A COMPREHENSIVE PRAGMATIC EXAMINATION OF IMRAN KHAN'S UNO ADDRESS THROUGH THE LENS OF POLITENESS STRATEGIES

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Abstract
This study aims to analyze the politeness strategies employed by Prime Minister Imran Khan of Pakistan during his address at the UN General Assembly. In this study, descriptive qualitative methodology is used. The data for this study are in the form of utterances and sentences. Data is taken from Imran Khan's speech on the United Nations YouTube channel, and the transcription of the speech is analyzed. Through the researcher's observation, the data is examined inductively. Brown & Levinson's theoretical framework of politeness is used to analyze Imran Khan's speech. Brown& Levinson's politeness strategies are analyzed in the given study. The primary concern of this study is to examine the use of negative and positive politeness strategies in Imran Khan's speeches. Moreover, what is the role of politeness in conversation? Findings demonstrate that Imran Khan has used politeness strategies to maintain positive social relationships, mitigate face threats, and build trust at the international level. The results show that positive politeness strategies prevailed, creating global solidarity, while negative politeness was a strategic choice to mitigate sensitive information. These findings demonstrate the tactical use of politeness in text. Positive and negative strategies employed in the speech are tagged by using MAXQDA. The reason for choosing Imran Khan's speech at the 76th session of the UNGA for this study is that his speech is related to language, particularly pragmatics. It is recommended that future researchers explore the sociological determinants of politeness techniques through various theoretical frameworks and by examining alternative topics.
Keywords: language, pragmatics, Brown & Levinson model, politeness strategies

1.Introduction

Language is a means of communication. Humanity is a social being, and it must use language to interact almost every day. People engage with each other more when they speak the same language. According to Simanjuntak et al. (2022), language is a complicated communication method used by humans. According to Lunenburg (2010), language is a special human gift that is essential to all aspects of life, including communication, negotiation, and problem-solving. Caroline et al. (2021) define communication as the process by which an individual, group, organisation, or society creates and uses information to interact with others and the surrounding environment. Kurniawati (2019) asserts that communication is a crucial component of our day-to-day activities. The practice of exchanging thoughts with someone else in order to learn something new or obtain knowledge is called communication. People use language to communicate with one another. If people do not speak the same language, they will not be able to communicate with each other in the same language.

According to Saeed (2009), understanding the context requires examining the relationship between meaning and its context, or pragmatic intended meaning, which demonstrates the connection between speakers or writers and pragmatic meaning. This connection is achieved through pragmatic meaning analyses, which make sense of the external structure (Yule, 2010). This helps the reader understand the context. The area of linguistics known as pragmatics teaches students how to relate words to their surroundings (Simaremare et al., 2021). Pragmatics is the study of how words have meaning in various contexts (Leech, 1983). According to his definition, pragmatics is the study of understanding utterance meanings by examining the context in which they occur. One of the many components of pragmatics that must be understood is the politeness approach (Balogun & Murana, 2018).

Being polite to others is an act of kindness. Being courteous is a crucial aspect of language; when we speak with someone, we should have a positive outlook and be courteous (Balik & Alinda, 2022; Pardede et al., 2021). It is common knowledge that employing polite language makes a discourse more polite, particularly while speaking. Being polite is an approach to interaction that aims to show respect for other people. People must be able to communicate effectively and nicely while engaging in communication (Syah et al., 2017; Yaqin & Shanmuganathan, 2020). Thus, in order to receive positive feedback from others, people should employ politeness as a conversational tactic. The goal of politeness tactics was to reduce or eliminate disagreement during conversations. Using the politeness method in communication might help us gain respect from others and reduce misunderstandings and problems (Xiang et al., 2020; Manurung et al., 2021).

Speech is one of the direct forms of communication that is given in front of an audience. It is an ongoing process in which the speaker sets the address's pragmatic intended meaning in context. Usually, just one person performs it to clarify the external framework as applied to various talks (see, for example, Minkhatunnakhriyah et al., 2021; Al-Hindawi et al., 2021). Inspiring, uplifting, and informing the audience is seen as one of the most effective ways for leaders, business owners, and presenters from various fields to communicate. Brown and Levinson (1987) describe politeness as a communication strategy used in interactions to preserve one's face. Preservation, in this context, aims to prevent the face from being threatened or losing its positive image. Brown and Levinson elaborate on two key concepts: rationality and face, which are universal characteristics of speech participants.

