Politeness Violated: A Study of Selected Tweets by Donald Trump

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Abstract

Social media, Twitter in particular, have been a tool used by politicians to voice their thoughts and make a stand. Political figures sometimes use social media, including Twitter, as an instrument to distort the face of their rivals by employing linguistic impoliteness. The present study aims to analyze some of President Donald Trump's impolite tweets. Methodologically, Brown and Levinson's (1987) model of politeness is taken as the main reference of understanding and explaining the face-threatening acts that target the addressee's face, and Culpeper's (1996) framework to classify impoliteness strategies. The data are in the form of Trump's tweets. The selected ten tweets, which represent the study material, belong to different stages of Trump's political career; they are tweeted before, during, and after Trump's presidential campaign and they target different kinds of people including (politicians, actors, athletes, journalists, writers, military men, etc.) and institutions such as (governmental sections, news channels, newspapers, journals, etc.) The results show that Trump resorts heavily to negative expressions that include offensive terms and derogatory remarks as a destructive weapon of others' self-images. His negative characteristics (racism for example) are reflected by his choice of words.

Keywords: Violating politeness, Donald Trump's tweets, Face-threatening, FTA.

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انتهاك التهذيب: دراسة تغريدات مختارة لدونالد ترامب

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ملخص

أصبحت وسائل التواصل الاجتماعي، تويتر على وجه الخصوص، أدوات يستخدمها السياسيون للتعبير عن أفكارهم واتخاذ الموقف. إذ تستخدم الشخصيات السياسية أحيانًا وسائل التواصل الاجتماعي، بما في ذلك تويتر، أداة لتشويه صورة خصومهم من خلال استخدام عدم التأدب اللغوي. تهدف هذه الدراسة إلى تحليل بعض من تغريدات الرئيس دونالد ترامب غير المهذبة. من الناحية المنهجية، يعتبر نموذج براون وليفينسون (1987) للتهذيب مرجعا رئيسا لفهم الأفعال التي تستهدف صورة المخاطب، وإطار عمل كوليبير (1996) لتصنيف استراتيجيات عدم التهذيب. وتشكل تغريدات ترامب بيانات البحث. فالتغريدات العشر المختارة، التي تمثل مادة الدراسة، تعود إلى مراحل مختلفة من حياة ترامب السياسية؛ فقد نُشرت قبل حملة ترامب الرئاسية وفي أثنائها وما بعدها وهي تستهدف أنماطا مختلفة من الأشخاص بما في ذلك (السياسيون والممثلون والرياضيون والصحفيون والكتاب والعسكريون، وغيرهم) والمؤسسات مثل (الأقسام الحكومية والقنوات الإخبارية والصحف، المجلات، وما إلى ذلك). وتظهر النتائج أن ترامب يلجأ بشدة إلى التعبيرات السلبية التي تتضمن مصطلحات مسيئة وملاحظات مهينة بوصفها سلاحا مدمرا للصور الذاتية للآخرين. وتنعكس صفاته السلبية (العنصرية على سبيل المثال) في انتقائه للمفردات.

الكلمات المفتاحية: انتهاك التهذيب، تغريدات دونالد ترامب، تهديد الصورة الشخصية، فعل يهدد الشخصية.

1. Introductory Remarks

Politeness is generally known as showing or having good manners. Linguistic politeness is a sociolinguistic phenomenon that has been a subject of study for a long time. In their book, *Politeness: Some Universals in Language Usage,* Brown and Levinson (henceforth B&L) (1987) set a group of politeness strategies that would help interlocutors maintain their faces, therefore, maintain social harmony in society. Impoliteness on the other hand, is generally known as showing rude manners. Linguistic impoliteness is basically based on the studies

of linguistic politeness. Culpeper (1996), for instance, suggests a framework that is based on B&L's model of politeness. He sets a group of strategies that are parallel but opposite to those of B&L's and he names them 'impoliteness strategies' which are designed to attack or even destroy the faces of addressees.

