

Speech Acts and Leech's Maxims in Presidential Insulting

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Abstract

There are many verbal crimes that are punishable by law and they cause harm to the listener. An insult is one of these crimes and it can be defined as an unfriendly action in which speakers by saying or doing something rude or insensitive intends to affront their interlocutors. Linguistically, insults have traditionally been categorized as semantic items (words or phrases) conveying the communicative intention to hurt or injure psychologically an interlocutor. Although basically an insult is a verbal weapon used to offend, it very often becomes elaborate communicative acts that entail such complex levels of intentionality, cultural awareness or inferential processes that transcend this primary usage. Therefore, the "insulting" effects greatly depend on contextual attributes, and on the underlying intention together with the inferential conclusions on the part of the interlocutor. Accordingly, this study which is quantitative sets the following aims: Shedding light on the most common types of speech acts that are used to convey the insulting meaning and identifying the type of politeness maxim that is violated in the insulted messages. The researcher hypothesizes the following: assertive speech acts are the most frequent types of speech acts which are used to reflect insult and the most common violated politeness maxim in insult is tact maxim. The researcher adopts an eclectic model which consists of Speech Act Theory by Searle and Vanderveken (1985) and Leech's Politeness Principle (1983-2014). This study arrives at the following: assertives are the most common speech acts but the indirect speech acts are more than the direct ones to express insult and the approbation maxim is the most violated maxim in the presidential speeches to express insult.

Keywords: *Speech Acts; Leech's Politeness Principle; Insulting; Presidential Speeches.*

Introduction

There are many different kinds of verbal offenses in language, and each one is unique in how it is committed, how it is handled by the law, and how it is punished. One of these verbal offenses is insult, which is committed with the intention of harming the victim or making him feel less valuable in the society. There are specific goals to keep in mind when a speaker decides to be insulting. Sometimes the individual commits this offence knowingly (he means to make the other person feel worse), and at other times unintentionally to harm the listener, for instance, or to demonstrate the speaker's social dominance over others.

Accordingly, the researcher raises the following questions: What are the speech acts which are most frequently employed to reflect the insulting meaning in presidential speeches? What type of politeness maxim is frequently violated in the insulting presidential speeches? This study aims to identify the most frequent type of speech acts that is used to convey the insulting meaning and to identify the type of politeness maxim that is violated in the insulting messages. In the light of the aims mentioned earlier, it is hypothesized that: assertives are the most frequent speech acts which are used to reflect insult but the indirect speech acts are more than the direct ones to convey insult and the most common violated politeness maxim in insult is tact maxim.

Literature Review

Definition of Insult

A disrespectful action when speakers want to offend their interlocutors by saying or doing something impolite or insensitive is known as an insult. Insults have historically been classified as semantic elements (words or phrases) that communicate the communicative purpose to cause psychological harm to the other

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person. While insults are essentially verbal weapons meant to cause offence, they frequently develop into intricate acts of communication that involve degrees of intentionality, cultural knowledge, or inferential reasoning that go beyond this fundamental function. Consequently, the surrounding factors, the underlying purpose, and the interlocutor's inferred inferences all have a significant influence on the "insulting" consequences. Because analyzing insults requires a pragmatic analysis that should take into account their context, intentions, inferences, and cultural aspect. Of course, adding these components to the analysis of insults makes them more nuanced and, simultaneously, more "real" (Mateo and Yus, 2000:1). A statement or deed intended to annoy someone is considered insulting (Hornby, 2005:675). According to A'tiya (2010), it is regarded as one of the crimes that have a detrimental effect on an individual's freedom.

The definition of "insult" according to the Advanced Learner's Dictionary is "an offensive remark or action". Thus, it is now easy to define insult (verbal) as an offensive statement that causes offence or anger for another person. Insult is a kind of linguistic taboo that is present in many languages and cultures but takes diverse forms.

Insult is defined by Babou-Sekkal (2012) as a deliberate, offensive, and repugnant expression or speech. That expert asserted that insults typically convey the antithesis of a person's worth. The goal of an insult, according to Jay (1999), is to cause hurt, or denigration to the person being insulted. Therefore, the primary goal of insulting someone is to violate their psychological state or sense of self-worth because it is typically used to belittle or disparage the abusee's level of the personal competency. In brief of the aforementioned scholarly viewpoints, an insult can be defined as a purposeful or an inadvertent utterance intended to degrade the victim of the abuse. Either deliberately or inadvertently, it seeks to undermine the personality.