Rationality refers to the logic or reasoning behind the communication's purpose, while faces encompass both positive and negative aspects. The study of politeness in language is grounded in its usage, which looks at the ways speakers express themselves linguistically in order to accomplish their communication objectives. The face-saving hypothesis developed by Brown and Levinson is based on the tenets of Grice's original conversation model (1975, 1989), which holds that human communication is goal-directed, logical, and deliberate (1987: 4, 58, 64). In this Gricean context, Brown and Levinson provide a politeness model that explains human "deviations," or polite communication styles, using Grice's Cooperative Principle as well as its four supplementary conversational maxims. Particularly, what shapes and influences their model is a highly abstract concept of "face," which they contend is universal (1987: 13, 61–62). "The positive social value a person effectively claims for himself by the line others assume he has taken during a particular contact" is how Goffman defines face (1967: 5). He does not regard the face as a personal or internalized asset. As an image "located in the flow of events," bolstered

by the opinions of others and approved by "impersonal agencies in the situation," rather than as something "lodged in or on his [the individual's] body" (1967: 7). According to Brown & Levinson's (1987) approach, being polite entails cooperating to respect others' faces and being aware of what others expect from us in return. Based on the theories of Brown and Levinson, there are four approaches to human politeness. Bald on strategy, politeness strategy (positive and negative), and off-record strategy are those. The paper in question provides a thorough analysis of these tactics.

The researcher's emphasis in this study revolved around speech. Because the researchers can identify politeness tactics in the speech, the researchers chose Imran Khan's speech as the subject. Additionally, the importance of a speech's politeness technique is something the researchers are interested in knowing. The researchers conducted this study due to its relevance to language, specifically pragmatics, and its potential to enhance reader comprehension by highlighting the various politeness strategies employed in Imran Khan's speech. Imran Khan is well-known in Pakistan and has a significant impact on the global community. He is among the world's most endearing personalities. Through his speech, the researcher was able to identify several politeness strategies.

2. Literature Review

2.1. Theoretical Background of Politeness

Goffman's (1967) notion of face is the core of politeness theory, where face is defined as a socially constructed self-image that individuals wish to maintain in communicating with others. This was carried further by Grice's (1975) cooperative principle, focusing on the logical or goal-directed communication. Brown and Levinson proposed their pioneering model of politeness in 1987, building on the above-mentioned work, and distinguished between positive and negative politeness strategies to save face in face-threatening acts. This theory remains one of the major themes in pragmatic research with respect to how speakers balance rationality, cooperation, and face-saving during the engagement. Further extensions, such as Holmes (1995), which examines gender differences, and Mills (2003), which explores sociolinguistic influence in extension, further elucidate the fact that politeness is universal but also socially variable.

2.2 Politeness and Power in Political Discourse

Politeness has been a subject of much research in the area of political public discourse as an instrument for persuasion, face management, and an explicit exercise of authority. Fairclough (1989) emphasized the interaction of language and power, showing how political speech often employs politeness to manipulate ideological positioning. Cheng (2017) similarly studied politeness in diplomatic apologies, emphasizing its key role in conflict resolution and international relations. Cross-cultural persuasive strategies were brought into play by Blum-Kulka, House, and Kasper (1989), who showed that politeness in requests and apologies varies culturally, but in all instances seeks to attain harmony. Besides, Norrick (2019) highlighted the role in multicultural communication, whereby respecting different norms ensures effective dialogue.

2.3 Politeness in Political Speeches: Global Perspectives

Studies of political leaders' speeches reveal a spectrum of politeness strategies which are found to be shaped by cultural and rhetorical goals. According to AgustiniPutri (2023), the Trump–Clinton debate often had violations of politeness norms, whereby face-threatening acts were employed for effect. In the same way, Alavidze (2018) noted that in breaking away from

the established conventions of diplomatic conversation, directness and impoliteness became effective persuasion techniques for Donald Trump. On the other hand, Sari (2016) mentioned Barack Obama as employing positive politeness in a victory speech to unite audiences, while Purba (2023) showed these same tendencies in Joe Biden's speech as intended toward a collective identity and reconciliation.

International politeness has also been subject to comparative study. Azzahra, Pratama, and Saleh scholars (2023) examined the UN addresses delivered by Trump and El-Sisi, finding that their strategies differed according to cultural expectations: bluntness on the side of Trump versus deference and formality on the side of El-Sisi. Lim and Tan (2018) showed through their study on Singapore parliamentary debates that politicians cleverly mix assertiveness and politeness to maintain social cohesion. Likewise, Njuki and Ireri (2021) discovered that the parliamentary discourse in Kenya moves back and forth between positive and negative politeness, evincing both solidarity and a cautionary distance. Politeness in crisis invokes strategicity: Ayu (2023) informs that during COVID-19, Indonesian government officials relied on hedging and negative politeness to deal with uncertainty and credibility.

2.4 Politeness Strategies in the South Asian Political Rhetoric

For instance, politeness is one dimension in the South Asian rhetoric when it comes to persuasion and identity representation in public discourses. Khalil, Islam, Chattha, and Qabalah (2017) have examined within the same purview Imran Khan's persuasive discourse strategies in the speech delivered during the 2013 elections, which he focused on mobilizing voters. Similarly, Sibtain Aslam, Zammad, and Khan (2020) established that the victor's speech employed rhetoric and politeness strategies similar to those of Khan, as seen in his success speech, which appealed to national identity and morality. All this talk is in line with the theory of social identity proposed by Tajfel and Turner (1986), which explains how leaders strengthen in-group solidarity and differentiate from the out-group to make the former feel more legitimate. Hence, politeness does not only serve as a tool but also becomes a medium for identity politics.

