politeness is actually used in interaction to make the hearer and speaker at ease. As said by Holmes [8] politeness entails taking account of others' feelings in order to make he feel better. So politeness has been defined in different ways. The general consensus developed through these definitions is that politeness is a kind of social skill used in social interaction for avoiding interlocutor's face of being threatened, insulted or even imposed.

Politeness, one of the significant concepts of Pragmatics, has been the centre of attention of several linguists. Therefore, there are different approaches of politeness. The first one is called Grice's [9] Cooperative Principle (CP) which explains that one should attempt to make ones conversational contribution such as is required, at the stage at which it occurs, by accepted purpose or direction of talk exchange in which one is engaged (p. 45). Grice proposed four important conversational maxims namely maxim of quantity, quality, relevance and manner. He is of the view that these rules govern interaction. Although Grice's maxims do not relate directly to politeness yet they set the foundation for further investigation in the field.

Leech [10] contrary to Grice's approach puts forward principle of politeness including a set of politeness maxims which are: Tact (Minimize cost to other; maximize benefit to other), Generosity (Minimize benefit to self; maximize cost to self, Approbation (Minimize disparise of other; maximize praise of other), Modesty (Minimize praise of self; maximize disparise of self), Agreement (Minimize disagreement between self and other) and sympathy (Minimize antipathy between self and other). These maxims aim at establishing and maintaining respect and friendship in interaction.

While discussing politeness one cannot wink an eye at relevance theory propounded by Sperber and Wilson who argue "every act of ostensive communication conveys the presumption of its own optimal relevance".(p. 260) [11]. The main focus of this theory is that all communication is constrained by the principle of relevance. This theory was discredited as it did not win as much appreciation. Rather it was criticized as an inherently asocial pragmatic theory [12].

Subsequently, a detailed and comprehensive theory of politeness was put forward by Brown and Levinson [13] who outlined four main kinds of politeness strategies, including bald on-record, positive politeness, negative politeness, and off-record. Although several aspects of the theory have been criticized yet the model of politeness strategy has been preferred and used by researchers. According to Watts [6] most of the researches in politeness are characterized by the theory of Brown and Levinson. For the current study, we have used Brown and Levinson's Model [13] as the model is suitable for the nature of enquiry.

Positive Politeness

Politeness strategies are used to satisfy face wants. Positive politeness strategies serve as reducing the threat to the hearer's positive face [13]. There are fifteen strategies through which positive politeness is expressed during interaction. These strategies can be called as solidarity strategies. These strategies are:
1. Notice, attend to hearer
2. Exaggerate (interest, approval, and sympathy with hearer)
3. Intensify interest to hearer
4. Use in-group identity markers
5. Seek agreement
6. Avoid disagreement
7. Presuppose/raise/assert common ground
8. Joke
9. Assert or presuppose speaker's knowledge of and the concern for hearer's wants
10. Offer or promise
11. Be optimistic
12. Include both speaker and hearer in the activity
13. Give or ask reason
14. Assume or assert reciprocity
15. Give gifts to hearer (good, sympathy, understanding, cooperation)

Negative Politeness

According to Brown and Levinson [13] negative politeness strategies are used to respect the addressee's negative face wants and it is attained by not interfering with hearer's freedom or action. These strategies are employed between those interactactants whose social distance is not close. These strategies can be called deference strategies. These are ten in number.
1. Be conventionally indirect
2. Using question, hedge
3. Be pessimistic
4. Minimize the imposition, Rx
5. Give deference
6. Apologize
7. Impersonalize speaker and hearer
8. State the FTA as general rule
9. Nominalize
10. Go on record as incurring debt or not as indebting the hearer

Theory of Power, Distance and Imposition

Power, a social variable, can operate unequal role-relation between hearer and speaker. According to Brown and Levinson [13] it is a degree that the hearer can impose his own will and face at the expense of the speaker's will and face. Fukushima [14] added that if a speaker is powerful he can control the other because he has authority or the legitimate right to impose hearer based on the components of power such as social status, social class, institutionalized role, age, sex, wealth, physical strength, and regional or ethnic identity.

Social distance can be determined with the existence of familiarity or unfamiliarity between hearer and speaker [13]. Fukushima [14] argues that social distance is a degree of closeness. It can be termed as 'friend and not-friend'. So,

social distance means to close person who know each other or strangers who are not familiar with each other.

