
Economic Discourse and Feminism: A Study of Politeness Maxims of Blome's Selected Speeches

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Abstract

This research examines the convergence of economic language and feminism through an examination of the application of Geoffrey Leech's (1983) politeness maxims to the selected speeches made by Ambassador Donald Blome. The aim is to investigate how the maxims of tact, generosity, and modesty construct an inclusive and respectful discourse that embodies feminist and humanistic principles. The study employs a qualitative, textual and discourse analysis approach, in which language is regarded as a way of constructing social meaning and constructing perception. The analysis reveals the profound impact of Blome's speeches in promoting gender equality. He repeatedly employs politeness strategies to describe economic themes in a manner that stresses cooperation, mutual respect, and gender equality. The tact maxim prevents imposition, the generosity maxim facilitates mutual good, and the modesty maxim facilitates a tone of humility and cooperation. These maxims lead to a discourse that reconciles economic aims with inclusive and feminist goals, inspiring hope for a more equitable future. The findings indicate that politeness is not only a rhetorical strategy but also a means of socio-political involvement promotion. By integrating feminist issues into economic discourse, Blome's speech promotes extended involvement and increases the economic practice's credibility. This research provides utilitarian implications in diplomatic and policy communication, demonstrating how politeness strategy can promote audience receptiveness and inclusive debate. This research is original in its integration of politeness theory, feminist discourse analysis, and diplomatic speech, an approach that remains largely unexplored in academic studies. This combination offers a structured and comprehensive understanding of the research focus.

Keywords: Feminism, Discourse Analysis, Politeness Maxims and Blome's Speeches

Background of the Study

Research on the language used by politicians and economists highlights its role in shaping social structures, as public agreement or resistance to dominant discourses can influence government policies and existing power relations (Fairclough, 2003). Within this domain, language extends beyond mere communication; it functions as a tool for advancing ideas while simultaneously constructing power relations and social identities (Lazar, 2005). Gendered linguistic strategies are closely linked to neoliberal economic narratives, drawing on economic discourse through a feminist theoretical lens to expose how market-driven ideologies intersect with gendered power structures (Fraser, 2013). In this context, Blome's political-economic performances provide a

productive site for analyzing politeness maxims and their impact on economic discourse, particularly in the articulation of feminist statements. Accordingly, this research examines how economic policy agendas are developed within organizations that lack feminist perspectives by integrating politeness principles with feminist discourse analytical methods.

Statement of the Problem

Feminist economic discourse has received growing scholarly attention; however, the strategic function of politeness within this domain remains insufficiently examined, particularly in institutional contexts where women's perspectives are marginalized. Politeness theory has predominantly been applied to interpersonal or cross-cultural communication, providing limited insight into its role in gender-inclusive economic policy advocacy. Within policy arenas such as parliamentary debates and public consultations, politeness maxims may function as rhetorical strategies that negotiate power relations and facilitate acceptance of feminist economic agendas. The lack of focused empirical research in this area constitutes a significant research gap, obscuring how politeness shapes the production, circulation, and reception of gender-related economic discourse.

Objectives

1. To identify the types of politeness maxims employed in Blome's selected speeches.
2. To analyze feminist concerns in Blome's selected speeches regarding gender and economic representations.

Research Questions

- 1 What specific politeness maxims are frequently used in Blome's selected speeches?
- 2 How do Blome's politeness maxims in his speeches reflect feminist concerns regarding gender and economic representations?

Significance

The study contributes to linguistic pragmatics and feminist economics by examining the role of politeness maxims in economic argumentation. Through an analysis of Blome's rhetorical strategies, it offers insights into how feminist advocates can refine their communicative practices to more effectively influence economic policy change.

Delimitations

This study is delimited to the analysis of selected political-economic texts and public performances by Blome. It focuses exclusively on politeness maxims and feminist discourse analysis as its primary theoretical frameworks. The research does not examine audience reception or comparative data from other political or economists.