2.5. Synthesis and Research Gap

Analysis of the literature yields that political and diplomatic speeches invariably adopt some politeness strategies, but their application can vary significantly from context to context and leader to leader. World studies illustrate contrasting applications of positive and negative politeness, from Trump's confrontational style (Agustini Putri, 2023; Alavidze, 2018) to an inclusive approach by Obama and Biden (Sari, 2016; Purba, 2023). In non-Western contexts, leaders utilize politeness with reference to cultural expectations, balancing between authority and solidarity by means of such applications (Ayu, 2023; Lim & Tan, 2018; Njuki & Ireri, 2021). Within the context of Pakistan, Imran Khan's persuasive discourse has been researched (Khalil et al., 2017; Sibtain et al., 2020), yet few studies offer a pragmatic investigation into his international speeches using Brown and Levinson's (1987) politeness framework. The present study thus responds to this research gap by focusing on Imran Khan's speech at the 2021 UN General Assembly, bringing to light his calculated use of positive and negative politeness strategies to manage face, cooperate more widely, and push forward Pakistan's diplomatic agenda.

Objectives of the study

1. To analyze Imran Khan's Speech at UNGA concerning politeness strategies.
2. To investigate how Imran Khan employs politeness strategies.

3. To know the importance of politeness in conversation or speech.

4. To understand diplomatic techniques used by political leaders in front of an audience.

Research Questions

1. How does Imran Khan's speech use both positive and negative politeness strategies?
2. When does Imran Khan employ negative politeness techniques in his communication, and how do these techniques help to minimize potentially embarrassing situations or arguments?
3. How does Imran Khan navigate the concept of "face" in diplomatic communication?
4. What linguistic choices does he make to maintain face in different parts of his speech?

3. Research Design

3.1 Research Methodology

This research follows a descriptive qualitative research design to examine the politeness strategies of Prime Minister Imran Khan in his address to the 76th session of the United Nations General Assembly. It can be stated that qualitative methods serve the purpose of investigating meanings, "processes," and contextual nuances within spoken language, mostly in political speeches, functioning simultaneously on two fronts-the diplomatic and the interpersonal uses. The primary data are the transcript of Imran Khan's UNGA speech in the official United Nations YouTube channel and a verbatim transcription by the researcher. The transcription process would reclaim the utterances put into writing from the recording into textual form, thereby accurately capturing the original speech analysis. The study is theoretically based on Brown and Levinson's (1987) politeness framework, which classifies politeness strategies into positive and negative politeness as well as bald on-record and off-record strategies. This framework allows for a systematic approach to analyzing linguistic choices made to maintain " face," limit face-threatening acts, and induce cooperative communication. This transcript was imported into MAXQDA 2022, a software tool to analyze qualitative data. For this study, data were coded and tagged inductively, taking into consideration Brown and Levinson's (1987) theories on politeness strategies. We developed our coding categories. This coding process allowed for a systematic, transparent analysis of how politeness is pragmatically realized within an utterance.

3.2 Data Analysis

The analysis report was conducted in the following key approaches:

3.2.1 Data Preparation

The speech was transcribed verbatim and input into MAXQDA to facilitate systematic qualitative coding.

3.2.2 Identification and Coding of Politeness Strategies

Every utterance in the speech was analyzed for markers of politeness - following the politeness strategy flow chart discussed by Brown and Levinson (1987). For positive politeness strategies, we identified the following markers: congratulating, exaggerated approval, use of in-group identity markers, seeking agreement, presupposed common grounds, and speaker optimism. For negative politeness strategies, we identified markers - hedging, indirect apologizing, pessimism, deferential acts, rules as mitigation to face threats, and nominalizations to formalize the discourse.

3.2.3 Inductive Coding Procedure

The transcript of the first interview was imported into MAXQDA 2022, and it was set up for qualitative data coding and analysis. Inductive coding was pursued so that appropriate

categories and themes could emerge from the data, instead of only using pre-existing codes. The details of the coding process were as follows:

1) **First Read and Initial Coding:** The researchers read the transcript multiple times for familiarity with the data. He used this phase to identify not just recurring politeness markers, but also speech acts that could be considered face-saving.

2) **Coding Scheme Development:** The researchers used Brown and Levinson's (1987) politeness theories, as well as key insights from the literature, to form a coding scheme with categories for:

➢ Positive Politeness Strategies (e.g., congratulations, exaggerated approval, in-group markers, seeking agreement, presupposing common grounds, speaker optimism)

➢ Negative Politeness Strategies (e.g., hedging, indirect apologizing, pessimism, deference acts, rules as mitigation, nominalization)

➢ Bald On-Record and Off-Record Strategies when applicable.

3) **Tagging Process:** Each utterance, or relevant section of text, was scrutinized in alignment with, and tagged according to, the categories in the above scheme. Attention was placed on contextual and pragmatic aspects of politeness in tagging.

4) **Coding Categories Reevaluated:** Coding categories were continually reevaluated as new markers arose that needed clarity. The researchers wanted to ensure that a dynamic and iterative coding process was followed that acknowledged the complexity in the data.