Rating imposition is a degree towards the imposition that is interfered in interactant's positive or negative wants culturally or contextually [15]. It is something that cones when something is asked for. For example borrowing a car is impolite or imposing in a normal situation, but it will be polite if we want to carry someone to hospital in emergency.

Therefore, according to Brown and Levinson [15], the social variables like power, social distance and rate of imposition affect the seriousness of FTA and define the degree of politeness. Trump's interview to The New York Times may be the manifestation of these social variables in using the strategy of positive and negative politeness.

RESEARCH METHODOLOGY

According to Arikunto [16] there are two main approaches to conduct a research study namely qualitative research and quantitative research. Qualitative research explores ideas, reasons and opinions deeply. In writing qualitative research, the researcher generally uses descriptive data taken from interview, videos, documents, notes etc. However, quantitative research deals with numerical data that are commonly formulated into statistic data. In general, the problems of the research are mostly described with variables and hypotheses.

The present study is a type of descriptive qualitative research supported by qualitative analysis. This research explains ideas, opinions, arguments and analyses concerning the topic specifically. The study has been strengthened by using the underlying theory of politeness by Brown and Levinson and the method of analyzing data. In addition, qualitative analysis has been used to see the tendency of politeness strategies used by Trump and reporter, editors and opinion columnist of The New York Times.

Since this research observes Politeness Strategies used in interview, the data must be the utterances used in it. The transcription of the interview has been downloaded from internet   sources http://mobile.nytimes.com/2016/11/23/us/politics/trump-new-york-interview.html.The samples of the study are the utterances of the interlocutors which manifest ample use of politeness strategies.

DATA ANALYSIS

In order to answer the research questions data have been analyzed by using Brown and Levinson's theory of politeness. The study analyzes the FTAs, positive and negative politeness. The study also analyze why these politeness strategies have been used. The data is the conversation between the interlocutors.

Analysis of positive politeness strategies

Positive politeness strategy may be termed as solidarity strategy [1].This strategy is used to minimize the threat to the hearer's positive face. The examples of positive politeness strategy in the interview are as under:

a.   Strategy 1: Notice, attend to H (his interests, wants, needs, goods)

Example: *SULZBERGER: All right, so we're clear. We had a nice meeting in the Chuchill room. You're Churchill fan, I hear?*

Description: Sulzberger, the publisher of the New York Times employs the positive strategy in the very beginning of the interview. He notices that Trump has emerged as the new President of United States. So he says "All right, we are clear". This may satisfy hearer's positive face because the speaker approves the hearer's wants.

b.   Strategy 2: Exaggerate (Interest, approval, and sympathy with H)

Example: *TRUMP: O.K. Well, I just appreciate the meeting and I have great respect for The New York Times. Tremendous respect. It's very special. Always has been very special.*

Description: In this instance Trump uses positive politeness strategy by exaggerating his expression of appreciation for the New York Times. He emphasizes his admiration for New York Times with repetitive words like "tremendous respect" and "very Special". Trump is aware of the social distance between him and the journalists so he tries to show his solidarity towards New York Times.

c.   Intensify interest to H

Example: *JAMES BANNET: When you say an open mind, you mean you are just not sure whether human activity causes climate change? Do you think human activity is or isn't connected?*

Description: Bannet, editor of editorial page, intensifies Trump's interest by decreasing the FTA. He does so by asking him question in a way that the hearer may answer as he likes. By this strategy the questioner creates a common ground between him and Trump because he knows that Trump is more powerful than him. Moreover he wants to decrease the rate of imposition by employing positive politeness strategy.

d.   Use in group identity markers

Example: *MICHAEL D. SHEAR: (White House Correspondent): Mr. Trump, Mike Shear. I cover the White House, covering your administration…*

TRUMP: See ya there … (Laughter)

Description: The words "see ya there" by Trump show that he is considering Shear as in-group member. Then the hearer's positive face can be saved because the hearer is treated as a member of a group. Trump employs this strategy to decrease the social distance which exists there between him and Shear.

e.   Seek agreement

Example: *FRIEDMAN: But you have an open mind on this?*

TRUMP: I do have an open mind. And we' have had storms always, Arthur.

Description: Thomas Friendman, an opinion columnist talks about environment and seeks agreement from Trump with the words like "But you have an open mind on this"?

f.   Avoid disagreement

Example: *BARBARO: But you brought it up in the meeting, didn't you?*

TRUMP: Which meeting? I don't know. I might have.