Literature Review

Klamer (1990) argues that economic discourse is often abstract and complex, making it difficult for non-specialists to comprehend. From a Foucauldian perspective, Amariglio (1988) further suggests that economic and related discourses which claim to limit or eliminate power, often presented as disinterested sciences, are particularly problematic because they paradoxically intensify the regulation and examination of the human subject under the guise of emancipation. These discourses generate extensive knowledge about the body, desire, and labor, thereby enabling the development and refinement of power techniques across multiple fields. As a result, Foucault observes that both capitalist and socialist systems display similar capacities to discipline and control bodies through institutional mechanisms such as surveillance and incarceration. Within literary and discourse studies, related research has examined marginalization and power relations in different contexts. One qualitative study investigates the lived experiences of transsexual individuals facing social discontent in Pakistani society, situating the issue within broader patterns of marginalization in South Asian and Sub Saharan African contexts through a textual analysis of the novella *A Prince Who Destroyed My Life* (Rahman, 2022). Another study analyzes Emma

Watson's 2014 United Nations address, focusing on her strategic use of politeness norms to strengthen gender equality discourse and enhance persuasive communication (Mehmood, 2024). Amariglio (1990) argues that although economic discourse is rooted in modernist thought, postmodern perspectives are increasingly shaping contemporary economic discussions. By posing the foundational question of what constitutes discourse, the study examines methods for identifying specific discourses and distinguishing them from individual texts. The emergence of discourse analysis in psychology, alongside the influence of linguistic and poststructuralist perspectives, provides a concise foundation for the development of discourse analytic research. The study also addresses the descriptive, analytical, and pedagogical functions of discourse analysis while acknowledging the cultural and political concerns that arise when analysts critically reflect on their own practices. Drawing on seven criteria for classifying discourses, including attention to tensions within and between them, the study proposes a comprehensive definition of discourse. Furthermore, Parker (1990) introduces three additional criteria to situate discourse analysis within broader political contexts. Within feminist scholarship, Wrye (2009) traces the century long development of feminism through four distinct waves from a psychoanalytic perspective. Feminism encompasses diverse political movements, philosophical positions, and social initiatives united by the aim of securing political, economic, personal, and social equality between the sexes (Raina, 2017). Historically, Christine de Pizan, an Italian humanist living in France, challenged the misogynistic literature of her time through her seminal work *The Book of the City of Ladies* published in 1405. In this text, she constructed a symbolic city inhabited by notable women from history, including religious figures, queens, and peacemakers, to counter prevailing stereotypes and reclaim women's contributions to society. By highlighting women's moral, intellectual, and social significance, de Pizan's work underscores the necessity of recognizing women's roles within society, a position that continues to inform contemporary feminist inquiry and affirms the relevance of feminist studies for social development (Bennett, 1989).

Research Methodology

Research Design

This study adopts a qualitative approach to develop a comprehensive understanding of feminist perspectives within economic discourse (Holmes and Meyerhoff, 2003). Qualitative analysis is appropriate as it enables in depth examination of implicit meanings, rhetorical strategies, and linguistic choices in Blome's speeches (Goffman, 1955). Discourse analytical methods are employed to examine speech content and identify patterns in the representation of economic and feminist language (Fairclough, 2003).

Data Collection

The selected speeches delivered by Blome addressing economic and feminist issues serve as important research materials (Blome, 2022). The examination process for Blome's statements should focus on identifying remarks relevant to the research topic. The selected speeches are directly copied as original documentation while researchers make an authentic attempt to maintain the authentic material context (Fairclough, 2009).

Data Analysis

This research employs textual analysis as its primary data analysis method, a qualitative approach that interprets and examines language, themes, and rhetorical strategies in texts. Using this method, the study investigates how Blome's use of politeness maxims reinforces, challenges, or negotiates economic and feminist discourses (Gee, 2014). Textual analysis also enables the identification of patterns in politeness strategies and the interpretation of underlying socio-political meanings, including the power relations and social hierarchies conveyed through the language of the speeches (Tshetu, 2023).