3.2.4 Criteria for Classifying Politeness Strategies

The classification of utterances into politeness strategies follows Brown and Levinson's model of politeness, enacted through pragmatic instances in the data:

➢ **Positive Politeness:** Utterances showing solidarity, mutuality, and group inclusion include terms of direct congratulation ("I congratulate you..."), exaggerations of approval ("significant achievements") and statements garnering support of common ground.

➢ **Negative Politeness:** Hedging or strategy ("over 15 million families"), indirectness, disclaimers or pessimism, and nominalizations, which all formalize the discourse and mitigate face threats when available in the data.

➢ **Bald On Record and Off Record strategies:** These types of utterances are salient as direct statements with no hedging or mitigations, or indirect suggestions with implicature.

3.2.5 Interpretation of Pragmatic Function

Each coded instance was interpreted in terms of its role in maintaining diplomatic decorum, resulting in cooperative international relations, reducing potentially threatening or contentious assertions, and effectiveness in persuasion.

3.2.6 Visualizing and Reporting

MAXQDA created visual reports and coding maps that depicted the distribution, frequency and interaction of politeness strategies across the speech, as these visual aids helped to support a more concrete empirical basis for the qualitative interpretations.

3.2.7 Findings Overview

Imran Khan mainly uses strategies of positive politeness to affiliate with the audience, establish shared concerns and establish a positive image globally. Unlike the strategies of positive politeness, strategies of negative politeness are used much more sparingly, to hedge

statements, express humility, and to mitigate face threats diplomatically, which relies on explorative use of strategic communication in a global context.

3.2.8 Limitations

1) **Single Speech Analysis:** The present study examines only one speech of Imran Khan's. As a result, it is more limited in its findings and interpretations in regard to his various facets of political discourse and his international duties in diplomacy.
2) **Interpretive Subjectivity**: Given that all qualitative research is reliant on the subjective interpretations of a researcher, interpretations in politeness analysis may reflect the subjective understanding of the researcher, based on cultural, political, or personal preferences.
3) **Cultural and Contextual Limitations:** While Brown and Levinson's theory offers a universalist perspective, the cultural nuance related to politeness, especially in South Asia or Islamic diplomatic contexts, may not be fully represented and requires further investigation.

4 Discussion and Findings

The speech is analyzed from the perspectives of positive and negative strategies.

4.1 Building Solidarity and Cooperative Rapport through Positive Politeness:

Imran Khan employs positive politeness markers quite strategically among his audience. Some examples are:

"I congratulate you on assuming the presidency of the 76th session of the General Assembly."

"significant achievements of your predecessor, Volkan Bozkir."

- Telling success stories about Pakistan's dealings with COVID-19 and efforts towards tackling environmental issues.
- Reiterating common challenges-climate, economy and diseases- as collective challenges needing cooperation.
- "By the Grace of Almighty Allah"-religious activation in internal in-group references.

These strategies work through diplomacy by creating a face-threatening act environment, which is softened by coopting common goals and mutual respect.

4.2 Realization of positive Politeness Strategies:

Satisfying the addressee's pleasant face by expressing a wish that resonates with their needs in specific ways is known as positive politeness. The process involves recognizing and accepting the individual as a friend, a part of the in-group, a person with desires, and someone whose personality is enjoyed.

Table 1: *Realization of positive Politeness Strategies in Imran Khan's Speech*

Sr no.	Realization of Positive Politeness Strategy	Dialogues	Explanation
1.	**Noticing, attending to H**	"I congratulate you on assuming the presidency of the 76th session of the General Assembly."	Imran Khan addresses the President's achievements and interests by congratulating him on taking office.
2.	**Exaggerating (interest, approval, sympathy):**	"significant achievements of your predecessor, Volkan Bozkir."	The term "significant achievements" is an exaggeration that

		"Pakistan has been successful so far" and "Our calibrated strategy of'smart lockdowns' helped save lives and livelihoods" "Over 15 million families survived through our social protection programme of Ehsaas."	expresses approval. Imran Khan highlights Pakistan's accomplishment in curbing the COVID-19 outbreak. Through emphasizing accomplishments, the speech allays possible worries and presents the nation in a favorable light. He highlights Pakistan's success in protecting families through the Ahsas Program.
3.	**Using in-group identity markers:**	"By the grace of Almighty Allah, Pakistan has been successful so far in containing the Covid pandemic."	Referring to "Almighty Allah" highlights a common religious identity and promotes politeness.
4.	**Seeking agreement:**	"I propose that the Secretary-General convene an SDG summit in 2025 to review and accelerate implementation of Sustainable Development Goals (SDGs)." "To address the triple crisis of covid pandemic, economic downturn, and climate emergency, we need a comprehensive strategy that should include: One, vaccine equity: everyone, everywhere, must be vaccinated against Covid, and as soon as possible..."	The proposal is an attempt to reach an agreement on a plan of action to deal with world issues. Khan requests support and collaboration from other countries in order to implement his comprehensive plans for addressing global problems such as COVID-19, economic downturns, and climatic emergencies.

