

Tact and Generosity Maxims in Kamala Harris 's Speech Commemorating the 59th Anniversary of Bloody Sunday

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**مبدئي اللباقية والكرم في خطاب كامالا هاريس
إحياء الذكرى التاسعة والخمسون للأحد الدامي**

الباحثة
هدى خالد راهي
المديرية العامة للتربية في محافظة النجف الاشرف
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Abstract:-

The present study aims at investigating the tact and generosity maxims in Kamala Harris's speech ; it primarily focuses on investigating the sub maxims of these maxims and explores how these maxims are used to win its employment with Searle's impositives and commissives as well as the negative and positive politeness strategies. This study uses an eclectic model that is an Leech's politeness theory (1983), Searle's classification impositives and commissives (1979), and Brown and Levinson's politeness theory (1987). All in all, the results of the analysis yield that it can be noticed various sub maxims have been utilized in Kamala's speech. The sub maxim of maximizing the benefit to other is most frequently used one. The result indicates that naturally, Kamala employs tact maxim in her remarks, especially maximizing the benefit to others. She aspires to inspire her people to vote and encourage Americans to participate in defending about democracy.

Keywords: pragmatics, politeness maxims, tact maxim, generosity maxims, and politeness strategies.

المخلص:-

تهدف هذه الدراسة إلى التحقق من مبدئين هما: اللباقة، والكرم في خطابات كامالا هاريس؛ فهي تركز في المقام الأول على التحقيق في المبادئ الفرعية لمبادئ اللباقة والكرم وتستكشف كيفية استخدام هذه المبادئ للفوز بالتوظيف مع أفعال الكلام الإلزامية والتوصية لسيرل، بالإضافة إلى استراتيجيات التأدب السلبي والإيجابية. استخدمت الدراسة الحالية نموذجاً مزدوجاً؛ وهو نظرية التأدب ليش (1983)، وتصنيف سيرل لأفعال الكلام الإلزامية والتوصية (1979)، ونظرية التأدب لبراون وليفنسون (1987). وبشكل عام، تسفر نتائج التحليل عن أنه يمكن تحقيق مبادئ اللباقة والكرم بطرق مختلفة من خلال استخدام الاستراتيجيات المختلفة، وقد تختلف معدلات استخدام المبادئ الفرعية باختلاف توظيفها، ولكن يمكن ملاحظة أنه قد تم استخدام مبادئ فرعية مختلفة في خطاب كامالا. أما المبدأ الفرعي المتمثل في تعظيم المنفعة للآخرين فهو الأكثر استخداماً. وتشير المعلومات إلى أن كامالا تؤكد على مبدأ اللباقة في كلامها، ولاسيما تعظيم الفائدة للآخرين، وهي تطمح إلى إلهام شعبها للتصويت وتشجيع الأميركيين على المساهمة في الدفاع عن الديمقراطية.

الكلمات المفتاحية: التداولية، مبادئ الأدب، مبدأ اللباقة، مبدأ الكرم، استراتيجيات التأدب.

1.1 Introduction

Pragmatics necessarily involves the interpretation of what people mean in particular context and how the context influences what is said. It means that how speaker organizes what s/he wants to say appropriately with whom s/he talking to, when, where, and what the circumstance (Yule,1996,p.3).

One of discussions in pragmatics is politeness. Grundy (2000, p.146) states that politeness phenomena are one manifestation of the wider concept of etiquette or appropriate behavior. Lakoff (1972), Leech (1983) and Brown and Levinson (1987) were some of the earliest linguists to study politeness. Since then, many other theorists have built on their ideas and principles.

One has to follow some important strategies to be successful in interaction and to be polite. Since politeness characterizes the connection between two parties, the self and others, Leech's recommended maxims are concerned with polite behaviors. Actually, in discussions, the terms "self" and "other" refer to the speaker and the hearer, respectively. With the use of conversational maxims, Leech (1983) suggests a politeness principle. Leech lists six maxims: tact, generosity, approbation, modesty agreement and sympathy (Leech, 1983, p.131).In terms of pragmatics there are few studies that tackle tact and generosity maxims; thus, this study aims to fill this gap.

Furthermore, it is essential to dig deeply in order to fully understand the tact and generosity maxims, which are crucial to this work but have received little attention in language studies. To the best of researcher's knowledgge, tact and generosity maxims in Kamala Harris's speech haven't been tackled, which is the subject of this study. Concequently, the paper aims to answer the questions: First, how are the tact and generosity maxims employed in Kamala Harris's speech? Second, what are the most and least sub maxims of those maxims used in question? Third, what are the most and least impositives and commissives used in this speech? Fourth, what are the most and least the politeness strategies used in this speech?