It is noteworthy to remark that insults are easily acquired. It might be obtained with caution or without caution. When insulting someone, specific verbal strategies are typically used like Name-calling, bias, proverbs, idiomatic phrases, figures of speech, and others (Dyner, 2020: 1-3).

Certain types of the impolite language, and moreover, more aggressive verbal behaviour, can be defined. An insult is one example of (typically) explicit, hostile words (for the proposal of other sorts of explicit offensiveness). According to (Neu 2008 , p. vii), an insult is characterized as a statement of authority and superiority, whether deliberate or not, that conveys disrespect and, if used intentionally, aims to cause harm through teasing and ridicule.

Functions of Insult

Offending the other person is the typical function of an insult. Abusive swearing, however, can have a variety of other purposes. The main purpose of the verbal hostility in insults directed towards a non-human wrongdoer seems to be expressing speakers unpleasant feelings (Jay, 1992: 99). A lot of verbal acts, including commands, threats, and warnings, can also be accompanied with insults. These all seem to have one thing in common: a power relationship. In the instructions like the one above, the speaker is required to emphasize or uphold his relative superiority over the hearer. Consequently, it is probably appropriate to view the derogatory language that goes to the hearer.

The cultural and ritualistic aspects of insults is another function. Verbal duels are a common cross-cultural practice that involves ritualized insult exchanges between two or more male interactants (Jacquemet, 2006: 403–404). There is also a lengthy history of customary insults in English, such as flyting and playing the dozens.

Another interesting function in language is the repurposing of insults as a way to communicate the positive identity within a group. Among some youth groups, derogatory adjectives like "crazy" and "maniac" are colloquial for a powerful, masculine man. The term "mean," which appears in sports team names like 'Pensacola Mean Machine and Mean Machine Sailing Team', has the same meaning. Some groups, such as Phunky Bitches, Dykes on Bikes, a lesbian cycling group, Queer Nations, and queer studies, have reinvented sexual insults (Pinker, 2008: 329)

One of the most prominent instances of redefining racist epithets is the common usage of “nigger”, which is often written “nigga”, as a symbol of solidarity or identification among African Americans.

However, it should be highlighted that a member of an out-group cannot frequently use a phrase that is used by an in-group. For example, a white person using the word "nigger" is likely to be taken as an insult, even if that person means no harm. It's also interesting to note that Vohagen (1999) has talked about metonymic procedures, which involve reinventing pejorative phrases to indicate the social or group approbation.

Methodology

Data Selection, Description & Sources

The data of this study is a presidential speech which is said by the American ex-President Donald Trump, "his Presidential Announcement Speech in TRUMP TOWER, NEW YORK CITY", delivered in NEW YORK on June 16, 2015. This speech contains nearly sixteen pages and more than 10000000 words.

The researcher gets this speech from a book which contains all the presidential speeches for Donald Trump.

Model of the study

The researcher uses an eclectic model which contains two pragmatic theories to analyze a presidential speech by Trump. Leech's Politeness theory (1983, 2014) and Speech Act Theory by Searle and Vanderveken (1985) shape the eclectic model.

The philosopher John Austin (1962), the creator of Speech Act Theory, presented his new concepts at the 1955 William James lectures at Harvard University, drawing inspiration from Wittgenstein's Game Theory (Harris, 1995: 126). He divided the verbs of the speech act theory into constatives and performatives.

John Searle, an American philosopher, viewed language from a distinct viewpoint. He made a distinction between performances and intents, as well as the roles of the actor and audience in a holistic language moment, rather than concentrating on the impact of the linguistic activities (1969, 1979, 1983). He classified speech acts into expressives, assertives, commissives, directives, and declaratives. Then Searle made a distinction among locutionary, illocutionary and perlocutionary.