5.	**Presupposing/raising/asserting common ground:**	"The world is facing triple challenge of the Covid-19, the accompanying economic crisis, and the threats posed by climate change." "And now Mr. President, I want to talk about Afghanistan. For the current situation in Afghanistan, for some reason, Pakistan has been blamed for the turn of events, by politicians in the United States and some politicians in Europe. From this platform, I want them all to know, the country that suffered the most, apart from Afghanistan, was Pakistan..."	The speaker presupposes shared concerns by describing common challenges. Khan upholds a positive tone that highlights shared objectives, promotes optimism, and supports international cooperation to tackle common issues effectively.
6.	**Asserting or presupposing S's knowledge of and concerning for H's wants:**	"Because of the plunder of the developing world by their corrupt ruling elites..."	Imran Khan discusses the issues affecting developing countries, including corruption, the ruling class, and financial flows, highlighting significant concerns for the audience's awareness.
7.	**Being optimistic:**	"If the world can incentivize them to go this direction, then this twenty-year presence of the coalition forces in Afghanistan would not be wasted after all."	He expresses his hope that the Taliban will improve things in Afghanistan.
8.	**Intensifying interest to H:**	"The common threats faced by us today not only expose the fragility	Imran Khan intensifies interest in his hearers by highlighting shared

		of the international system; they also underscore the oneness of humanity." "calibrated strategy of'smart lockdowns.'" "Being fully aware of our global responsibilities, we have embarked upon game-changing environmental programmes: reforesting Pakistan through our 10 billion tree tsunami; preserving natural habitats; switching to renewable energy; removing pollution from our cities; and adapting to the impacts of climate change."	threats and humanity's unity. In response to the COVID-19 pandemic, Pakistan implemented a "Smart Lockdown". Imran Khan illustrates calibrated strategies to preserve livelihoods and protect public health. The word "calibrated" helps to minimise the potentially harmful implications of lockdowns by implying a methodical, regulated approach. Khan emphasises Pakistan's dedication to environmental programmes like replanting and renewable energy projects in an effort to increase public awareness of and support for combating climate change.

There are several examples of mitigating tactics in the speech given by Pakistan's Prime Minister, Imran Khan:

1. Calibrated Strategy:

Calibrated strategies fall in the strategy of intensifying interest in H. Pakistan's Prime Minister refers to the country's reaction to the Covid-19 outbreak as a **"calibrated strategy of smart lockdowns."** The word "calibrated" helps to minimize the potentially harmful implications of lockdowns by implying a methodical, regulated approach.

2. Success Narratives:

Success Narratives align with the strategy of exaggerating interest, approval, and sympathy. The Prime Minister used expressions like **"Pakistan has been successful so far"** and **"Our calibrated strategy of 'smart lockdowns' helped save lives and livelihoods"** to

highlight Pakistan's accomplishment in curbing the COVID-19 outbreak. By emphasizing accomplishments, the speech constantly reassures and presents the nation in a favorable light.

3. Environmental Programs:

Environmental programs fit within the strategy of "intensifying interest in H" The Prime Minister speaks highly of Pakistan's efforts while addressing climate change measures, calling them **"game-changing environmental programmes,"** "reforesting Pakistan through our 10 billion tree tsunami," and **"preserving natural habitats."** These expressions help to both emphasize good deeds and allay any possible doubts or criticism over the programs' efficacy.
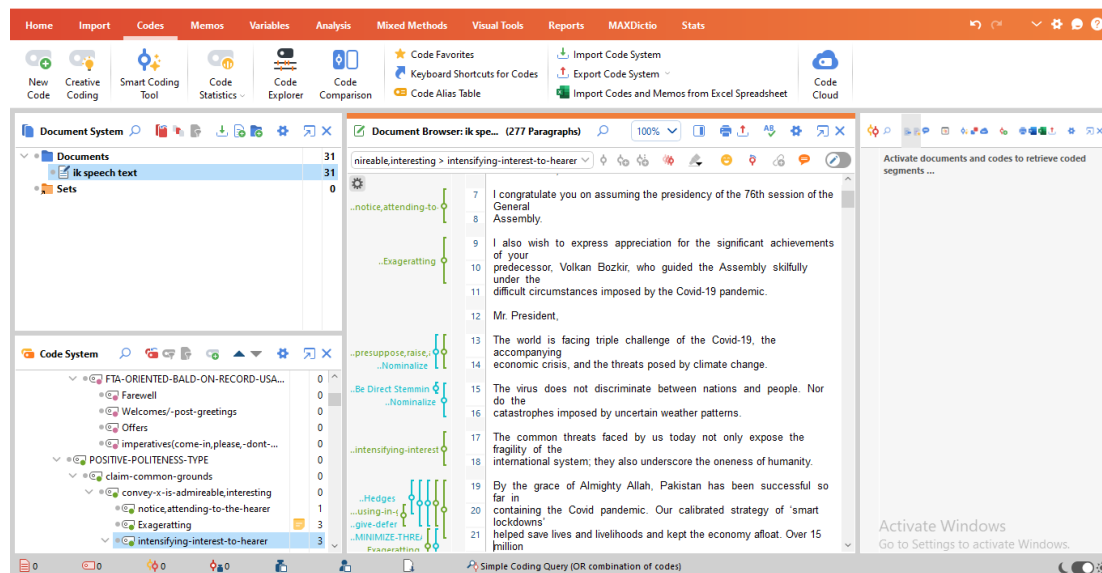
4. Proposed Solutions:

Proposed solutions relate to "Seeking Agreement". The speech presents answers in a positive light, which lessens the gravity of the world's problems. For instance, in response to the triple catastrophe of the COVID-19 epidemic, the recession, and the climate disaster, the prime minister proposes **"adequate financing," "vaccine equity,"** and **"clear investment strategies."** These suggested fixes help to lessen the apparent difficulty of the problems and foster hope.