Politicians and statesmen have been employing politeness as a helpful tool to gain people's trust. However, it is not always the case as politicians can sometimes be seen as impolite on several occasions. They have taken a good advantage of a number of social platforms to exercise their impoliteness strategies. Many politicians see Twitter a place where they would slash each other with offensive and sarcastic expressions. A case in point is the current president of United States, Donald Trump, who has taken a huge advantage of Twitter to whip his adversaries by adopting linguistic impoliteness.

Terkourafi's (2008) model on politeness/impoliteness focuses on the perception of the hearer rather than the intention of the speaker. She argues that the hearer's understanding of the act that the speaker performs is the factor which helps him/her to decide whether the speaker is being polite or not. Unlike Culpeper, she argues that the term impoliteness refers to unintentional face-threatening act while rudeness refers to an intentional one. Cahyono (2018) discusses face-threatening acts (henceforth FTA) that are performed by Trump on Twitter. According to Glottopedia an FTA is "an act which challenges the face wants of an interlocutor". Cahyono employs Culpeper's (1996) framework of impoliteness to analyze Trump's tweets. He analyzes the FTAs used by Trump on twitter by detecting those FTAs at first, and then explaining the impoliteness strategies employed through specific terms and expressions that are considered the main reason for the strategies to occur. He also points out to the damage that results from the acts performed on the addressee's self-image. Another thing that Chayono's analysis lacks is explaining what want being attacked by the FTA. Whenever there is an FTA performed to attack someone's face that means there is a specific want being threatened. The study will give an analysis of more detailed information regarding the wants that are attacked by Trump's FTAs. The present study refers to the kinds of face-threatening acts explained in B&L's (1987, pp.65-8) to give more detailed information about the act performed.

2. Data

The data are Donald Trump's tweets; his statements online are in the forms of criticism, judgments, and questions. The study presents a group of Trump's impolite tweets during three phases: before, during, and after his presidential campaign, three from each stage. The data show different kinds of Trump's attacks on different people including: politicians, athletes, actors, writers,

reporters, etc. and different institutions and organizations such as: news channels, T.V shows, magazines, etc. The main source of tweets is Trump's original account on twitter https: //www.twitter.com/realDonaldTrump which is officially managed by him. The study also makes use of the website https://www.rumptwitterarchive.com. The website labels the tweets into different categories such as: most used words, people Trump attacked, latest tweets….etc. The website made it easier for the researcher to find impolite tweets posted by Trump.

The steps for collecting data in this study are the following: First, the researchers surf the website https://www.trumptwitterarchive.com to collect impolite-marked tweets. Secondly, they investigate the context of each tweet through different kinds of media (newspapers, news channels, websites, and magazines) like: CNN, FOX network, *The New York Times,* etc. Each FTA, performed by Trump in a single tweet, was numerically marked, and the numbers are between parentheses (for example: You are stupid (1)). The analysis starts by detecting and explaining the kinds of FTAs used by Trump according B&L's (1987) classification. Then an explanation is given of which face is being attacked by the FTA (negative face or positive face). After that, what want is being attacked in particular is explained, for example the addressee's feature that he/she wants to be admired and desired by the others and how Trump devalues that want are mentioned. Finally, an explanation is given on how the FTA is performed starting from posting the tweet to the impolite strategy employed in the FTA.

3. Face-Saving Views

Goffman (1967, p.5) defines the term 'face' as "the positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact." He adds: "Face is an image of self-delineated in terms of approved social attributes-albeit an image that others may share, as when a person makes a good showing for his profession or religion by making a good showing for himself."

Accordingly, it can be said that Goffman's concept of face states that a person claims his positive social value by the lines he takes in every interaction and how the others react to these lines. Watts says:

That social value is dependent on the other 'members' and it can change from one moment to the next. It is an image of the self-constructed in accordance with social attributes approved by others, and it may be unstable and changeable. It is reproduced and modified in every instance of social interaction (2003, p. 104-5).

B&L (1987, p.62) suggest two types of faces each holds a special want:

1- Negative face: the want of every 'competent adult member' that his actions be unimpeded by others.

2- Positive face: the want of every member that his wants be desirable to at least some others.

B&L claim that for a suitable definition of positive face several points must be considered. The wants that the person wants to be desired by others have been satisfied; the wants are presented by present achievements or possessions (1987, p.62). They also state that wants are not necessarily of material things; non-material things like values (love, liberty, pity) and actions (driving a car) could be considered to be wants as well.