Consequently, the paper aims to figure out the tact and generosity maxims in Kamala Harris's speech in question. Besides, it

attempts to investigate sub maxims of those maxims to determine the most frequently used one and the least employed ones. In addition, it aims to show the most and the least frequently employed impositives and commissives. Accordingly, it aims to identify the most and the least frequently utilized politeness strategies.

Therefore, the study hypothesizes that the most implemented sub maxim within tact maxim is maximize the benefit to other and the minimize the cost to other is the least one. Furthermore, maximize the cost to self is the most frequently achieved one and minimize the cost to self is the least one, In terms of generosity maxim. While suggestion is the most frequently, used one of the impositives and inviting is the least one. Promise is the most frequently employed one of the commissives and refusal is the least utilized one and claim common ground is the most employed one of politeness strategies and the strategy of be direct is the least one.

1.2 Pragmatics : A Brief Review

In earlier years, pragmatics indicates the study of the connections between language and environment, which are important for understanding how language works (Levinson, 1983, p.21).Leech (1983) considers pragmatics as the study of how situations determine the meanings of utterances (p.x).While, Mey (1993) describes pragmatics as the study of how individuals use language to express their interests in everyday life (p.5).

1.2.1 Politeness

Politeness is a strategy used by a speaker to accomplish a number of purposes, including creating or sustaining harmonious relationships (Thomas, 1995, p.158).According to Yule (1996), politeness is the use of methods to demonstrate being aware of another individual's face throughout an engagement (p.60).Reiter (2000) claims that when referring to individuals, politeness is associated with ideas like polished or refined (p.1). Truly, politeness is a basic aspect of collaboration and may be found in some form in all languages (Cutting, 2002, p. 54).

1.2.2 Politeness Maxims

Since politeness characterizes the connection between two parties, the self and others, Leech's recommended maxims are

concerned with polite behaviors. Actually, in discussions, the terms "self" and "other" refer to the speaker and the hearer, respectively. With the use of conversational maxims, Leech (1983) suggests a politeness principle. Leech lists six maxims: tact, generosity, approbation, modesty agreement and sympathy (Leech, 1983, p.131).

1.2.2.1 Tact Maxim

The tact maxim states that a speaker should try to communicate as tactfully as possible by expressing their opinions as little as possible in ways that would be costly to others and as much as possible in ways that would be beneficial to them. By using two discourse markers one to promote solidarity and the other as a moderating hedge, the Speaker has complied with the tact maxim, minimizing the expense to the addressee. Conversely, the Speaker optimizes the advantage of the speeches. As illustrations: Could I interrupt you for a second to help me? Please take your dinner. I have prepared for you (Jewad et al., 2020, p.157). As a matter of fact, this maxim's positive side maximizes profit to (H), while its negative side minimizes expense to (H). It should be mentioned that this tact maxim addresses the magnitude of imposition, or greater use of indirectness, which is the third pragmatic criteria. The speakers aim to maximize the benefits to others while minimizing the costs to others in this delicate maxim (Leech, 2014, p.92).

1.2.2.2 Generosity Maxim

Maximizing the expense to oneself while reducing the gain to oneself is the generosity maxim. This maxim, which contrasts sharply with the tact maxim by emphasizing the speaker, is noteworthy. The generosity maxim obviously has to do with how generosity is expressed in language. Therefore, the generosity maxim is largely influenced by culture. Offers and invites, for instance, are seen as courteous since they suggest a benefit to the H and a cost to the S (Leech, 1983, p.134).

The tact maxim is more effective than the generosity maxim, according to Leech (2014, p. 91). Maxim of Generosity Give O's desires a high priority. As an example, offers, invites, and promises are (by default) "generous" and, in English, may be explicit or even imposition. Consistent directive aspects in (1)–(2) are highlighted: (1)

You must come and stay with us next time. I won't take "no" for an answer! (2) Come on! Sit down and have a nice cup of coffee (Leech ,2014, p.91).

1.2.3 Politeness Strategies

Brown and Levinson (1987) characterize an interaction participant has to be aware of whether a certain behavior contains a face threatening act (henceforth FTA) or not. There are four options if the interactant wants to execute the FTA, among them (Ansari, 2013, p.71):

- a) Bald on Record: seeks to resolve the FTA in a straightforward manner without redressive action. counteract the potential face damages of the FTA are referred to as redressive actions.
- b) Positive Politeness :is to provide the FTA with a redressive action that pays attention to H's positive expression of solidarity.
- c) Negative Politeness :tries to carry out the FTA with a redressive action that satisfies H's negative face desires without impeding his independence.
- d) Off Record is not addressed specifically, the hearer's face is not endangered by what is spoken (Brown and Levinson, 1987, p.101- 211).