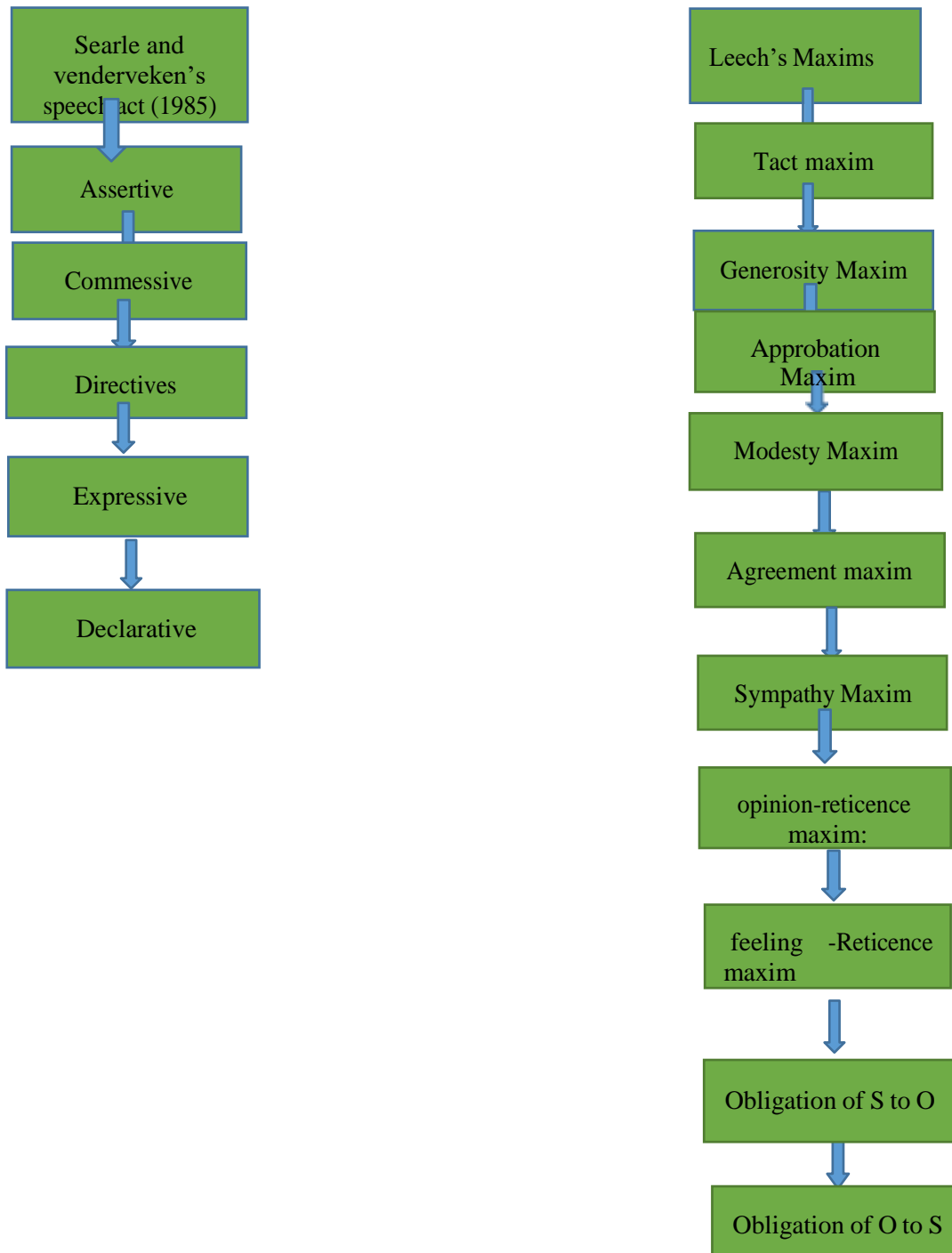
The term "locutionary act" or "locution" describes speech that has a specific structure and a largely defined meaning (Lyons, 1995: 240). An illocutionary act, also known as an accusation, apology, blaming, commanding, congratulating, permitting, joking, nagging, naming, ordering, promising, refusing, requesting, suggesting, swearing, and thanking, addresses the functions or actions the speaker wishes to accomplish (Huang, 2014: 128). The illocutionary force is another name for these abilities. Furthermore, a perlocutionary act, also known as a perlocution, is the series of the impacts an utterance has on the feelings, thoughts, or behaviours of the interlocutors (Austin, 1962: 101).

The other theory which is politeness theory, The existence of the Politeness Principle (PP) in the interpersonal discourse provides justification for the cooperative principle (CP) incapacity to address a wide range of issues that interactants may run into. Leech aimed to explain why humans tend to communicate meaning inadvertently. One of the main pragmatic phenomena underlying indirectness is politeness, which also contributes to people's departure from the cooperative principle (CP). A socio-pragmatic model of rhetoric and a rhetorical model of pragmatics, which are described as “the study of how utterances have meanings in situations,” are offered by Leech's Principles of Pragmatics (1983).

