

Politeness Strategy to Potray Positive and Negative Face Responses in Vladimir Putin' Speech on "The Reason Why Russian Attacked Ukraine"

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ABSTRACT

This study discusses the Politeness Strategy used by Vladimir Putin in his speech on The Reason Why Russia Attacked Ukraine. The purpose of the study is to comprehend what kind of Politeness Strategy Theory used by Vladimir Putin, how positive and negative facial responses are, and what the message is conveyed in his Speech. The qualitative research was applied in this research. The data analysis was shaped into the table by grouping the Politeness Strategy Theory after that the data was analyzed to answer the research problem. From this study, the researcher found out that there are 27 utterances that are included in the Politeness Strategy. The results of this study show that Vladimir Putin threats more Positive Face than Negative face. This result shows that there are main strategies used by Vladimir Putin in his speech, are: (7 utterances of Bald on Record), (9 utterances of Positive Politeness), (8 utterances of Negative Politeness), and (3 utterances of Off-Record). The results show that the positive Politeness Strategy was frequently used in this study because he wanted to make a good relationship with all the audiences in order to minimize the social distance between them.

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I. INTRODUCTION

Language is crucial to social interaction. A language is a tool for verbal exchange between speakers and hearers. According to (Pasaribu & Hutahaeon, 2020) humans employ a sophisticated system of communication called language. Typically language serves as a tool for communication across groups, or it may be referred to as the mechanism for social interaction (Wierzbicka, 2003). The function of language is not always unremarkable to communicate however to express a person's feelings or emotions (Astia, 2020). As the speaker has to comprehend that language is not only focused on the structure of the sentences but also on the selection of phrases. Through language, we are able to convey information, exchange knowledge, express emotion, thoughts, views, sentiments, opinions, desires, gratitude, and promises among other things with various individuals. (Herman, 2016). This relates to what has been proposed by (Wardhaugh, 1992, p. 8) who asserts that Language enables individuals to

share information and convey their needs. In a nutshell, humans utilize language as a means of communication throughout their daily lives. Language and communication are intrinsic to the human way of existence. Therefore, language may be a significant component of communication.

The phrase implies that via communication, individual may engage with one another by exchanging information, ideas, emotions, assessments, and views. Communication is a means of conveying information to others through sharing our thoughts, feelings, minds, and opinions. (Kingwell, 1993) Insists that communication requires not only the distribution of information substance, but also its delivery in a manner that does not harm the recipient. In social interaction, communication is one of the skills that must be learned, since people cannot have effective communication if their communication skills remain inadequate. In case of communication, there is a politeness strategy that take place unconsciously. Understanding what to say, how to say it, when to say it, and how to communicate with others, as it is used by individuals in their relationships and in certain contexts, is a crucial to understand (Yule G. , 1996, p. 60).

Politeness is not limited to dialogue or discussion; however, it may also demonstrate via speech. Speech is one means of imparting commentary, opinion and spirit to other individual or hearers in a formal or casual setting (Harendika et al, 2011, p.29). When we are hearing the speech we can understand some of utterances containing politeness strategies. Sometimes, the speech happens between the people with different or unequal rank (such as social class, education, age or other factors). The speech in unequal rank is more formal than equal. It will be relaxed if the speech is done between people in the same rank. The writer is interested in analyzing the speech because from the speech we may teach people, provide knowledge about something we know, and express an opinion that persuade individuals or hearers accept our viewpoint. When the speech is performed by the famous people like president, it becomes more interesting and important to be heard. The hearers will give their attention for that speech. In this study, the writer will use a script of speech that performed by Vladimir Putin as the subject to analyze. In his performance, he seems so excited to convey the sentence by sentence in his speech related to the reason why Russian attacked Ukraine. He delivers his speech with the loud voice and says “Brazikowasz Sinyom Elikepadidie Uraa” in closing of his speech. His yell was greeted by the people or soldier who attended to hear his speech and reply “Urraaa”.