1.3 Methodology

An eclectic model built on the foundation of three theories serves as the framework for the qualitative data analysis. Leech's (1983) politeness is the first theory, second theory is Searle's impositives and commissives (1979), and the third one is the politeness theory by Brown and Levinson (1987).

First, Leech (1995, p.102) differentiates between two applications of the Politeness Principle the negative and the positive with regard to Brown and Levinson's work. The negative form of PP is: Minimize (other things being equal) the statement of impolite views. The positive form, on the other hand, is: Maximize (other things being equal) the display of polite beliefs (p.81).

In order to define the relationship among sense as well as force in addressers' utterances, Leech (1983) suggests six essential

maxims. He argues that these maxims function more like limitations or standards that addressers may observe rather than laws for the ideal behavior. Furthermore, he lists politeness maxims, including the maxims of tact, generosity, approbation, modesty, agreement, sympathy. The study will focus on two maxims tact and generosity as they are the its core.

1-Tact Maxim is other-centered maxim that has two sub maxims:

a. Minimize cost to other. For instance, Can you come here for a minute?

b. Maximize benefit to other. For example, I will make you a cup of tea (Barron, 2003, p.17).

2- Generosity Maxim is speaker or self-oriented maxim that consists two sub maxims:

a. Minimize benefit to self. Such as, I can lend you my car (polite offer).

b. Maximize cost to self. As, you must come and have dinner with us (polite invitation) (Barron, 2003, p.17).

Second, Searle (1979) introduces the classification of speech acts that are assertives, impositives, commissives, expressives, and declaratives. The most relevant speech acts of this study are impositives and commissives. Due to Leech's comments that tact and generosity maxims are mainly achieved by impositives and commissives (Leech, 1983, p.107).

Impositives are kinds of speech acts that are used by the speaker to get someone to do something (Searle 1999, p. 148-149). An impositive speech

act is an utterance that burdens the hearer to do something or is morally burdened. Furthermore, the impositives will be seen through power, social distance, and rating of imposition as a redressive action aimed at the speech partner. Related to its use, impositive speech acts are not only found in directive speech acts but also in other speech acts such as assertives, commissives, expressives, and declaratives (Arbain et al, 2022, p.169). impositives can be classified into these types: Command, Order, Request, Suggestion, Forbidding, and Inviting.

- a. **Order** is the speaker gives an order for somebody to do something. E.g.: bring me a glass of coffee, please! (Karo, 2019, p.17).
- b. **Command** is an order given to a person or animal. E.g.: close the book! (p.17).
- c. **Request** is the action of asking for something formally and politely. E.g.: Let me love you (Karo, 2019, p.18).
- d. **Suggestion** is an idea or plan that you mention for somebody else thinking about something. E.g.: You had better take a rest now (p.18).
- e. **Forbidding** is used to order someone not to do something. E.g.: Don't say about that! (p.18).
- f. **Inviting** is used to ask somebody in a friendly way to go somewhere or do something. E.g.: Come to this class, Children(p.18).

Commissives are kinds of speech acts that the speaker uses to commit him to some future actions. For example: promise, threats, refusal and pledges, which make the world fit words. These tend to be convivial rather than competitive, being performed in the interest of someone other than the speaker. E.g. : a. I'll be back. b. I'm going to get it right next time. c. We will not do that (Karo, 2019, p.17). Commissives are differentiated into some types:

- i. **Promise** is a statement of telling someone that you will definitely do or not do something. E.g., "Then, I'll go with you, Biff. We'll be together yet, I swear" (Husain, 2018, p.13).
- ii. **Guarantee** is a firm promise that you will do something or that something will happen. E.g., "I bet you forgot how bashful you used to be. Especially with girls(Husain, 2018, p.14).
- iii. **Refusal** is a negative response to invitations, requests, offers, suggestions, and the like which are frequently used in our daily lives. E.g., I don't want your goddam job! (p.14).
- iv. **Threat** is a statement of an intention to punish people. It means to give intimidation to the hearer, if the hearer does not want to do the speaker's command. E.g., May you rot in hell if you leave this house ! (Husain, 2018, p.16).

v. Volunteer is defined as an offer to do something without being forced to do it. E.g., "I'll make you sandwich" (Husain, 2018, p.17).

vi. Offer means saying that you are willing to do something for somebody or give something to somebody. E.g., "Should I get you an aspirin?" (p.17).