4. Positive and negative Politeness

Positive politeness is the strategy that a speaker adopts when he/she decides to go off record and tries to save hearer's positive face in any possible way, using a redressive action. Speaker seeks to save hearer's self-image that he claims for himself, and that can be done "by treating him as a member of an in-group, a friend, a person whose wants and personality traits are known and liked" (B&L, 1987, p.70).

Negative politeness, on the other hand, is the strategy adopted by the speaker when he/she decides to go off record and tries to save the hearer's negative face in any possible way, using a redressive action. The whole idea here is to avoid interfering with the hearer's freedom of action, and trying to minimize the damage of interfering in case it is necessary to interfere (p.70).

5. Impoliteness

Generally speaking, impoliteness is the opposite of politeness. Linguistic impoliteness neglects social harmony. Some people may cooperate to maintain each other's faces, while other people's goal is attacking the face.

Lakoff (1989, p.103) argues that "rude behaviour does not utilise politeness strategies where they would be expected, in such a way that the utterance can only almost plausibly be interpreted as intentionally and negatively confrontational". Accordingly, she explains that impoliteness represents the misuse of the strategies of maintaining face. Thus, the results will be the opposite.

Culpeper (1996) relates impoliteness to power. He argues that the more powerful a participant is, the more impolite he is able to be. In other words, the speaker may feel free to act impolite if he is more powerful than the addressee. He then shows how a powerful speaker might use his power to be impolite: "he

or she can (a) reduce the ability of the less powerful participant to retaliate with impoliteness (e.g. through the denial of speaking rights), and (b) threaten more severe retaliation should the less powerful participant be impolite."(p.354). He also argues that "conflict of interests" (p.354) is a reason that makes a participant go for threatening the other's face.

6. Politeness and Politics

For long time, politicians have acted politely to gain the trust of people in order to serve their own benefits. Politeness has been used as a mask to hide the ugly face of most politicians in public, and to help them practice their bad deeds in the shadow. Politeness then, is the tool that could be misused to gain sympathy, respect and trust. However, whether a politician is good or bad, he needs to be polite as much as he/she can.

One of the best-known political talk shows in the Middle East is *Al-Etijah Al-Muaakis* (The Opposite Direction) which is broadcast on Al-Jazeera news channel and hosted by Faisal Al-Qassem. Mr. Al-Qassem always looks for a way to provoke his guest/guests. He also tries to make them look like fools by calling them names or reminding them of their bad decisions. Of course, he most of time targets those whom are against the policies of those who support the channel that he works for and he acts softly with those guests who share the same goals. However, this kind of impoliteness is not bad in such competitive world especially when it comes to two counter parties.

We can conclude that a politician needs to know the right time to be polite or impolite according to the situation he/she is in. In other words, there is a time for politicians when politeness is no longer needed and he/she might act politely even in the presence of his opponent. The more one politician gets that the closer he is to his goals.

7. Data Analysis

As a social platform for celebrities, many politicians have been using Twitter for several purposes including election campaigns. Twitter has also been a very useful tool to begin verbal quarrels in order to destroy the self-image of enemies. Donald Trump takes a good advantage of this feature, and posts offensive statements in order to take down his rivals. This section represents ten of Trump's offensive statements that attack different people. The analysis adopts Culpeper's (1996) framework of impoliteness, and B&L's (1987) model of politeness as a main reference. Before the analysis, some information about the context of the tweet is set forth to help understand the reasons behind the FTAs performed. The FTAs in each tweet are numbered, and the number of the FTA is held between parentheses right away after the FTA. An FTA might hold more

than one output strategy; it might hold both negative and positive impoliteness, for example:

Tweet 1

After the famous basketball star LeBron James criticized Trump in an interview on CNN by accusing him of using the sports to divide the nation, the latter responded to him through a tweet (Caron**,** Aug, 4, 2018). Trump tweeted: @realDonaldTrump (2018, Aug 3) "Lebron James was just interviewed by the dumbest man on television, Don Lemon. (1) He made Lebron look smart, which isn't easy to do (2). I like Mike!"[Twitter post] Retrieved from https:// twitter.com/realDonaldTrump/status/1025586524782559232 In this tweet, Trump is attacking James and the anchor who interviewed him 'Don Lemon' as well. He insults the intelligence of both Lemon and James. He directly insults Lemon by using an identity marker as he describes him as "the dumbest man on television", then he continues "He made Lebron look smart" indicating that James is a dumb person. The kind of the FTA used here is the "negative evaluation of some aspect of H's face" (B&L, 1978, p. 66). Trump used negative expressions (like dumb) to mock the intelligence of Lemon and James. The FTAs strategies lines used by Trump in his tweet were as the following: first, he decides to do the FTAs and he does so by posting the tweet. In FTA (1) he goes on record: he doesn't use hints, but he mentions out the subject and talk about the persons that are involved, and then he employs positive impoliteness as he attacks Lemon's face intentionally. FTA (2) holds two strategies: he employs positive impoliteness, and he does so by employing sarcasm.

Tweet 2

As a response to former Democratic nominee and Secretary of State Hillary Clinton who criticized Trump in "a series of interviews about Trump's political and moral legitimacy."(Belvedere, Nov, 18 2017, para.2), Trump tweeted the following: @realDonaldTrump(2017, Nov 13) "Crooked Hillary Clinton(1) is the worst (and biggest) loser of all time (2). She just can't stop, which is so good for the Republican Party (3). Hillary, get on with your life and give it another try in three years!(4)" [twitter post] Retrieved from https://twitter.com/ realDonaldTrump/status/931877599034388480 Trump uses his linguistic efforts to make Clinton look bad. The first and second FTAs attack Clinton's positive face. Both FTAs in his tweet were negative evaluation of Clinton's face; FTA (1) attacks Clinton's want to be seen as honest by the public. By performing FTA (2), Trump accuses her of being a "the worst and (biggest) loser)". Trump assures on attacking the whole Democratic Party's face by claiming that the actions of Clinton are good for the Republican Party. Trump ends the tweet with a suggestion that might threaten Clinton's both positive and negative faces. He

suggests that she should get over it and to try after three years; he attacks her negative face by using mockery as a FTA. He proposes that she won't be able to take his place by making him fall and the only way to replace him is through elections.

Tweet 3

Trump is known of his aggressive attitude toward many news networks especially CNN. While he was in Philippines on a trip, Trump complained that he was forced to watch CNN (Lockie, Nov, 15, 2017). He tweeted the following @realDonaldTrump (2017, Nov, 15) "While in the Philippines I was forced to watch CNN, which I have not done in months, and again realized how bad(1), and FAKE(2), it is. Loser(3)!" [twitter post] Retrieved from https://twitter.com/ realdonaldtrump/status/930748627642998784 CNN is known for being against Trump, "Watch any 10 minutes of CNN, and now you'll see nothing more than a nonstop - and often vicious - diatribe against President Trump." (Curl, May, 23, 2017). Thus, each party won't take it easy on the other. The kind of the FTA that is done by Trump in this tweet is the negative evaluation of the positive face. He indicates that there were no other channels to watch but CNN. The FTAs strategies used by Trump in his tweet were as the following: first, he decides to do the FTAs and he does so by posting the tweet. Then, he goes on record. Without any hints he goes straight to the point and criticizes CNN. Finally, since both parties have conflicts, Trump makes sure that CNN gets it hard, so employs positive impoliteness through attacking its positive face wants. He uses derogatory expressions like 'bad' and 'FAKE', and inappropriate identity marker: 'loser'. He ignores the fact that his opinion of the channel might affect its self-image, leaving it with huge damage.