5. Constructive Tone on Afghanistan:

Constructive tone falls in the category of "being optimistic" and "presupposing/raising/asserting common ground". Imran Khan has used a constructive tone while discussing Afghanistan. He develops a historical context to describe the consequences. In diplomatic and public statements, mitigation techniques are essential to upholding a pleasant tone, minimizing face-threatening behaviors, and promoting collaboration. The Prime Minister aims to present Pakistan's activities and viewpoints in a manner that minimizes the likelihood of opposition or criticism by employing these tactics.

The following tagging is done in MAXQDA;

Figure 1:

4.3 Realization of Negative Politeness Strategies:

Let's analyze the speech for instances of the Realization of Negative Politeness Strategies:

Table 2: *Realization of Negative Politeness Strategies in Imran Khan Speech*

Sr No.	Realization of Negative Politeness Strategy	Dialogues	Explanation
1.	**Hedging:**	"Over 15 million families survived through our social protection program of Ehsaas." "By the grace of Almighty Allah, Pakistan has been successful so far in containing the Covid pandemic." "Pakistan's contribution to global emissions is negligible. Yet we are among the 10 most vulnerable countries to the effects of climate change in the world." "I propose that the Secretary-General convene an SDG summit in 2025 to review and accelerate the implementation of Sustainable Development Goals (SDGs)."	The use of "over" can be considered a mild form of hedging, as it provides a range rather than a precise number. By adding a degree of ambiguity, the word "so far" softens the claim regarding Pakistan's achievements. The term "negligible" is used somewhat loosely in the following line, which admits vulnerability despite a seemingly small contribution. "I propose" softens the tone and conveys a different viewpoint.
2.	**Being pessimistic:**	"It is unfortunate, very unfortunate, that the world's approach to violations of human rights lacks even-handedness, and even is selective."	Expressing the unfortunate nature of the world's approach to human rights can be considered a form of pessimism.
3.	**Giving deference:**	"By the grace of Almighty Allah, Pakistan has been successful so far in containing the Covid pandemic."	Referring to "Almighty Allah" can be seen as a form of giving deference to a higher power.
4.	**Apologizing:**	"It is unfortunate, very unfortunate..."	While not a direct apology, the expression of unfortunate events can convey a sense of regret.
5.	**Stating FTA as a general rule:**	"The virus does not discriminate between nations and people."	Stating that the virus does not discriminate can be seen as an attempt to

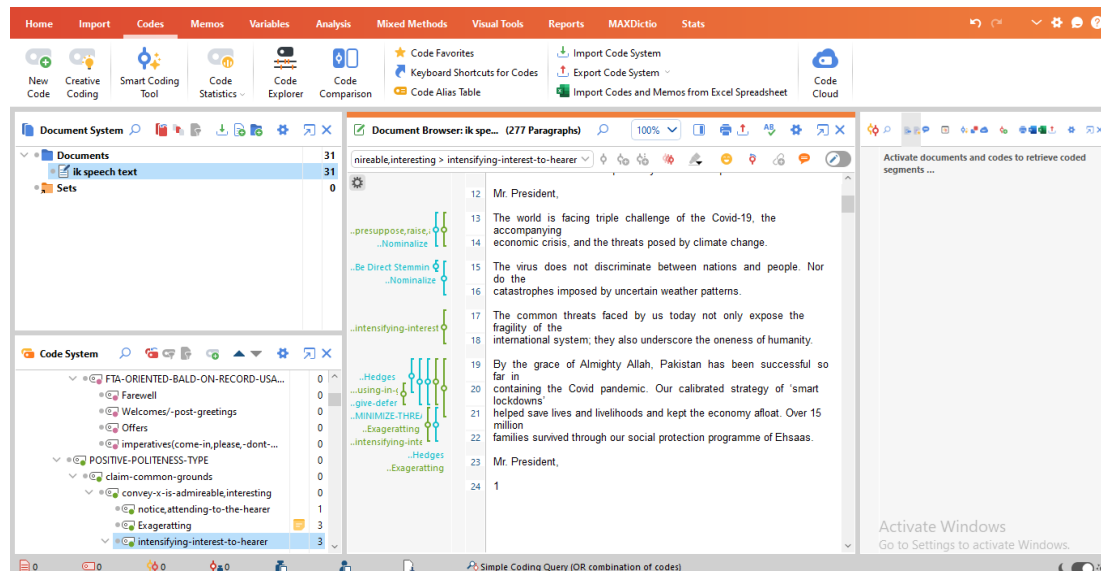|			emphasize a shared vulnerability and commonality.
6.	**Nominalizing:**	"Climate change is one of the primary existential threats that our planet faces today." "The triple challenge of the Covid-19, the accompanying economic crisis, and the threats posed by climate change." "The virus does not discriminate between nations and people. Nor do the catastrophes imposed by uncertain weather patterns." "The worst and most pervasive form of Islamophobia now rules India."	The use of "existential threats" involves nominalization, emphasizing the seriousness of the issue. The word "challenge" is derived from the nominalized verb "to challenge." To describe virus and weather related disasters formal tone is used. By using the noun "Islamophobia," the speaker can clearly and concisely convey in only one sentence . The nominalization highlights the ideological effects of the system in question while formalising the explanation of its acts.