Additionally, negative politeness relates to the impositives class, while positive politeness is found in the commissives class (Leech, 1983, p.107).

Third, Brown and Levinson's (1987) politeness strategies correspond to some extent to Leech's (1983) politeness maxims. The tact maxim focuses on the hearer, and says 'minimize cost to other' and 'maximize benefit to other'. The first part of this maxim fits in with Brown and Levinson's negative politeness strategy of minimizing the imposition, and the second part reflects the positive politeness strategy of attending to the hearer's interests, wants and needs. The maxim of generosity is the flip-side of the tact maxim since it focuses on the speaker, and it says 'minimize benefit to self' and 'maximize cost to self' (Embugushiki, 2014, p.142).

Negative politeness strategies consist of:

1. Be direct: this conflicts with the necessity for redress calibrated to H's negative face (Brown and Levinson, 1987, p.130).

2. Don't presume/assume: this entails maintaining ceremonial distance from H by not assuming anything about him, his preferences, or what is pertinent, fascinating, or deserving of his attention (p.144).

3. Don't coerce H: it is characterised by the speaker not imposing any demands on the listener (Jewad, 2020, p.159).

4. Communicate S's want to not impinge on H: the speaker has to be conscious of the hearer's negative demeanour while expressing his desires so as not to bother him (p.159).

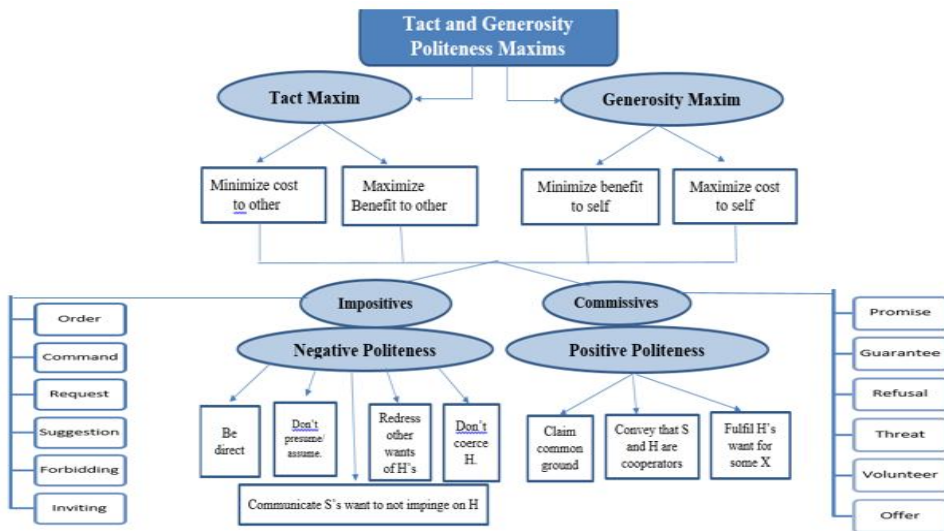
5. Redress other wants of H's: the speaker mitigates the threat to the hearer's negative face (Jewad, 2020, p.159).

Positive politeness strategies are often seen in friendship groups or situations when people are close and they aim at general

expression of solidarity, shared values and common goals (Brown and Levinson, 1987, p.101).

- 1.Claim common ground:** H and S belong to the same group of people and that they share certain wants in common and S can claim common perspective with H without necessarily mentioning in group membership (p.103-106).
- 2.Convey that S and H are cooperators:** when S and H work together, it indicates that they have common objectives in a certain area, which helps to address H's need for positive reinforcement (p.125).
- 3. Fulfil H's want for some X:**S chooses to actively make amends with H by granting some of H's requests (Watts, 2003, p.90).

Figure (1) The Eclectic Model of Analysis



1.4 Data Collocation and Description

The vice president Harris's speech has been collected from web source 1. It is involved her speech that is in title "Remarks Vice President Kamala Harris spoke Commemorating the 59th Anniversary of Bloody Sunday " on 3rd March, 2024 that involves the civil rights protesters in Selma, Alabama. Vice President Kamala Harris said that basic liberties in the United States are still being

targeted. The goal of her plan is to commit for strengthening economies and democracies throughout the Western Hemisphere.

1.5 Data Analysis

The contextual factors will be analyzed according to Hyme's (1974) model. **Setting** is at Edmund Pettus Bridge in Selma, Alabama, on 3rd March, 2024. **Participants** are Kamala Harris speaks to American people. **Message content** involves Kamala's speech that is on the occasion to call for a cease-fire in Gaza. **The end** is every person in our nation has a right to be free from the horror of gun violence. **The key** is always serious, while **the channel** is oral , and finally, **genre** is political speech.