Tweet 4

As a response to the Academy Award winner Meryl Streep "who used the majority of her six-minute address to slam Trump" (Hallowell, Jan, 9, 2017) in a televised Golden Globe (2017) awards show, Trump posted the following tweet @realDonladTrump (2017, Jan, 9) "Meryl Streep, one of the most over-rated actresses in Hollywood (1), doesn't know me but attacked last night at the Golden Globes (2). She is a....." [Twitter post] Retrieved from https://twitter.com/realDonaldTrump /status/818419002548568064 In this tweet, the kind of the FTA that is done by Trump is negative evaluation of some aspect of Streep's positive face. He underestimates her acting talent, by claiming that she is "over-rated". By doing so, he threatens her want of making her talent admired and desirable by movie critics and people who watch movies. FTA (2) is the same kind as (1) but he implies that she is ignorant of his personality. Trump ends his tweet with "she is a….." This unfinished sentence could be

considered as an FTA; He doesn't beat around the bush but speaks his mind clearly by writing an obvious statement regarding Streep. The FTAs 1 and 2 both hold positive impoliteness as they attack the positive face wants. FTA 1 holds an expression that is considered a derogatory remark which is 'over-rated'. FTA 2 implies disagreement of what Streep knowledge of Trump.

Tweet 5

When both of Trump and Clinton were running for president, they were always criticizing each other in order to make the other look bad and win. One of Trump's criticisms about Clinton is the following @realDonaldTrump (2016, May, 22) "Hillary Clinton is not qualified to be president because her judgment has been proven to be so bad! (1) Would be four more years of stupidity! (2)" [Twitter post] Retrieved from https://twitter.com/realdonaldtrump/status/734365143635759104?lang=en Trump threatens her positive face by indicating that he doesn't care about her want (Clinton wants to her judgment to be admired). He threatens her positive face again when he insults her personal characteristics by implying that she lacks intelligence. In an open war, there is no need to beat around the bush. Trump goes for it and speaks his mind freely about Clinton questioned ability to run the country. FTA (1) employs positive impoliteness since it attacks Clinton's positive face wants. FTA (2) holds negative impoliteness because Trump makes fun of Clinton. In such competitions, politicians seek of a chance to hit their rivals, thus, they don't hold back and go for it as Trump did in his tweet. He smashes Clinton's face in order to maintain his face.

Tweet 6

Trump attacked his ex-wife in a tweet (Allen, Aug, 5, 2015). He tweeted the following @realDonaldTrump (2015, Jul, 29) "How can a dummy dope like Harry Hurt (1), who wrote a failed book about me (2) but doesn't know me or anything about me (3), be on TV discussing Trump?" [Twitter post] Retrieved from https://twitter.com /realdonaldtrump/status/626508731073867776?lang=en The kind of the FTAs that are done in this tweet is negative evaluations of Hurt's positive face. FTA (1) attacks Hurt's positive face through using an inappropriate identity marker that is 'dummy dope'. Accordingly, the want that is attacked by the first FTA is Hurt's being seen as intelligent by others. Trump then attacks Hurt's want of his book and writing to be successful and desired. FTA (3) threatens Hurt's positive face by showing disagreement to information that he wrote about him by claiming that he doesn't know anything about him. Since he claimed that the information in the book is not authentic, Trump threatens Hurt's want of her book to admired and desirable by others. Trump brings out the subject clearly and he doesn't use any hints. Finally, FTAs (1,2,3)

holds positive impoliteness. FTA (1) includes an inappropriate identity marker that Trump uses to attacks Hurt's face. FTA (2) includes a derogatory remark that also attacks his face. FTA (3) implies that Hurt is ignorant or at least provides false information which represents disagreement. As an opponent to her, Trump doesn't care about her want, and therefore, doesn't care about her face.

Tweet 7

Trump attacks the English comedian and political commentator John Oliver by claiming that his show *Last Week Tonight* is boring and low rated. He posted the following tweet @realDonaldTrump (2015, Oct, 31) ".@thehill John Oliver had his people call to ask me to be on his very boring (1) and low rated (2) show. I said "NO THANKS (3)" Waste of time & energy! (4)" [Twitter post] Retrieved from https://twitter.com/realDonaldTrump /status/660597552023228416. The FTAs that are done by Trump in this tweet are the negative evaluations of the positive face of Oliver. He attacks his want of his show's entertaining content to be admired and wanted by claiming that it's 'boring'. He attacks his want for his show to be seen as a successful and admired late show by calling it a 'low rated'. Trump shows it as if Oliver wanted a chance to increase show's rating by hosting him, which seems pathetic. He slashes out the show by claiming that it's not worthy of his time and energy. Trump doesn't use allusions and speaks his mind of what he thinks of Oliver's late show but uses clear critical words. He also talks about the situation that he claims it happened when Oliver tried to host him. The FTAs (1, 2, 3, 4) hold positive impoliteness; all of that FTAs hold derogatory remarks target Oliver's positive face. Trump performs the acts without redress. Trump didn't think of expressing his opinion in a polite way to maintain Oliver's face, but he was aggressive by using harsh critical words that damage his face.