The relationship between how something is expressed to an addressee and that addressee's opinion of how it should be said is referred to as "politeness." Regardless of the social distance between the speaker and the addressee, "politeness" refers to any method used to show respect for the emotions (or face) of the addressee (Green 1996: 151). Leech (1983) recognized six maxims of politeness: the Maxims of Tact,

Approbation, Generosity, Modesty, Agreement, and Sympathy. Then, in Leech (2014), he reformulated his maxims increasing the maxims from six to ten. He added four maxims which are Obligation of S to O Maxim, Obligation of O to S Maxim, Opinion-reticence Maxim, and Feeling-reticence Maxim.

Pragmatic analysis of insult



Data Analysis and Discussion

This section is the practical side of this study, which contains a presidential speech analyzed according to the eclectic model.

Background

This speech was delivered on June 16, 2015 Evening, typically scheduled during prime time hours for maximum television viewership, in Quicken Loans Arena (now Rocket Mortgage Field House), Cleveland, Ohio, USA. The speech was delivered to a live audience of delegates, politicians, supporters, and media personnel gathered at the Republican National Convention. The stage typically featured American flags and possibly banners or screens displaying campaign slogans or visuals related to the Republican Party and the nominee's campaign theme. The atmosphere was likely charged with anticipation and excitement, as it was a major event during the 2015 United States presidential election campaign. Supporters would have been enthusiastic, and there may have been some protests or demonstrations outside the venue. Overall, the setting would have been carefully orchestrated to showcase the nominee and their vision for the country, leveraging the visual and emotional impact of the event to resonate with voters and set the tone for the upcoming election campaign.

Insulting within Speech Act Theory

Speech act theory by Searle and Vanderveken (1985) is to be used to analyse the American ex-president, Donald Trump's presidential speech to refer to where the insult is:

The speaker tries to insult the present government at Obama's administration. There were victories but then there weren't. Although China killed the Americans through the trade deal but only Trump could beat them all the time. This is clear within the assertive verb 'think':

"How are they going to beat ISIS? I don't think it's gonna happen. Our country is in serious trouble. We don't have victories anymore. We used to have victories, but we don't have them. When was the last time anybody saw us beating, let's say, China in a trade deal? They kill us. I beat China all the time. All the time."

In "the US has become a dumping ground for everybody else's problems", there is an indirect speech act of stating, the speaker insults the immediate government by stating that it is too weak. The Mexican people come to the US just to make problems.

"It's coming from more than Mexico. It's coming from all over South and Latin America, and it's coming probably—probably—from the Middle East. But we don't know. Because we have no protection, and we have no competence. We don't know what's happening. And it's got to stop, and it's got to stop fast."

The existence of the verb 'know' which is a direct speech act of assertive explained that problems come not from Mexican people only but they come from others. and we don't have any idea about that. In addition, we do not have competence, we don't have protection because of the government.

In this paragraph "**Last week, I read twenty-three hundred Humvees—these are big vehicles—were left behind for the enemy. Two thousand? You would say maybe two, maybe four? Twenty-three hundred sophisticated vehicles, they ran, and the enemy took them**", there is an indirect speech act of stating. How the politicians are coward and the enemy defeat them by taking twenty-three hundred cars and this is considered as a direct insult.

"Last quarter, it was just announced, our gross domestic product—a sign of strength, right? But not for us. It was below zero. Whoever heard of this? It's never below zero." There is the verb 'announced' which is declarative verb. Here the speaker said that there was no food which was our sign of strength. Then the availability of the food became under zero.

Also, in **"Our labor participation rate was the worst since 1978. But think of it, GDP below zero, horrible labor participation rate"**, from 1978 till now, our participation rate was below zero. This was shown by the assertive verb 'think'.

"And our real unemployment is anywhere from eighteen to twenty percent. Don't believe the 5.6. Don't believe it. That's right. A lot of people up there can't get jobs. They can't get jobs, because there are no jobs, because China has our jobs and Mexico has our jobs. They all have jobs." There is an indirect speech act of affirming because the American jobs have been taken by Chinese and Mexican people but the American people are without.

Another indirect speech act of stating in **"Our enemies are getting stronger and stronger, by the way, and we as a country are getting weaker. Even our nuclear arsenal doesn't work."**

The speaker states that our enemies are getting stronger but our country becomes weaker even our nuclear arsenal doesn't work. We are nothing (no jobs, no work); we are a weak country.