Extract (1)(Sp.7, Para. 5)

"Yesterday, the Department of Defense carried out its first airdrop of humanitarian assistance, and the United States will continue these airdrops. And we will work on a new route by sea to deliver aid. And the Israeli government must do more to significantly increase the flow of aid. No excuses. They must open new border crossings. They must not impose any unnecessary restrictions on the delivery of aid. They must ensure humanitarian personnel, sites, and convoys are not targeted. And they must work to restore basic services and promote order in Gaza so more food, water, and fuel can reach those in need."

In this extract, Speaking to thousands of Americans people during the 59th anniversary of the Bloody Sunday assaults on civil rights protesters in Selma, Alabama, Vice President Kamala Harris said that basic liberties in the United States are still being targeted.

Tact maxim is found when Kamala maximizes the benefit to her audience "United States will continue these airdrops".As stated by President on Friday, the US is dedicated to providing more vital help to defenseless Palestinian people.The help campaign will continue and the roads will be opened for the passage of helping to those people , and no restrictions will be placed there. Impositive speech act is clear in Kamala's word more than one time which is order "They must open, must ensure ,must work" and command "United States is committed to urgently get more", They must refrain from placing needless limitations on the distribution of assistance. They

have to make sure that targets, convoys, and volunteers are not attacked. Redress other wants of H's is readable which is one of negative politeness strategies that is represented in Kamala's words "we will work on a new route by sea". US is going to keep these airdrops of emergency supplies, which were started by the department of defense. They 'll also be working on a fresh maritime route for beneficial delivery.

Extract (2)(Sp.7, Para. 9)

"And in this moment, we too, then, are confronted with a fundamental question: What kind of country do we want to live in? Do we want to live in a country of freedom, liberty, and justice or a country of injustice, hate, and fear? We each have the power to answer that question with our voice, with our feet, and with our vote. I'll close by sharing with you: In my West Wing office in the White House yeah, that's where I work. I hung a piece of artwork that is the first thing I see when I walk into my office in the morning. It's a large framed photograph taken on Bloody Sunday depicting an injured Amelia Boynton receiving care at the foot of this very bridge...So, let us continue to organize. Let us continue to fight. And let's us make some good trouble along the way."

In above extract, Vice President Kamala Harris warned the thousands present at the 59th anniversary of the Bloody Sunday assaults on civil rights protestors in Selma, Alabama, that basic liberties are still being targeted in our country.

Generosity maxim is Cognizable in vice president Harris's speech "Let us continue to fight" to increase the cost to self that is represented by keeping on the organization and struggle for better future of U.S. Furthermore, Kamala respectfully poses questions at the beginning of her speech, showing consideration for her people. She asks pointed inquiries and doesn't need responses. Forbidding and request are two types of impositives that are achieved in Kamala's word. Forbidding is employed "Do we want to live in a country of freedom, liberty, and justice or a country of injustice, hate, and fear".The negative politeness is used by raising the questions with very polite way like "What kind of country do we want to live in?".The strategy communicate S's want to not impinge on H is employed here.

Extract (3)(Sp.7, Para.7)

“Freedom that every person in our nation has a right to be free to love who they love openly and with pride. And yet, just this past year, extremists have passed or proposed hundreds of laws targeting LGBTQ people. Freedom that every person in our nation has the freedom to learn and acknowledge our country’s true and full history. And yet, today, extremists pass book bans book bans, in this year of our Lord 2024 while they also try to erase, overlook, and rewrite the ugly parts of our past. Fundamental freedoms under assault. The freedom to vote. The freedom from fear, violence, and harm. The freedom to learn. The freedom to control one’s own body. And the freedom to just simply be.”

On the 59th anniversary of the Bloody Sunday assaults on civil rights demonstrators in Selma, Alabama, Vice President Harris addressed the hundreds of Americans in attendance that basic liberties in the United States are still under threat.

Maximizing the benefit to other that is represented in Kamala’s words each citizen has "freedom" whomever they want and they live away from threats. Kamala also mentions sensible gun control legislation that would protect the people here. Suggestion is used in Kamala’s speech "that every person in our nation has a right to be free" so much which is one of impositive speech acts. The people are to be gratis for learning and behaving with their bodies. The strategy redress other wants of H’s which is one of negative politeness strategies. It is employed in Kamala’s words "freedom to learn" that people have the liberty in choosing their lovers, keeping the safeness of their homes, and saving their learning.