The goal of a politeness strategy is to exhibit courteous behavior when speaking with others people (Kharisma, 2023). Politeness is a type of social contact that is mediated between individuals and social creature. In this case, politeness has proven to be the most effective for one part of society, however it is also applicable to everyone in all settings and situations who has utilized language as a tool to communicate in daily conversation in order to create an excellent social interaction between them. (Chovanec & Dynel, 2015, p. 7) Claim that social contacts are identified by the spatial space between speakers and hearers and the uncertain hearer’s hip. One way to demonstrate politeness is through paying attention to another person’s face. In this sense, politeness might be demonstrated in social distance or proximity. According to (Brown & Levinson, Politeness: Some iniversal in language usage., 1987), politeness strategies are developed to save the hearer’s face. Face refers to an individual's respect for himself or herself and the ability to maintain that "self-esteem" in either public or private situations. A politeness strategy is necessary for keeping emotions or utterances within the bounds of politeness. He said that a politeness strategy is a type of action or approach adopted and utilized as a reference while delivering a speech so that an utterance becomes polite and

situationally suitable, (Gunarwan, 2007: 264). Brown and Levinson (1987) define politeness strategies as "Strategies or efforts to minimize threats to someone's face". The most influential politeness theory is Brown and Levinson's (1987), because politeness is a universal phenomenon in use of language in social contexts, stating that the problem of politeness is a fundamental aspect in pragmatics is essential. The concept of face is central to Brown and Levinson's (1987) politeness theory.

A politeness strategy is a method for communicating as polite as possible stated by (Brown & Levinson, *Politeness: Some universal in language usage.*, 1987). Face is central to their theoretical framework. The concept of politeness is connected to Goffman's research on 'face' (as cited in Brown and Levinson, 1987). Face refers to a person's public self-image. It refers to "the emotional and social sense of self that each individual possesses and expects others to recognize" (Yule G. , 1998, p. 60). The objective of the face is to prevent humiliating or making uncomfortable the interlocutors (Brown and Levinson, 1987). Thus, all participants are expected to maintain two types of face expressions throughout interaction: a 'positive' face (one that pays attention to others' face demands) and a 'negative' face (ensuring that the other is not imposed on). Consequently, in the idea of keeping face, interactions should limit Face Threatening Acts (FTAs) inclusive of criticisms, disagreements and embarrassment in the course of their interaction.

Brown and Levinson also propose that at these FTA times, we frequently employ a variety of language techniques, or 'politeness behaviors,' to reduce or prevent interpersonal conflict. Face Threatening Act (FTA) refers to the communication act that threatens an individual's self-image (Yule G. , 1996, p. 61). (Goffman E. , 1955, p. 215) Uses several phrases to describe such circumstance such as, "in the wrong face", "to be out of face", "shamefaced", and "threats to face". (Brown & Levinson, *Politeness: Some universal in language usage.*, 1987, p. 65) Mention that these actions serve as the foundation for the philosophy of politeness theory. Politeness Strategy is divided into four main strategies, those are: Bald on Record, Positive Politeness Strategy, Negative Politeness Strategy. The Bald on Record Strategy means that the speaker expresses what he/she wants towards the hearer explicitly and directly. According to Brown and Levinson (1978:94), Bald on Record deals with (Grice, 1975) this demonstrates that for the greatest benefit in communication, an individual should evaluate the quality, quantity, relevance, and method. While, the positive politeness demonstrates the speaker acknowledge the hearer has a desire to be respected. Additionally, it affirms that the relationship is friendly and it demonstrates group reciprocity. This kind of strategy is generally visible in groups of friends or in the social situation where the participants know each other. While, the negative politeness is also recognized hearer's face. However, it additionally acknowledges that the speaker is somehow intruding into the hearer. This is the most prevalent and multilingual strategy. Negatively polite constructions include negative face through display distance and wariness. Negative face reflects the desire of every activity to get a freedom from impingement (Bousfield, 2008, p. 57).

II. METHODS

In this qualitative research, the researcher describes the deployment of the Politeness Strategy idea by Russian President Vladimir Putin in his speech entitled Why Russia Attacked Ukraine. The purpose of qualitative research is to investigate and comprehend the significance that individuals or groups attribute to a social or human situation. (Creswell, 1998, p. 15) Describes qualitative research as an inquiry process based on distinct methodological traditions that investigates a social or human issue. The researcher constructs a sophisticated, holistic

picture, analyzes language, reports informants' perspectives in depth, and conducts the study in a natural context. This is relevant with Astatin (2013 :118) Qualitative research is defined as a systematic scientific investigation that aims to develop a comprehensive, primarily narrative account of a social or cultural phenomena to inform the researcher's knowledge of it. As a human instrument, the qualitative researcher determines the study objective, selects informants as data sources, collects data, evaluates the availability of data, interprets findings, and draws conclusions. (McMillan & Schumacher, 1993, p. 479) Qualitative research is described as the inductive process of categorizing data and recognizing patterns between categories.