Description: Trump attempts to decrease the FTA by avoiding disagreement. He does so by the use of hedging in his answer with the word "I might have".

g.   Joke

Example: *TRUMP: Well Breitbart's different. Breibart cover things, I mean like The New York Times covers things, I*

mean, I could say that Arthur is alt-right because they covered an alt-right story.
SUZBERGER: (laughing) I am, I am. I'll take whatever you say. I am always right, but I'm not alt-right.
Description: In order to create a common ground between him and the speakers Trump shows positive politeness by throwing a joke with the word "alt-right". Trump uses this strategy to minimize the social distance between him and Arthur.
h.   Offer or promise
Example: SULZBERGER: I heard you are thinking of putting it back.
TRUMP: I am, indeed. I am.
Description: In order to redress the threat of FTA Trump shows his cooperation by doing a promise that he will definitely put Churchill's portrait back in White House. The speaker attempts to satisfy the hearer's positive face.
i.   Include both speaker and hearer in the activity
Example: TRUMP: It's a thing. We'll make the robots too. Right now we don't make the robots. We don't make anything. But we are going to. I mean, look robotics is becoming very big and we're going to do that. We're going to have more factories. We can't lose 70,000 factories. Just can't do it. We're going to start making things.
Description: The speaker, Trump uses positive politeness strategy by using the word "we" time and again. By doing so, he includes the journalists of New York Times particularly and the whole American nation generally. He uses this strategy to bring solidarity. By doing this he attempts to show that he is one of them and he will work for collective benefit of the nation.
j.   Be optimistic
Example: BAQUET: So, I'd love to hear you talk about how you're going to manage that group of people who actually may not be the larger group but who have an expectation for you and are angry about the country its—along racial lines. My first question is, do you feel like you said things that energized them in particular, and how are you going to manage that?
Description: Baquet, executive editor of the New York Times, performs FTA by asking a question. Side by side he attempts to minimize the FTA by employing positive politeness strategy by using optimistic words "I'd love to hear you talk about..". He uses this strategy because he is trying to decrease the rate of imposition on Trump.
Example: TRUMP: And by the way, if you see something or get something where you feel that I'm wrong, and you have some info – I would love to hear it. You can call me, Arthur can call me. I would love to hear.
Description: Trump being the newly elected President of America by using positive politeness strategy called optimism attempts to decrease the social distance between him and the journalists. He also tries to abridge the social gap between him and journalists by calling the name of Arthur. He actually wants to show solidarity with them.
Analysis of negative politeness strategies
Negative politeness strategy may be termed as deference strategy [1]. This strategy is used to minimize the threat to the hearer's negative face wants. The examples of negative politeness strategy in the interview are as under:

a.   Be conventionally indirect, minimize the imposition, apologize, and impersonalize speaker and hearer
Example: JULIE HITSCHFELD DAVIS: Mr. President-elect—I am sorry I entered late, but I did want to ask you about…
BAQUET: You should introduce yourself.
DAVIS: I'm Julie Davis, one of White House correspondents.
TRUMP: Hi, Julie.
DAVIS: I apologize for my delayed flight. I wanted to ask you about personnel. They say personnel are policy.
Description: Keeping in mind the social distance between him and newly elected President Davis employs some negative politeness strategy. He does not perform FTA as he remains indirect. He does not directly ask the question in question form. Rather he says "I want to ask". By remaining indirect he uses the strategy of minimizing imposition. Another strategy used by Davis is apologizing. His words "I am sorry I am late" and "I apologize for my delayed flight" are clear examples that he is using negative politeness strategy of apologizing. In the same exchange one can notice that Davis has employed another strategy and that is of impersonalizing hearer and speaker. When he says "They say personnel is policy", he actually satisfying the negative face wants of the hearer.
b.   Using question or hedge and do not coerce hearer
Example: BARBARO: Leaders of Brexit about wind farms that might interfere with the views of you golf course and how to keep, what structures, can you talk about that meeting, by the way?
Description: In order to decrease the rate of imposition and FTA Barbaro attempts to use negative politeness strategy. He does not ask the question directly. He decreases the rate of imposition by asking the question in a way that he is not coercing Trump to answer his question. Rather he says the words like "can you talk about". He also uses hedging when he says "Leaders of Brexit about wind farms that might interfere with the views of your gold course". He uses this strategy to decrease the rate of imposition.
c.   Be pessimistic
Example: SULZBERGER: Well, since we are living on an island, sir, I want to thank you for having an open mind. We saw what these storms are now doing, right? We've seen it personally. Straight up.
Description: The speaker expresses his pessimism while talking about climate change. He shows pessimism with these words "we saw what these storms are now doing, right?". He uses this strategy to minimize coercion.
d.   Minimize the imposition, Rx
Example: SULZBERGER: We'll go with that. I'd like to move to infrastructure, apologies, and then we'll go back. Because a lot of the investment you are talking about, a lot of the jobs you are talking about – is infrastructure going to be the core of your first few years?
Description: In the above question Sulzberger uses negative politeness strategy by restricting his question to infrastructure. He does so by minimizing the extent of FTA by using the words like "I'd love to move to infrastructure". These words have been used keeping in mind the face wants of the hearer.