1.6 Finding and Discussion

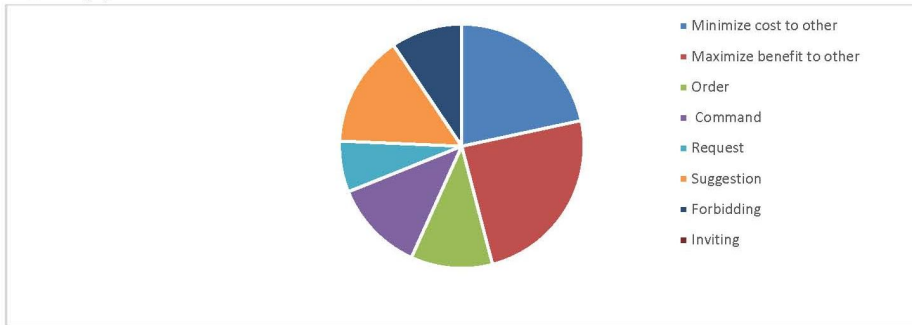
It is clear that the frequencies and percentages of each maxim used in this research are the focus of the quantitative examination of the data. The frequencies and percentages of each maxim that appear in the qualitative analysis are calculated to accomplish this analysis.

See Table (1) below:

Table (1) Frequencies and Percentages of the Tact Maxim within Impositives

Tact Maxim	Frequencies	Percentages
Minimize cost to other	16	21%
Maximize benefit to other	18	23%
Order	8	10%
Command	9	12%
Request	5	6%
Suggestion	11	14%
Forbidding	7	9%
Inviting	4	5%
Total	78	100%

The analysis of the study shows the sub maxims of the tact maxim and impositives are achieved in different frequencies and percentages. It shows that, among the sub maxims, maximize benefit to other is the most frequently employed. While, the least frequently employed one is minimize cost to other. In terms of impositives, suggestion is the most frequently utilized and inviting is the least frequently utilized one.

Figure (2) Rates of Tact Maxim within Impositives**Table (2) Frequencies and Percentages of the Tact Maxim within Commissives**

Tact Maxim	Frequencies	Percentages
Minimize cost to other	16	22%
Maximize benefit to other	18	25%
Promise	13	18%
Guarantee	9	13%
Refusal	2	3%
Threat	3	4%
Volunteer	6	8%
Offer	5	7%
Total	72	100%

Table (2) shows the sub maxims of the tact maxim and commissives are accomplished in different frequencies and percentages. It demonstrates that maximize benefit to other is the most frequently used. While, minimize cost to other is the least frequently employed one. In terms of impositives, promise is the most frequently utilized and refusal is the least frequently utilized one.

Figure (3) Rates of Tact Maxim within Commissives

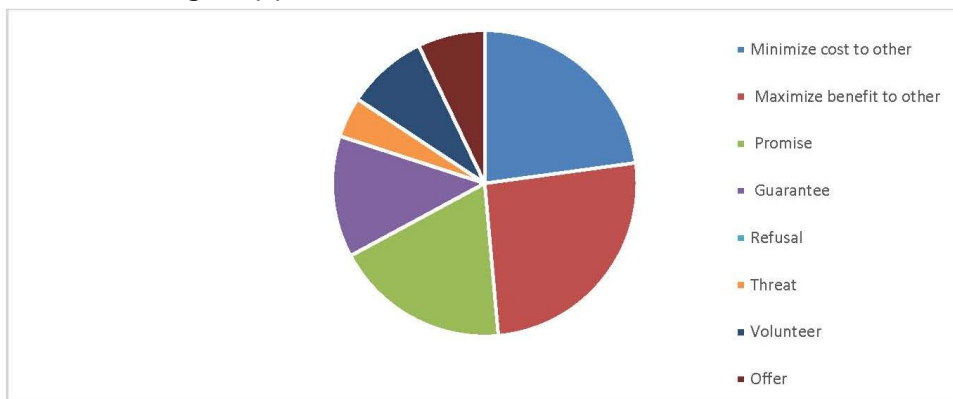


Table (3) Frequencies and Percentages of the Generosity Maxim within Impositives

Generosity Maxim	Frequencies	Percentages
Minimize benefit to self	12	17%
Maximize cost to self	15	21%
Order	8	11%
Command	9	13%
Request	5	7%
Suggestion	11	15%
Forbidding	7	10%
Inviting	4	6%
Total	71	100%

The analysis of the study shows the sub maxims of the generosity maxim and impositives are achieved in different frequencies and percentages. It shows that, among the sub maxims, maximize cost to self is the most frequently employed. While, the least frequently employed one is minimize benefit to self. In terms of impositives, suggestion is the most frequently utilized and inviting is the least frequently utilized one.