III. RESULT AND DISCUSSION

The result of this research will be describe in the table below;

Table 1. Type of Politeness Strategy in Percentage

No	Type of Politeness Strategy	Frequency	Percentage
1.	Bald on Record	6 times	26%
2.	Positive Politeness Strategy	9 times	33,4%
3.	Negative Politeness Strategy	8 times	30%
4.	Off Record	3 times	10,6%
	Total	26 times	100%

Bald On-Record in Vladimir Putin's Speech

In this statement, this utterance that is used Bald on Record strategy. In this speech, there are several strategies belong to Bald on Record that is highlighted on following sentences:

Utterances 1

"Then came the turn of Iraq, Libya and Syria. The illegal use of military force against Libya and the distortion of all UN Security Council decisions in Libya destroyed the country, created a huge seat of international terrorism, and pushed the country towards a humanitarian catastrophe, into the maelstrom of civil war, which has continued there for years. The tragedy, which has affected hundreds of thousands or even millions of people not only in Libya but across the region, has led to a massive exodus from the Middle East and North Africa to Europe."

In this statement of Vladimir Putin's speech, as you can see on the underline sentence that he stated to the audience that The illegal use of military force against Libya and the distortion of all UN Security Council decisions in Libya destroyed the country, created a huge seat of international terrorism, and pushed the country towards a humanitarian catastrophe, into the maelstrom of civil war, which has continued there for years. In this speech of Vladimir Putin, he used Bald on Record Strategy as one of the parts of the theory of Politeness Strategy. Then, the characteristic of Bald on Record is by telling the truth, not to say less or more than necessary, being pertinent to the matter at hand, being clear; avoiding ambiguity and obscurity. Based on the kind of Bald on Record involves in type 1 case of non-minimizations of the face threat. It is

employ when maximum efficiency is crucial and both S (speaker) and H (hearer) are in agreement, no face redress is required (Brown & Levinson, *Politeness: Some iniversal in language usage.*, 1987, p. 95). The key is that when S (speaker) delivers the actual information to H (hearer), the information must be accurately understood by both parties in order to achieve optimal efficiency.

Positive Politeness Strategy in Vladimir Putin's Speech

This utterance is using positive politeness strategy. In this speech, there are some example of strategies belong to positive politeness such as:

Utterances 1

"Russian citizens, friends"

"I consider it necessary today to talk again about the tragic events in Donbass and key aspects to ensure Russia's security. I will start with what I said in my speech on February 21, 2022."

In this statement of Vladimir Putin's speech, he used Positive Politeness Strategy. It can be seen in the beginning of his speech that he conveys the opening by saying greetings form. Vladimir Putin tries to expresses his friendly to the audiences. Pay attention to the utterances "Russian citizens, friends" it can implicitly by producing this kind of sentence, that S (speaker) wants to say to audience and make a close connected. This statement included into positive politeness in strategy 4, it means by using any of innumerable ways to convey in-group membership, S (speaker) can implicitly claim the common ground with H that is carried by that definition of the group. Where speaker wants to satisfy the H's face and it contributes the establishing relationships and solidarity.

Negative Politeness Strategy in Vladimir Putin's Speech

These utterances that is used negative politeness strategy. In this speech, there are some example of strategies belong to negative politeness such as:

Utterances 1

"I spoke about our biggest concerns and concerns, and about the fundamental threat created by Irresponsible Western politicians to Russia consistently, violently and irreverently year after year. I am referring to NATO's eastward expansion, which moves its military infrastructure ever closer to Russia's borders."