"We have a disaster called the big lie: Obamacare. Obamacare. Yesterday, it came out that costs are going for people up twenty-nine, thirty-nine, forty-nine, and even fifty-five percent. And deductibles are through the roof. You have to be hit by a tractor—literally, a tractor—to use it, because the deductibles are so high, it's virtually useless. It's virtually useless. It is a disaster. And remember the five billion-dollar website? Five billion dollars we spent on a website, and to this day it doesn't work. A five billion-dollar website. I have so many websites. I have them all over the place. I hire people, they do a website. It costs me three dollars. Five billion-dollar website."

The existence of the indirect speech act of informing indicates the financial losses which happened because of Obama.

"Well, you need somebody, because politicians are all talk, no action. Nothing's gonna get done. They will not bring us—believe me—to the promised land. They will not."

There is an indirect speech act of stating that politicians are only talking. The American people got nothing from them, they only promised the people to do many things and they didn't do them.

On the same page **"But you don't hear that from anybody else.... I want a job."**

The availability of the indirect speech act of stating indicates that politicians only said the rhetoric, they did nothing.

"And that's what's happening. And it's going to get worse, because remember, Obamacare really kicks in in '16, 2016. Obama is going to be out playing golf. He might be on one of my courses. I would invite him. I actually would say I have the best courses in the world, so I'd say—you what? . . . if he wants to. I have one right next to the White House, right on the Potomac. If he'd like to play, that's fine. In fact, I'd love him to leave early and play. That would be a very good thing."

It is an indirect speech act of criticizing Obama's administration which made the US the worst than before. He didn't know anything even playing golf. Trump would teach him how to play.

"We need a leader that wrote The Art of the Deal. We need a leader that can bring back our jobs, can bring back our manufacturing, can bring back our military, can take care of our vets. Our vets have been abandoned. And we also need a cheerleader." There is an indirect speech act of claiming of a cheerleader who can bring back the Americans' jobs, manufacturing, military; take care of the vets who have been abandoned. Although Obama was vibrant and young but he was a negative force not a cheerleader.

"How stupid are our leaders? How stupid are these politicians to allow this to happen? How stupid are they? Number one, the people negotiating don't have a clue. Our president doesn't have a clue. He's a bad negotiator." An indirect speech act of accusing exists. Trump accused Obama of being stupid and a bad negotiator. Then there was a traitor by changing a group of people to killers who were trying to kill the American people.

"Free trade can be wonderful if you have smart people, but we have people that are stupid. We have people that aren't smart. And we have people that are controlled by special interests. And it's just not going to work." Another indirect speech act of accusing of being stupid, not smart and controlled by a special interest.

"But their leaders are much smarter than our leaders. We have all the cards, but we don't know how to use them. We don't even know that we have the cards, because our leaders don't understand the game." Donald Trump also accused Obama as an American leader of being less smart than the Chinese leaders and of being stupid since Obama didn't understand how to manage the country.

"And he'll say, "Please, please, please." He'll beg for a little while, and I'll say, "No interest." Then he'll call all sorts of political people, and I'll say, "Sorry, fellas. No interest." Because I don't need anybody's money. It's nice. I don't need anybody's money. I'm using my own money. I'm not using the lobbyists. I'm not using donors. I don't care. I'm really rich. "I'll show you that in a second." He accused the politicians of living on interests from the lobbyists and donors. They don't have money to live, but they try to live on the others' shoulders. **"I mean, you looked at Bush—it took him five days to answer the question on Iraq. He couldn't answer the question. He didn't know. I said, 'Is he intelligent?'"** An indirect speech act of criticizing is available in this speech. Trump asked the ex-president of the US, Bush about Iraq and Bush didn't know how to answer, so Trump doubted whether he is intelligent or not. two indirect speech acts are criticizing and doubting and one direct speech act which is of knowing.

"Then I looked at Rubio. He was unable to answer the question. Is Iraq a good thing or bad thing? He didn't know. He couldn't answer the question." Then Trump accused Rubio's understanding of being terrible because Rubio was unable to answer a question concerning Iraq, so how he could lead the American people. "

"Twenty-five countries are better than us in education. And some of them are like Third World countries. But we're becoming a Third World country because of our infrastructure, our airports, our roads, everything."

A direct speech act of saying is also expressed. Many countries are more educated than the Americans. America was like third world countries in every aspect of life because of the present administration.

"I'm doing that to say that that's the kind of thinking our country needs. We need that thinking. We have the opposite thinking. We have losers. We have losers. We have people that don't have it. We have people that are morally corrupt. We have people that are selling this country down the drain."