Figure (4) Rates of Generosity Maxim within Impositives

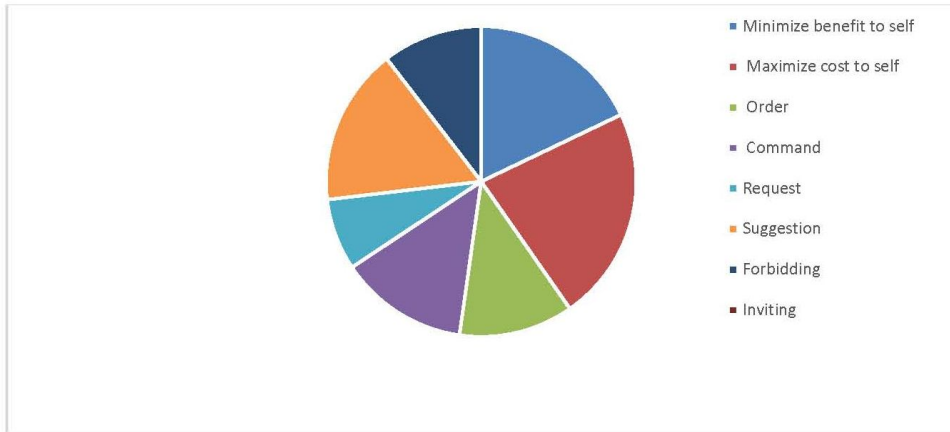


Table (4) Frequencies and Percentages of the Generosity Maxim within Commissives

Generosity Maxim	Frequencies	Percentages
Minimize benefit to self	12	18%
Maximize cost to self	15	23%
Promise	13	20%
Guarantee	9	14%
Refusal	2	3%
Threat	3	5%
Volunteer	6	9%
Offer	5	8%
Total	65	100%

Table (4) displays the sub maxims of the generosity maxim and commissives are achieved in different frequencies and percentages. It demonstrates that maximize cost to self is the most frequently used. While, minimize benefit to self is the least frequently employed one. In terms of commissives, promise is the most frequently utilized and refusal is the least frequently employed one.

Figure (5) Rates of Generosity Maxim within commissives

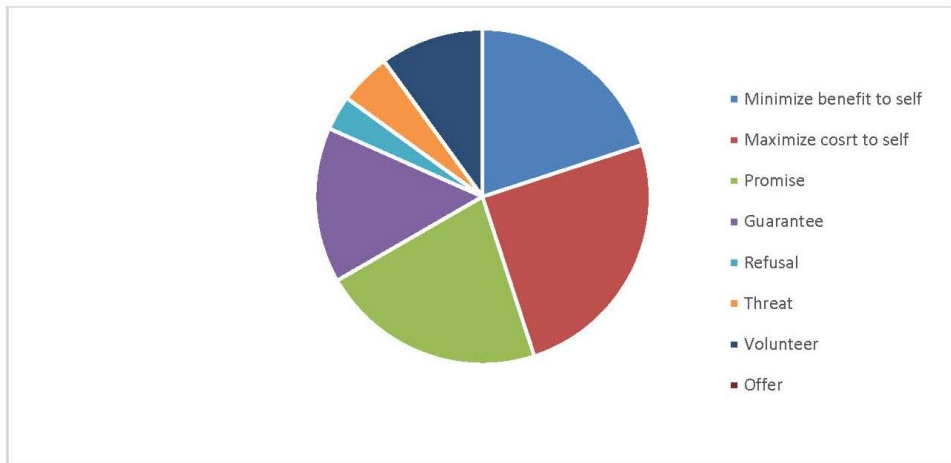
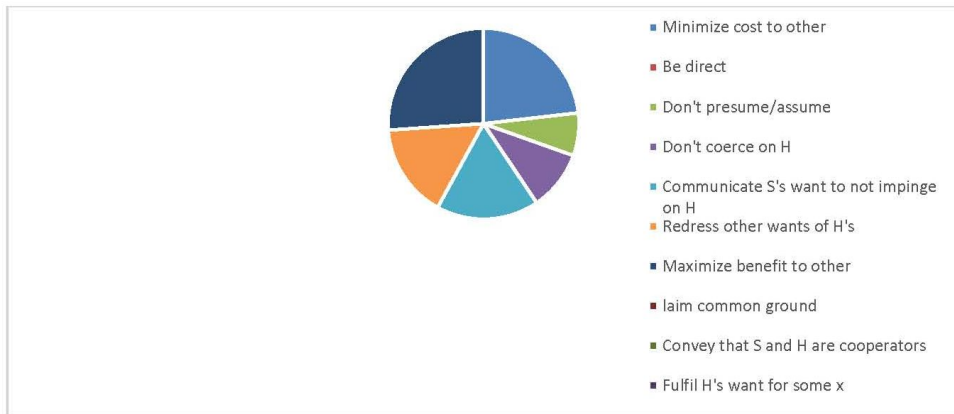