Tweet 8

As a response for not wining an Emmy Awards or even nominated for his reality show *The Apprentice* in 2013, Trump attacked the Emmys show that night (Feinberg, Jul, 14, 2016). He tweeted the following @realDonaldTrump (2013, Sep, 22) "The Emmys are sooooo boring! (1) Terrible show (2). I'm going to watch football! I already know the winners (3). Good night." [Twitter post] Retrieved from https://twitter.com/realdonaldtrump/status/ 381939611591012352?lang=en Since he attacks the awards show in particular, it is supposed that the group of people that performed and were in charge of the show are the ones who are attacked. Trump clearly uses the negative evaluation of positive face wants in his FTAs. He attacks the responsible group's want for their work to be seen as impressive and to be admired by calming that it is

'boring' and 'Terrible'. Then attacks their same want by comparing the awards show to a football match, where he indicates that it is more entertaining. He attacks another of group's want which is its want for show's credibility to be respected by claiming that the standards are fake. Therefore, the winners are selected before due to certain agenda. Trump doesn't beat around the bush and talks about the issue in most direct way. FTAs (1,2) employ positive impoliteness both FTAs attack the group's responsible for the show positive face wants by commenting on them derogatorily through using offensive terms and they are boring and terrible. Finally, Trump does the acts without redress. As for the last FTA, it attacks the group's positive face indirectly.

Tweet 9

After he was accused of mocking of one of *The New York Times'* reporter's arm disability, Trump attacks the newspaper on Twitter. He posted the following @realDonaldTrump (2015, Nov, 25) "So, since the people at the @nytimes have made all bad decisions over the last decade (1), why do people care what they write (2). Incompetent! (3)" [Twitter post] Retrieved from https://twitter.com /realdonaldtrump/status/669692360465514496?lang=en The kinds of FTAs that are done in this tweet are the negative evaluations of the positive face. The wants that are attacked by the FTAs are two. First, Trump attacks the staff in the newspaper's want for their strategies and plans to be valued by claiming that came up with bad decisions. Second, Trump attacks the second want in the shape of an interrogative sentence. He wonders why people would care about a failing newspaper's writings. Therefore, he attacks their want for their articles and reports to be admired and read as well. He also attacks the second want by saying that *The New York Times* is 'incompetent'. Trump had no intention to express his statement about the newspaper implicitly, but he mentions the newspaper in his tweet and let it all out in in clear statement. The FTAs (1,3) employ positive impoliteness. FTA (1) holds disagreement to what the newspaper writes about, and FTA (3) holds the derogatory remark 'incompetent'. FTA (2) holds negative impoliteness; Trump makes fun of the situation of the newspaper, claiming that it is not worthy of being followed. Trump, with no care at all to the newspaper's self-image in front of the public, cuts its face with his sharp tongue using offensive expressions.

Tweet 10

As the conflict between Trump and his rival Joe Biden heats up, and with the election being around the corner, the current elected president's survival instincts started to appear. Thus, he had to act more aggressive, and to regenerate FTAs in order to banish the threat that he is facing these days. He tweeted the following @realDonaldTrump (2020, Aug 21) "In 47 years, Joe did none of the