An assertive speech act of saying is used to express what Trump wanted to convey. Politicians didn't have a good thinking. They were losers. They are morally corrupt and were selling America down the drain. They only worked for their benefit not for the benefit of their country.

"So just to sum up, I would do various things very quickly. I would repeal and replace the big lie, Obamacare." An indirect speech act of promising is also used to express Trump's readiness to repeal and replace Obama care that was described as a big lie. So, there is another indirect speech act which is of describing.

"I will immediately terminate President Obama's illegal executive order on immigration." He described president Obama's executive order on immigration as illegal. This is done by using an indirect speech act of describing.

"End—end Common Core. Common Core should—it is a disaster. Bush is totally in favor of Common Core. I don't see how he can possibly get the nomination. He's weak on immigration. He's in favor of Common Core. How the hell can you vote for this guy? You just can't do it. We have to end —education has to be local." Trump stated that Bush was in favor of common core which should end since it was a disaster according to Trump. So, Bush was described as being weak on immigration. Two indirect speech acts of stating and describing were available.

"I look at these roads being built all over the country, and I say, 'I can build those things for one-third.' What they do is unbelievable. How bad." With a direct speech act of saying, Trump insulted all the previous presidents of the US by describing the process of building the roads over the country as being bad.

"So we have to rebuild our infrastructure, our bridges, our roadways, our airports. You come into LaGuardia Airport, it's like we're in a Third World country. You look at the patches and the forty-year-old floor. They throw down asphalt, and they throw You look at these airports; we are like a Third World country. And I come in from China, and I come in from Qatar, and I come in from different places, and they have the most incredible airports in the world. You come to back to this country, and you have LAX—disaster. You have all of these disastrous airports. We have to rebuild our infrastructure."

In this paragraph of the speech, Trump made a comparison between the airports in America and those in china, Qatar which were of a high quality. Then he described the American airports as disastrous similar to those in the third world country .So, how he insulted those who built the airports in America, he insulted the third world country from time to time by using two indirect speech acts which are comparing and describing .

Insulting within Leech's Politeness Principle

The presidential speech delivered by the American ex-president, Donald Trump is to be analysed in terms of Leech's maxims (1983, 2014) to show the positions of insult.

"So nice. Thank you very much. That's really nice. Thank you. It's great to be at Trump Tower. It's great to be in a wonderful city. New York. And it's an honor to have everybody here. This is beyond anybody's expectations. There's been no crowd like this." Although this speech was determined to insult a number of politicians, Trump followed one of Leech's maxims (2014) which is "obligation of S to O". (p 17)

"And I can tell, some of the candidates, they went in. They didn't know the air conditioner didn't work. They sweated like dogs. They didn't know the room was too big, because they didn't have anybody there". The speaker violates the tact maxim in these lines criticizing the candidates' less knowledge of the air conditioners which are out of work and in spite of the big size of the rooms where they sit; they have no knowledge of their size because they have no one there.

"It's coming from more than Mexico. It's coming from all over South and Latin America, and it's coming probably—probably—from the Middle East. But we don't know. Because we have no protection, and we have no competence. We don't know what's happening. And it's got to stop, and it's got to stop fast."

The violation of the approbation maxim exists when Trump dispraised the politicians who didnot protect the American people and they had no right thinking.

"Our enemies are getting stronger and stronger, by the way, and we as a country are getting weaker. Even our nuclear arsenal doesn't work." The violation of the opinion –reticence maxim is found when Trump gave a high value to the enemies of the Americans with using one of the hedges which is 'by the way'.

"I have so many websites. I have them all over the place. I hire people, they do a website. It costs me three dollars. Five billion-dollar website." There is the violation of the tact maxim to express what Trump wanted to convey. He gave a high value to his own wants by saying that he paid too little money to set up many websites in comparison with the present government which spent five-billion dollars to set up a number of websites.

"Well, you need somebody, because politicians are all talk, no action. Nothing's gonna get done. They will not bring us—believe me—to the promised land. They will not." The violation of the approbation maxim is used. Trump gave a low value to the others' qualities when he said that politicians did nothing only talked and they would not benefit the Americans at all.

"You know, when President Obama was elected, I said, "Well, the one thing I think he'll do well—I think he'll be a great cheerleader for the country. I think he'd be a great spirit." He was vibrant. He was young. I really thought that he would be a great cheerleader. He's not a leader. That's true. You're right about that. But he wasn't a cheerleader. He's actually a negative force. He's been a negative force. He wasn't a cheerleader; he was the opposite." An agreement maxim is available when Trump gave the candidates his opinion about Obama. 'I think he'll do well –I think he'll be great cheerleader for the country .I think he'd be a great spirit. Then he is not a leader that's true. You are right about that' This means they agreed with Trump that Obama was not a cheerleader and he was a negative force.