In this statement of Vladimir Putin's speech, he tried to convey the content of speech to all the audiences was performed on February 21, 2022. The content of that speech was about the reason why he decided to attack Ukraine. In this statement, Vladimir Putin said on the underline sentence "I spoke about our biggest concerns and concerns, and about the fundamental threat created by Irresponsible Western politicians to Russia consistently, violently and irreverently year after year." to all the audiences which can be seen on the first line. It is involved into strategy 1 be conventionally indirect in negative politeness strategy (Brown & Levinson, *Politeness: Some iniversal in language usage.*, 1987, p. 132) In this strategy a speaker is faced with opposing tensions: the desire to give H an 'out' by being indirect, and the desire to go on record. From the definition that states by Brown and Levinson it means the S (speaker) tries to talk H (hearer) to be indirect, and the desire to go on record, so there can be knows misunderstanding of what he means. So, uses understandable indirect speech act.

This statement contained Negative Politeness because it damaged the negative face of the hearer. In conveying this utterance, Vladimir Putin gave the suggestion to all the audiences to show sympathy and concern for the security threats posed by NATO. This statement relevant with the Brown and Levinson (1987:129) point of view that he states Negative politeness is redressive action addressed to the addressee's negative face: his want to have his freedom of action unhindered and his attention unimpeded.

Off-Record Strategy in Vladimir Putin's Speech

These utterances are used Off Record strategy. In this speech, there are some example of strategies that is used and it is included to Off Record.

Utterances 1

“This is what happened in the 1990s and early 2000s, when so-called Western collectives actively supported separatism and mercenary gangs in southern Russia. What a victim, what a loss we have to bear and what trials we have to go through then before we break the back of international terrorism in the Caucasus! We remember this and will never forget.”

In this statement of Vladimir Putin's speech, he explained that the history and when western collectives actively supported separatism and mercenary gang for real as the enemy from Negara Russia. Here Vladimir Putin used the strategy 8: ironic in Off Record strategy that refers to the (Brown & Levinson, Politeness: Some iniversal in language usage., 1987, p. 221). This strategy means By saying the opposite of what he means, again a violation of Quality, S (speaker) can indirectly convey his intended meaning, if there are clues that his intended meaning is being conveyed indirectly.

After obtaining the data and categorizing them based on the type of Politeness Strategy and Positive and Negative face and then analyzing them based on the objectives of this study. The next section is the discussion of the findings related to the two research problems. The two essential points that need to be explained here are the Politeness Strategies theory to portray positive and negative face responses used by Vladimir Putin and the message which is convey in Vladimir Putin's Speech on The Reason Why Russian Attacked Ukraine This sub chapter discusses a further result of the analysis. From the analysis, it is found that Vladimir Putin has done The Politeness Strategy Theory for 26 times, they are: Bald on Record for 6 times, Positive Politeness for 9 times, Negative Politeness for 8 times, and Off Record for 3 times.

From those result of the findings it can be seen that Vladimir Putin mostly used Positive Politeness strategy that involved in Brown and Levinson (1987). One of the examples is when Vladimir Putin's speech did the positive politeness strategy which damaged the positive face of hearer. In his speech, Vladimir Putin said that he felt worry about the problem of security that happened in Russia. As stated in his speech, Vladimir Putin and all the audiences as Russian's nation try to solve this problem that it is the basic need of them. The fact showed aggression by the western State of the US manipulating the world about the existence of nuclear weapons in Iraq, killing hundreds of innocent people in Syria, Iraq, and Afghanistan as well as provocation Ukraine to join NATO (Western State). This problem has already entered on the stage of crisis and fear. Then he said that US Ministry stated that there is a nuclear weapons in Iraq, but it does not true. It is a lie that AS country has done to get control of the eastern states by killing innocent people.

In this statement made by Vladimir Putin, he challenges the Russian nation, particularly the people, to unite the state's sovereignty. In his speech, he stated that security is the desire and ideal perspective about the future of the nation, which is through ideology Russian citizens can feet the freedom of the nation not only in politics but also in security. He gave the warning for all the audiences not to be seduced by the lies uttered by the US secretary of state. Because this utterance was categorized as a warning, it damaged the negative face of the hearer. The function of people using the Politeness Strategy is in order to get respect for the face of the hearer. It is extremely beneficial to make others feel respected. Following the analysis of Vladimir Putin's utterances containing Politeness Strategy, there will be a discussion about politeness strategies by Vladimir Putin. Based on the findings of the analysis, the author found 26 utterances containing politeness strategies employed by Vladimir Putin to his addressee. From the analysis

of politeness strategies, it was found that four main strategies were used in the utterances. The four strategies which used by Vladimir Putin in his speech related to (Brown & Levinson, *Politeness: Some iniversal in language usage.*, 1987) those are: Bald on record, Positive Politeness, Negative Politeness, and Off Record. It is also found that Vladimir Putin used 6 Bald on Record strategies, 9 Positive Politeness Strategies, 8 Negative Politeness Strategies, and 3 Off record strategies.