Hedging

Hedging diplomatically conveys ideas. Hedging shows modesty in presenting facts. Imran Khan uses soft words to discuss Pakistan's success during COVID-19. He uses words like "So far" to soften the statement in front of the audience. The speaker utters the statement in which he uses the phrase "I propose", which shows his recommendation rather than an absolute command.

Additionally, when he discusses the Economic gap between rich and poor, he utters phrases like "I fear" and" foresee", which indicate his cautious concern rather than a firm prediction. The above examples demonstrate how hedging, as used by Imran Khan, conveys information softly. Hedging facilitates fruitful discussion by enabling the speaker to convey their ideas and thoughts constructively. Tagging of Negative politeness strategies is done through MAXQDA2022. Below, some parts of tagging are given;
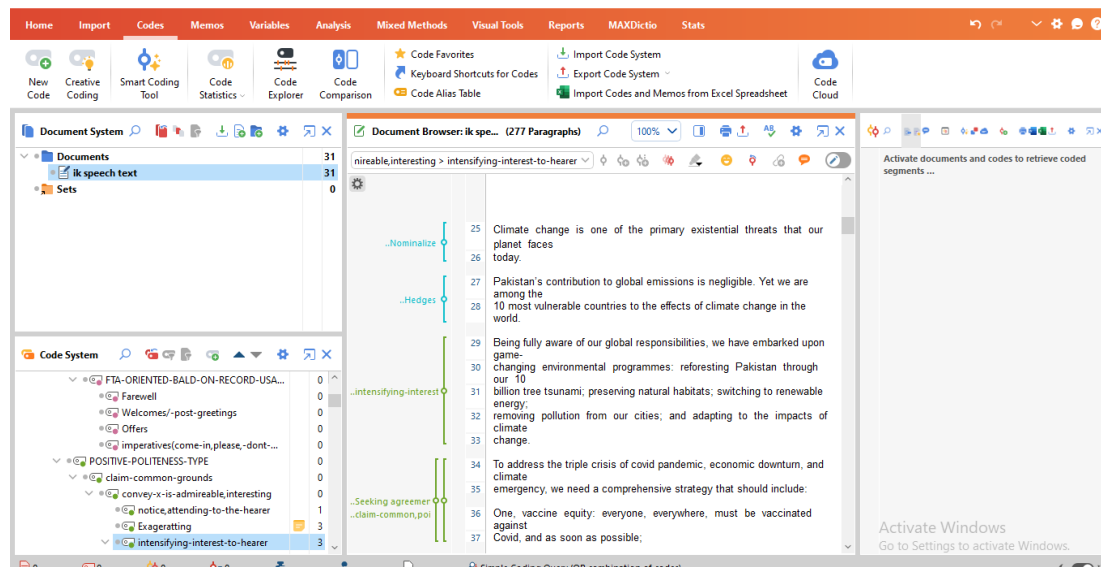
Figure 2:

Nominalizing:

Nominalization is a process that changes verbs/adjectives into nouns. To convey ideas formally or abstractly, the speaker employs Nominalization. The word "challenge" is used by the speaker to emphasize the seriousness of the situation. Moreover, the words "Discriminate" and catastrophize" are used to describe the non-elective nature of viruses and weather-related disasters. The term "Contribution" highlights the role of the country in an abstract way. At the same time, the use of "Islamophobia" in his speech describes the complicated phenomena in a single word. Nominalization enhances the speech's tone and style formally. The speaker uses Nominalization to make his language formal and authoritative. He emphasizes his conceptual ideas by using Nominalization. Overall, Imran Khan uses Nominalization to enhance his speech's formality and to convey ideas. The use of "existential threats" involves Nominalization, emphasizing the seriousness of the issue.

There are a few instances that could be interpreted as employing negative politeness strategies (such as hedging and expressing regret). However, the overall tone of the speech is more aligned with positive politeness. The speaker emphasizes achievements, proposes solutions, and addresses global challenges cooperatively.

Positive and negative politeness strategies are tagged in MAXQDA 2022.

Figure 3:

4.4 Negative Politeness: Strategically Opening and Diplomatic Caution

Now, despite the vast number of positive politeness constructs, Imran Khan's speech comprises specific instances of negative politeness that would serve them within the required context for the necessary mitigation.