"I will be the greatest jobs president that God ever created. I tell you that. I'll bring back our jobs from China, from Mexico, from Japan, from so many places. I'll bring back our jobs, and I'll bring back our money." The violation of the approbation maxim exists when Trump tried to praise himself. He would be the only source for people to get jobs and the only tool to bring the American jobs and money back from China and Mexico. It is a way to insult the US administration in comparison with the future administration led by Trump.

"How stupid are our leaders? How stupid are these politicians to allow this to happen? How stupid are they?" Another violation of the approbation maxim is found when Trump gave a low value to the others' qualities by describing the politicians as stupid, which was repeated three times.

"I'm going to tell you—thank you. I'm going to tell you a couple of stories about trade, because I'm totally against the trade bill for a number of reasons." There is the obligation of S to O maxim in which Trump thanked the audience when he tried to tell them about stories concerning the trade bill. This is another way to present the insult to the politicians.

"Number one, the people negotiating don't have a clue. Our president doesn't have a clue. He's a bad negotiator", we get Bergdahl. We get a traitor. We get a no-good traitor, and they get the five people that they wanted for years, and those people are now back on the battlefield trying to kill us. That's the negotiator we have."

When Trump accused Obama of being a bad negotiator and he didn't have a clue , and at the same time a traitor, he tried to insult Obama through the violation of the approbation maxim.

"Free trade can be wonderful if you have smart people, but we have people that are stupid. We have people that aren't smart. And we have people that are controlled by special interests. And it's

just not going to work." The violation of the approbation maxim is also available in the following paragraph when Trump dispraised the politicians who were stupid, not smart and controlled by special interests.

"They are ripping us. We are rebuilding China. We're rebuilding many countries. China, you go there now—roads, bridges, schools . . . you never saw anything like it. They have bridges that make the George Washington Bridge look like small potatoes. And they're all over the place." The violation of the generosity maxim is expressed when America re-built China and many countries and then those countries including China made a big progress in comparison with the US.

"We have all the cards, but we don't know how to use them. We don't even know that we have the cards, because our leaders don't understand the game." Another violation of the approbation maxim is conveyed. Trump dispraised the US leaders. Although they have all the cards, they did not know how to use them since they didn't understand the game.

"And he'll say, "Please, please, please." He'll beg for a little while, and I'll say, "No interest." Then he'll call all sorts of political people, and I'll say, "Sorry, fellas. No interest." Because I don't need anybody's money. It's nice. I don't need anybody's money. I'm using my own money. I'm not using the lobbyists. I'm not using donors. I don't care. I'm really rich. "I'll show you that in a second."

Two maxims are found in this paragraph: obligation of S to O when Trump gave a high value to his obligation to other politicians when he said 'sorry, fellas'. The second is the violation of the tact maxim when Trump gave a high value to his own wants. He didn't need money or anything else from anyone. He was not using lobbyists or donors like the present or the ex-presidents of the USA.

"And I'm the one that made all of the right predictions about Iraq. You know all of these politicians that I'm running against now—it's so nice to say I'm running, as opposed to if I run, if I run. I'm running. But all of these politicians that I'm running against now, they're trying to disassociate. I mean, you looked at Bush—it took him five days to answer the question on Iraq. He couldn't answer the question. He didn't know. I said, "Is he intelligent?" Then I looked at Rubio. He was unable to answer the question, Is Iraq a good thing or bad thing? He didn't know. He couldn't answer the question. How are these people gonna lead us? How are we gonna—how are we gonna go back and make it great again? We can't. They don't have a clue. They can't lead us. They can't. They can't even answer simple questions. It was terrible." The violation of the modesty maxim exists when Trump gave a high value to himself by telling the candidates that he was the only one person who made all the right predictions about Iraq. And there is the violation of the approbation maxim when Trump dispraised Bush and Rubio.

"So just to sum up, I would do various things very quickly. I would repeal and replace the big lie, Obamacare. I would build a great wall, and nobody builds walls better than me, believe me. And I'll build them very inexpensively. I will build a great, great wall on our southern border. And I will have Mexico pay for that wall. Mark my words. Nobody would be tougher on ISIS than Donald Trump. Nobody. I will find—within our military, I will find the General Patton, or I will find General MacArthur. I will find the right guy. I will find the guy that's going to take that military and make it really work. Nobody, nobody will be pushing us around. I will stop Iran from getting nuclear weapons. And we won't be using a man like Secretary Kerry that has absolutely no concept of negotiation."