Table (5) Frequencies and Percentages of the Tact Maxim in Kamala's Speech

Tact Maxim	Frequencies	Percentage
Minimize cost to other	16	16%
Be direct	0	0%
Don't presume/assume	5	5%
Don't coerce on H	7	7%
Communicate S's want to not impinge on H	12	12%
Redress other wants of H's	11	11%
Maximize benefit to other	18	17%
Claim common ground	14	14%
Convey that S and H are cooperators	10	10%
Fulfil H's want for some X	8	8%
Total	101	100%

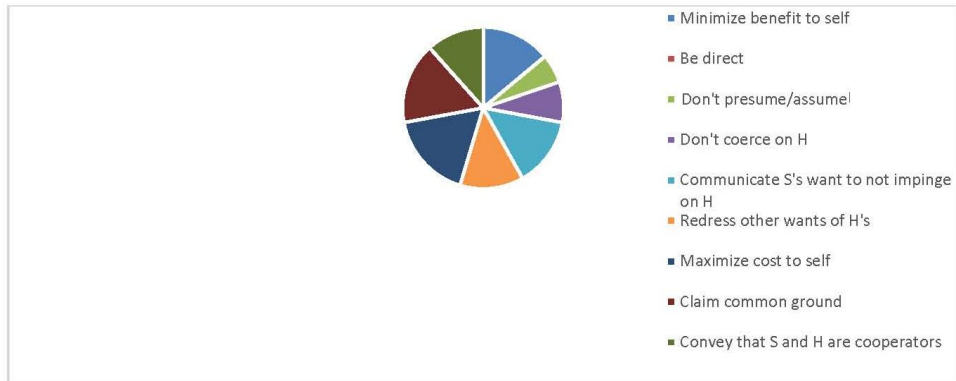
Table (5) displays the sub maxims of the tact maxim and politeness strategies are achieved in different frequencies and percentages. It achieves that maximize benefit to other is the most frequently used. While, minimize cost to other is the least frequently employed one. In terms of politeness strategies, claim common ground is the most frequently utilized and fulfil H's want for some X is the least frequently employed one.

Figure (6) Rates of Tact Maxim within Politeness Strategies**Table (6) Frequencies and Percentages of the Generosity Maxim in Kamala's Speech**

Generosity Maxim	Frequencies	Percentage
Minimize benefit to self	12	13%
Be direct	0	0%
Don't presume/assume	5	5%
Don't coerce on H	7	7%
Communicate S's want to not impinge on H	12	13%
Redress other wants of H's	11	12%
Maximize cost to self	15	16%
Claim common ground	14	15%
Convey that S and H are cooperators	10	10%
Fulfil H's want for some X	8	9%
Total	94	100%

Table (6) shows the sub maxims of the generosity maxim and politeness strategies are achieved in different frequencies and percentages. It demonstrates that maximize cost to self is the most frequently used. While, minimize benefit to self is the least frequently employed one. In terms of politeness strategies, claim common ground is the most frequently utilized and fulfil H's want for some X is the least frequently employed one.

Figure (7) Rates of Tact Maxim within Politeness Strategies



1.7 Conclusion

Tact and generosity maxims in Kamala's speech has a great significance due to the fact that it comes to reveal its employment with Searle's impositives and commissives as well as the politeness strategies. Various sub maxims have utilized in Kamala's speech. The sub maxim of maximizing the benefit to other is most frequently used one in this speech to confirm the tact maxim and minimize the cost to other is the least one. According to generosity maxim, maximize the cost to self is the most frequently utilized and minimize the benefit to self is the least one.

Regarding impositives, Kamala utilizes six types in her speeches, namely, "order, command, request, suggestion, forbidding, and inviting". It appears that, suggestion is the most frequently used one in Kamala's speech for the purpose of showing negative politeness.

For commissives, Kamala also employs six types in her speech, namely, "promise, guarantee, refusal, threat, volunteer, and offer". Promise is the most frequently used one to depict the positive politeness. Besides, politeness strategies, claim common ground is the most frequent strategy, whereas be direct is the least implemented one.

The study's overall conclusions stated that Kamala focuses in her speeches on tact maxim particularly maximize the benefit to other. She wants to motivate her people in democracy and urge Americans for election.

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