Hedging: Partially-glossed modal expressions and vague quantifiers (e.g., "over 15 million families") emasculate claims, reducing the risk of claim and counter-claim by allowing the flexibility to equivocate.

Nominalization: Abstractions like "existential threats," "contribution," and "Islamophobia" condense complex issues into seemingly neutral language, while they also signify, through abstraction, the level of threat and violence.

Indirectness and Pessimistic Modality: Precursors, for example, "It is unfortunate...", "I worry..." create diplomatic protectiveness, particularly with human rights (terrorism) topics, not to contest on sensitive topics and avoiding saying anything directly to upset Pakistan, or directly raise any contestation potentially.

Deference: The invocation of "Almighty Allah" creates a sense of deference, humility, and respect for the nation-state, allowing for a posture of national commitment, but modesty when flatly stated.

These features of negative politeness serve to create diplomatic space or distance partly by reducing social imposition, avoiding direct accusations, and being able to save face when asserting diplomatically from a distance. Overtly confrontational statements do not harm bilateral diplomatic relations.

Interpretive Depth: These strategies show an underlying mesmerically contentious and diplomatically astute balancing act of strategically opting for positive politeness to build solidarity and international goodwill, while also opting for negative politeness as a strategy to throttle potentially antagonistic points, in order to protect Pakistan's diplomatic engagements and

relationships, but also plausible deniability regarding potentially sensitive geopolitical accusations (e.g., Afghanistan).

4.5 Geopolitical and Diplomatic Contextualization

Imran Khan's speech is positioned within a complicated geopolitical reality:

Dealing with the blame about Pakistan's role in the situation in Afghanistan, Khan benefits from using mitigating and face-saving language and thus averts direct blame, while maintaining a victimization to support Pakistan's position.

Climate change and COVID-19 are identified as global crises that transcend national borders, calling for a multilateral diplomatic act.

By pointing to successes inside Pakistan (e.g., social protection programs, environmental programs), Khan attracts national pride and builds a claim of Pakistan's legitimacy as a responsible international player and entitled to recognition by global powers.

The call for vaccine equity and SDG cooperation builds and demonstrates a commitment to the broader global development goals, aligning Pakistan with the shared values of the international community.

4.6 Effect on Audience and Practical Relevance

The strategic politeness usage from the speech likely serves separate audiences at the same time:

International Diplomatic Audience: The types of politeness, positive and negative politeness, maintain decorum and build coalitions, working to avoid any confrontation that may risk Pakistan's foreign relations.

Domestic Audience: The positive politeness provides an opportunity to commend the national achievements and leadership, thereby placing meaning into national unity and political legitimacy.

So while politeness strategies help soften international diplomacy, they are also intertwined with accounts of local and domestic politics.

Table 3: *Politeness Strategy Analysis Table*

Politeness Strategy	Example Utterance	Pragmatic Function	Diplomatic Impact
Positive Politeness	"I congratulate you..."	Displaying solidarity and respect	Builds diplomatic warmth and cooperation
	"By the grace of Almighty Allah..."	Promoting in-group religious identity	Builds common cultural values
Negative Politeness	"Over 15 million families..."	Hedging claims to mitigate imposition	Avoids a solid claim, thus allowing for diplomatic flexibility

Politeness Strategy	Example Utterance	Pragmatic Function	Diplomatic Impact
	"It is unfortunate..."	Indirectly expressing regret	Minimizes social threat around sensitive topics
	"Constant vigilance..."	Nominalizing an abstract concept	Formalizes discourse, and emphasizes seriousness

5. Conclusion

Imran Khan's address to the 76th session of the United Nations General Assembly has shown a purposeful and effective utilization of politeness strategies, which were always understood from the Brown and Levinson model. Here, Imran Khan employed positive politeness through congratulatory statements, in-group identity markers, and common challenges, presenting international solidarity and portraying positive images of Pakistan while establishing rapport within a diplomatic context. Consequently, such strategies make the atmosphere conducive and lessen face-threatening acts, establishing a more global concern with issues of climate change, COVID and economic challenges. Most of the negative politeness strategies are infrequent but serve the inhibitions for hedging statements, humbleness and regret, and delicateness in talking about sensitive geopolitical matters. Moments of hedging, nominalization, and indirectness have assisted Khan in presenting a Pakistani stand on most complex issues like Afghanistan and global inequality without resulting in confrontation and thus alienating the view of the diplomatic audience.

Keeping the overall tone constructive and solution-oriented, the speech praises domestic achievements while pleading for cooperation and fairness on a global scale. Through these politeness strategies, Imran Khan is increasing Pakistan's standing in the international sphere and creating unity at home, showing the linguistic competence and tact required in multilateral diplomatic discourse. While the present study is limited to one speech, its findings corroborate politeness as a central variable in successful political communication, maintaining not only face but, in essence, also strategically manipulating the entangled realities of international relations in projecting national values. Additional researchers could extend these insights by investigating multiple leaders or speeches to gather a deeper understanding of politeness working within the parameters of global diplomacy.

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