Bald on Record Strategy

That was used those are strategy 1- quality, and strategy 2- quantity. Strategy 1 was used by Vladimir Putin to speak to the hearer informatively about the planning of western countries (NATO) to expand their military Army to the east of Ukraine. Type of Bald on Record strategy 1 case of non-minimizations of the face threat (Brown & Levinson, *Politeness: Some iniversal in language usage.*, 1987, p. 95). It is used when maximum efficiency is very important and both S (speaker) and H (hearer) mutually know this, no face redress is needed. Strategy 2 was used by Vladimir Putin to state to the hearer truly about the information of expanding NATO into the edge of Russia. In the strategy type 2 that is cases of FTA – oriented Bald on Record usage (Brown & Levinson, *Politeness: Some iniversal in language usage.*, 1987, p. 98) which means this strategy is oriented to face, the way in which respect for face involves mutual orientation, so that each participant attempts to foresee what the other participant is attempting to foresee. This strategy is usually used in welcoming where S (speaker) insists that H (hearer) may impose on his negative face, in farewells where S (speaker) insist that H (hearer) may transgress on his positive face by talking his leave, and in offers.

Positive politeness strategy

That used are strategy 1: notice, attend to H, strategy 3-intensify interest to H, strategy 4: use in group identity marker, strategy 5: seek agreement, strategy 11: be optimistic is found out in the utterances four times in utterances 4, utterances 5, utterances 6 and utterances 9, and strategy 13- give/ask the reasons. Strategy 1: notice, attend to H (hearer) (Brown & Levinson, *Politeness: Some iniversal in language usage.*, 1987, p. 102) it was used by Vladimir Putin because he gives the output of suggestion and proof to the audience that the future and history of a Country is important to the entire Russian people. Strategy 3: was used when Vladimir Putin wanted to intensify the interest in the hearer by expressing that hearer as the participant (Brown & Levinson, *Politeness: Some iniversal in language usage.*, 1987, p. 106) in his speech by requesting the question from the audience. He did this strategy to do some future acts to give the benefit hearer's life. He chose this strategy to give good intention in satisfying the hearer's positive face by saying that he is sure that he can bring sovereignty and security to the Russian State. In better conditions, if the US does not give the deceptive statement then war will not happen between Russia and Ukraine. Strategy 4: is used by Vladimir Putin in his speech because he wants to get the audience attention and make a close relation with the H (Hearer). Strategy 5: seek agreement in this statement is used by Vladimir Putin refers to (Brown & Levinson, *Politeness: Some iniversal in language usage.*, 1987, p. 112) where it means that Vladimir Putin tries to accept his goal in protecting the sovereignty of Russia from the threatened of NATO countries. According to (Brown & Levinson, *Politeness: Some iniversal in language usage.*, 1987, p. 126) in Strategy 11: was used when Vladimir Putin showed a positive politeness strategy in the utterances four times when he is optimistic that the hearer would have the same thought as him. He is very optimistic that hearer will agree that what has been said and done by him as President of Russia can protect the security of Russia. Because the ideal leader should has understood the Nation and the security of people. This strategy is also used to reduce the distance between speaker and hearer and to maintain the closer relationship between them through expressing the personal pronoun plural Kita (we). Strategy 13 was used when Vladimir Putin included the hearer in the activity for speaker to request the reason why he wants and what he

wants for his country (Brown & Levinson, *Politeness: Some iniversal in language usage.*, 1987, p. 128).