e.   Give deference
Example: *SULZBERGER: Thank you very much for joining us. And I want to reaffirm this is on the record.*
TRUMP: O.K Well, I just appreciate the meeting and I have great respect for The New York Times.
SULZBERGER: Well, thank you very much for this. Really appreciate this.
Description: The instances taken from interview show the strategy of deference being employed by interlocutors to save one another's face. The publisher of The New York Times in the beginning and ending of the interview gives respect to his guest. On the other hand the guest also gives deference to The New York Times. They employ negative politeness to abridge the social gap.
f.   Go on record as incurring debt or not as indebting the hearer
Example: *MARK THOMPSON: Are You committed to the First Amendment to the Constitution?*
TRUMP: Actually somebody said to me on that, they said 'you know, it's a great idea, softening up those laws, but you may get sued a lot more.' I said, 'you know, I have to start thinking about that.' So I think you'll be O.K. I think you are going to be fine.
Description: In the above exchange Trump uses negative politeness strategy to redress FTA of Thompson. He does so by disclaiming indebtedness of hearer by offering that he will have to start thinking about doing First Amendment to the Constitution. He keeps in mind the public self image of the journalist and wants to save his face with polite words.

CONCLUSION AND RECOMMENDATION

The analysis of the interview shows that there has been an extensive use of politeness strategies. Both types of politeness strategies namely positive politeness strategy and negative politeness strategy are employed as face saving acts to redress FTAs. Power, social gap and rate of imposition are factors that impel the interlocutors to employ these strategies. Both interviewers and interviewee employ positive politeness strategy. Trump employs more positive politeness strategies. He uses strategies like exaggeration, avoiding disagreement, joke, offer or promise, including both speaker and listener in the activity and be optimistic. It indicates that Trump, newly elected President who has got more powerful role, wants to decrease the social gap. He wants to treat his addressees as friends by using more positive politeness strategies. Positive politeness strategies used by journalists are notice, attend to H, intensify interest to H, use in group identity markers, seek agreement, and be optimistic. Although the reporters, editors and opinion columnists has lesser power yet they employ positive politeness strategy in order to make their interviewee feel at ease. They do so to decrease the rate of imposition too. Interlocutors employ negative politeness too. The data analyzed indicate that the journalists of New York Times employ more negative politeness strategies than Trump. The negative politeness strategies used by them are; be conventionally indirect, minimize the imposition, apologize, hedge, and impersonalize speaker and hearer etc. As the journalists have lesser power than Trump so employ negative politeness strategies to give deference to Trump and to keep distance towards him. Trump on the other hand employs lesser negative politeness strategies. The strategy used by him is go on record as incurring debt or not as indebting the hearer. He uses this strategy to show deference

The use of politeness strategies is determined by social variable like power, social distance and rate of imposition. Trump has go more powerful role so he employs more positive politeness strategies to decrease the social distance between him and media persons. The journalists have to elicit information from interviewee so they have to ask questions which may create FTA. But they too use positive politeness strategy to decrease the rate of imposition. They have also to employ negative politeness strategy to show deference and to keep a level of distance between them and Trump.

The current study has got some limitations. Only politeness strategies have been analyzed from Trump's interview. There are five politeness strategies like, bald on record, bald off record, positive politeness strategies, negative politeness strategies and no FTA. But for the study only positive and negative politeness strategies have been analyzed because of the constraints of time and resources.

The study may be considered a contribution for students as well teachers who are dealing with Pragmatics as a subject. It may also be beneficial for upcoming researchers who want to conduct researches in Politeness particularly and Pragmatics generally. It may also be helpful for media persons who can have better insights for taking interviews. It can have some points of interest for politicians too who have to often give interviews to media persons.

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