things of which he now speaks (1). He will never change (2), just words! (3)" [Twitter post] Retrieved from https://twitter.com/realDonaldTrump/status/ 1296645682875506688 The purpose of the previous tweet is make Biden look bad, therefore, the FTAs that are made in this tweet target the positive face. Each FTA is the kind of negative evaluation of the positive face, in this case, Biden's positive face. The tweet includes three FTAs that were employed by Trump to do one thing and one thing only, and that is destroying the image of Biden's career background, in other words, attacking Biden's want (his want for his past to be seen as a bright one). As a corollary, Trump not only attacks Biden but also suggests a comparison between both rivals to make the FTAs even more destructive. FTA (1) targets Biden's positive face through claiming that he did nothing through the past 47 years, and he is all talk but no actions. As mentioned before, Trump uses his FTAs in order to look better than Biden, therefore, the first FTA indicates that Trump has done more things than Biden or at least he has done whatever he said he would (a man of his word). Trump also claims that the man doesn't even have the ability to prove himself and shine. As for the third FTA, Trump emphasizes the notion of (actions speak louder than words) indicating that Biden is full of empty words. The FTAs (1,2,3) hold positive impoliteness as they harshly damage the positive face of Biden's. As the case in most of his tweets, Trump destroys other faces to maintain his face.

8. Discussion and Conclusion

The data analysis above has shown that Trump is linguistically very aggressive and that he is fond of using offensive remarks against his adversaries when tweeting. When he offends his adversary on Twitter, Trump uses different ways; he employs racism, misogyny, and whatever way to offend the addressee. Then, he translates his hatred into offensive remarks. From the data above, Culpeper's (1996) framework of impoliteness was the most appropriate method to analyze Trump's violation of politeness. Culpeper's strategies of impoliteness are the best to describe Trump's offensive remarks. He regularly uses bald impoliteness, negative impoliteness, positive impoliteness, and sarcasm. Trump prefers to attack the face of the addressee and he has changed neither his way of addressing his opponents nor the way of attacking their faces through stages that ends up with him being a president.

One of the factors that Trump would take advantage of is the appearance of his/her enemy. He also goes for his enemies' characteristics; he attacks their faces through offending their own personalities and talents. After he finds something to hit, Trump selects offensive remarks that relate to the feature that he offends; if he intends to attack the appearance of someone, he uses words such as ugly or unattractive, and if he wants to offend someone's talent, he uses words such as boring and untalented. Another thing that Trump looks for in his

victim is what makes that victim special such as: talent, skills, presence, job…etc. Then, he starts his attack by using impolite remarks that would devalue the characteristics of the addressee like untalented, boring, incompetent…etc. News reporters and actors are the most attacked in this category. Trump can't attack the appearance of the reporters or actors so he goes for their skills, presence, and wits. The third way of insulting the victim is reminding him/her of a shameful and embarrassing situation where Trump had the upper hand. Therefore, he selects the most humiliating expressions to insult the addressee, and the most frequent one is 'like a dog'.

Words often reflect the personality and thoughts of the speaker, and this goes for Trump. One of Trump's characteristics that was exposed through his statements is his contempt towards women. He was accused of being a misogynist on several occasions. The data show a lot of Trump's contempt and hate against women. There is no specific way to hurt a woman; he attacks different things like her appearance, her ability to get the job done, and her talents. Trump harshly attacks women's positive face by attacking their appearances, their skills and talents. Thus, he completely loses his politeness and respect towards women when he posts such offensive tweets.

From the tweets analyzed, the most frequent impoliteness strategy that is used by Trump is attacking the positive face. That reflects a major aggression. The present study has discussed the main goal of politeness which is maintaining social harmony, and argued that the goal of impoliteness is the exact opposite. Trump is not interested in social harmony, and he seeks no agreement unless the addressee is a friend or share the same interests. Thus, he clearly replaces the B&L's (1987) politeness strategies with Culpeper's (1996) impolite ones. In other words, Trump does not feel the need of performing less-damage acts because he does not feel the need of respecting the addressee or even avoiding hurting his/her feelings. When he attacks, Trump, mostly, targets the positive face of the addressee, and he does it in the most effective way.

The first time Trump ran for president was in 2000, but he didn't do it again until Nov, 8, 2015 when he decided to enter the competition one more time. He uses several ways of attack that require different offensive remarks. During the elections, the candidates show the best of what they got; each candidate does his best to leave a good impression on the voters. Trump continued to use the same ways of attacking people and the same impolite remarks. In other words, the case of running for presidency didn't change his language a bit. Trump didn't change his way of making statements even after he became a president. He continued with his aggressive attacks and offensive remarks.

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