The violation of the modesty maxim is found. Trump said that he would do various things very quickly like building a great wall very inexpensively; being tougher on ISIS; finding the right person to take the military and make it really work; stopping Iran from getting nuclear weapons. No one could do it like Donald Trump.

"Rebuild the country's infrastructure. Nobody can do that like me. Believe me. It will be done on time, on budget, way below cost, and way below what anyone ever thought. I look at these roads being built all over the country, and I say, "I can build those things for one-third." What they do is unbelievable. How bad." The violation of the modesty maxim exists. Trump promised the American people that he could do things, no one could do like re- building the America's infrastructure on time, on budget without much cost; building the roads in regular time, no one could imagine that.

"You know, we're building on —the Old Post Office, we're converting it into one of the world's great hotels. It's gonna be the best hotel in Washington, DC. We got it from the General Services Administration in Washington. The Obama administration. We got it. It was the most highly sought after—or one of them—but I think the most highly sought after project in the history of General Services. We got it. People were shocked Trump got it. Well, I got it for two reasons. Number one, we're really good. Number two, we had a really good plan. And I'll add in the third: we had a great financial statement. Because the General Services—who are terrific people, by the way, and talented people—they wanted to do a great job. And they wanted to make sure it got built." The violation of the approbation maxim is available. under Obama administration, Pennsylvania Avenue was the most highly sought after project in the history of General Services . Then it changed to one of the world's great hotels. People were shocked because Trump got it. This was done since Trump was good as he said and his plan was also good.

"Sadly, the American dream is dead. But if I get elected president, I will bring it back bigger and better and stronger than ever before, and we will make America great again." Two maxims are used. The first is of sympathy by using the adverb 'sadly' and the second is the violation of the modesty maxim by promising the American people that Trump would bring the American dream back and it would be bigger better and stronger than before and would make America great again.

Table 2: Overall Analysis of presidential speech No.1

Types of Analytical Model	Subtypes	Frequencies	Total
Direct Speech act	Assertive	7	10
	Directives	1	
	Commissive	1	
	Declaratives	1	
	Expressive	0	
Indirect speech act	Assertive	20	22
	Directive	0	
	Commissive	2	
	Declarative	0	
	Expressive	0	
Politeness	Tact Maxim	2	21
	Generosity Maxim	1	
	Approbation Maxim	8	
	Modesty Maxim	3	
	Agreement Maxim	1	
	Sympathy Maxim	1	
	Obligation O to S	1	
	Obligation S to O	0	
		3	

	Opinion reticence	1	
	Feeling reticence	0	

Assertive speech acts are used twenty-seven times which means that the first hypothesis is approved. The modesty maxim is employed three times. It is a clear indication that the second hypothesis is refuted.

Conclusions

There are some conclusions which are achieved by the researcher. They are theoretical and practical conclusions.

Theoretical Conclusions

The following are the conclusions that the researcher achieves basing on the theoretical background of insult:

1. Insults are defined as verbal or behavioural acts.
2. A disrespectful action when speakers want to offend their interlocutors by saying or doing something impolite or insensitive is known as an insult.
3. A statement or deed intended to annoy someone is considered insulting
4. Insult is a kind of linguistic taboo that is present in many languages and cultures but takes diverse forms.
5. The goal of insult is to cause hurt or denigration to the person being insulted.
6. Insult is considered as a certain type of the impolite language, and moreover, more aggressive verbal behavior.
7. Insult is a language act, or a sequence of repeated language acts, that designates a specific location in the world for the target of the acts.

Practical Conclusions

This section contains the practical conclusions that the researcher achieves by utilizing an eclectic model to analyze the presidential speech:

1. Assertive speech acts like stating, affirming, informing, criticizing, and other types of assertives are utilized more than other types of speech acts.
2. Expressive speech acts are not used in the employed speech.
3. Indirect speech acts are used more than the direct ones to express insult.
4. Politeness principle is utilized when expressing insult. The speaker can violate the maxims of politeness to convey a mock politeness. That means the speaker can be insulter by breaching the maxims of politeness.
5. An approbation maxim is the most violated maxim in the presidential speech to express insult.
6. The maxim of feeling reticence is not used in the presidential speech to express insult.

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