Negative Politeness strategy

That were used strategy 1: Be conventionally indirect, strategy 2: Question, Hedges, strategy 3: Be Pessimistic is used twice in utterances 5 and utterances 7, strategy 5: give deference is used twice in utterances 3 and utterances 8, strategy 7: Impersonalize S and H. In strategy: 1 be conventionally indirect in negative politeness strategy (Brown & Levinson, *Politeness: Some iniversal in language usage.*, 1987, p. 132) which means the S (speaker) tries to talk H (hearer) to be indirect, and the desire to go on record, so there can be knows misunderstanding of what he means. So, uses understandable indirect speech act. Strategy: 2 was used by Vladimir Putin to ask the hearer to do something is to presuppose that they can and are willing to do it (Brown & Levinson, *Politeness: Some iniversal in language usage.*, 1987, p. 145). Strategy 3: be pessimistic is used by Vladimir Putin when he felt lost of being confidence and strategy gives redress to H's negative face by explicitly expressing doubt that the conditions for the appropriateness of S's speech act obtain. Strategy: 5 was used by Vladimir Putin to show that he tried to be polite to all the audiences and he raised the hearer's positive face by satisfying the hearer's want to be treated as superior there are two sides to the coin in the realization of difference one in which S (speaker) humbles and abases himself and another where S (speaker) raises H (Hearer) pay him positive faces of a particular kind, namely that which satisfies Hearer's want to be treated as superior (Brown & Levinson, *Politeness: Some iniversal in language usage.*, 1987, p. 178). Strategy: 3 is a pessimistic in negative politeness strategy which means this strategy give redress to H (hearer's) negative face by explicitly expressing doubt that the condition for the appropriateness of S (speaker's) speech act obtain (Brown & Levinson, *Politeness: Some iniversal in language usage.*, 1987, p. 173). Strategy: 7 was used because the speaker did not want to impinge on the hearer to phrase the Politeness Strategies as the addressee in the conversation (Brown & Levinson, *Politeness: Some iniversal in language usage.*, 1987, p. 190). If the agent were other that S (speaker), or at least Possibly not S (speaker) or not S (speaker) alone, and the addressee were other that H (hearer), this result in a variety of ways of avoiding the pronoun.

Off Record Strategy

That was used by Vladimir Putin in his speech refers to (Brown & Levinson, *Politeness: Some iniversal in language usage.*, 1987, p. 211) states that Off-Record strategy is a communicative act performed in such a way that one clear communicative intention cannot be attributed to the act. It means that Vladimir Putin as the speaker performs an act in a vague manner that could be interpreted by the hearer as some other acts. Such an off record utterance usually uses indirect language that constructs more general utterance of actually different from what speaker mean. In this statement of Vladimir Putin's speech, he used strategy 1 give hints in Off Record type. Giving hints means if Speaker says something that is not explicitly relevant, he invites Hearer to search for an interpretation of the possible relevance.

IV. CONCLUSION

Using the theory of politeness strategies proposed by Brown and Levinson (1987) the study revealed that Vladimir Putin President of Russia in his speech threatened a more positive face including criticism, challenge, complaints, confessions/admission of responsibility, self-humiliation, and bringing the good news about speaker. Overall, there are 26 utterances of Vladimir Putin found in this analysis using politeness strategies. The writer found that Vladimir Putin used four main types of politeness strategies in his speech, they are Bald on Record,

Positive Politeness, Negative Politeness, and Off Record. In his speech, it was found that Vladimir Putin performed 6 Bald on Record strategies, 9 Positive Politeness strategies, 8 Negative Politeness strategies, and 3 Off-record strategies. Moreover, Vladimir Putin used a positive politeness strategies and negative politeness strategies in his speech more often than other strategies.

In Positive Politeness strategy the strategy that used four times is strategy 11 (being optimistic). The reason for using a positive politeness strategy in that speech is Vladimir wanted to show his optimism to all the audience that they have the same common goal by including him as the speaker and the hearer in the activity which to convey their goal to save and protect the security of Russian Nation from expanding NATO that put their military into the borders of Russian and tries to expand the region of Ukraine. This positive politeness strategy can give the advantage for Vladimir Putin that he could give a positive impact on all the audiences because in this case, Vladimir Putin has high power to lead all the audiences. He also used this strategy to reduce the distance between speaker and hearer and tried to emphasize that the national security and sovereignty of the Russian state become Vladimir Putin's top priority for Russia's Welfare and Progress. For getting the attention of the audience Vladimir Putin used word choice which is like the personal pronoun plural Kita (we) through the utterances from his speech so that it can affect the hearers' thoughts to unite forces against NATO military aggression.

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