Theoretical Framework

Geoffrey Leech's Politeness Principle (1983) provides the theoretical framework for this study, offering a systematic approach to analyze how feminist and economic discourses intersect in Blome's speeches. Leech's six maxims—tact, generosity, approbation, modesty, agreement, and sympathy—facilitate an in-depth examination of Blome's negotiation of power and audience relationships (Haugh & Kadar, 2013). Blome uses tact to address controversial economic policies while acknowledging diverse perspectives (Terkourafi, 2014), and generosity by prioritizing audience contributions over personal achievements (Mills, 2003; Butler & Trouble, 1990). Modesty is reflected in attributing successes to collective efforts (Okta, 2024), agreement in emphasizing shared goals (Gee, 2014), and sympathy in advocating for marginalized groups (Kadar, 2017; Hooks, 2000), reinforcing inclusion and audience engagement.

Data Analysis and Discussion

The United States is strongly committed to supporting Pakistan's economic transformation, and women play a vital and growing role in that process. Through the Academy for Women Entrepreneurs, we are working with our partners to ensure Pakistani women have the skills, knowledge, and mentorship to build their businesses and deepen the economic ties between our nations (Blome, personal communication, July 19, 2024). In the above extract Ambassador Blome's speeches, The United States is strongly committed to supporting Pakistan's economic transformation, and women play a vital and growing role in that process. Through the Academy for Women Entrepreneurs, we are working with our partners to ensure Pakistani women have the skills, knowledge, and mentorship to build their businesses and deepen the economic ties between our nations (Blome, personal communication, July 19, 2024). By way of the Academy for Women Entrepreneurs, we are partnering with our partners to provide Pakistani women the skills, knowledge, and mentorship necessary to start their businesses and increase the economic relationship between our nations (Blome, personal communication, July 19, 2024)," is examined using Geoffrey Leech's (1983) Politeness Maxims and against the theoretical framework of the textual analysis. According to the textual analysis perspective, identity and meaning are contextual, and translating oneself is through interaction with other people and things. The reason why Blome is doing this is to build a narrative of unity and empower the employees while at the same time making it sound like everyone is going to benefit from the change. In doing so, Blome underlines the value of women's work for Pakistan's economic change and thus disturbs and rearranges patriarchal gender roles and relations. This is by textual analysis, although identities and social structure are real in that they are considered as products that are socially constructed through interactions and discourses.

Maxim Blome attains the Tact by understanding equality by his objective speeches that compares Pakistan to the United States of America as equals. "Working with our partners" as a unique lending collaboration is a social initiative that challenges the autocratic framework in favour of promoting collaboration and distributed leadership that results in joint project creation. In "Working with our partners" the researchers foster a social delivery system that challenges the leadership and hierarchical approaches in a project and fosters the development of joint projects and equal responsibilities This is based on the textual analysis perspectives since relationships within the various viewpoints are defined through speech as a way of explaining how an individual develops his or her personality. The Generosity Maxim is also active in evaluating U.S. support for Pakistani female undertakings. To Blome, US leadership is legitimate, akin to what has been showcased here about knowledge distribution and mentorship being the key features of national and international operations. The women reconciled between Pakistani and American women by constructing identities between the two groups of women through textual analysis language. In this way, as the United States is fulfilling its humanitarian mission, it gives women in Pakistan the opportunity to become involved in the fate of their country and thus become active participants in the progress. The approach also collapses typical laws that limit female freedom because it embraces female leadership skills and abilities. Thus, the work of Pakistani women is reflected in the light of the Approbation Maxim, which offers a respect-based perspective on their economic

activities. Blome further notes that the economic contribution of women is crucial and advancing, as it propounds more economic development initiatives targeting women. Modesty Maxim is beneficial for the creation of a humble image of America. Though such comments as Blome concur with the efforts being made by the United States, this is done without ostentation. This simple framing ensures that focus remains on women's rights in Pakistan and the continuation of strengthening the bilateral relationship, so there is always be a story created where the U.S will be part of a bigger picture of the chief actor. Textual analysis suggests that such a modest stance provides the impression of teamwork and joint effort instead of power relations. The Agreement Maxim benefits both parties by working towards cooperation in achieving shared goals. Conveying the idea that the relations between the U.S. and Pakistan are cordial, Blome constructs a picture of union. This is particularly relevant in the textual analysis, where people's identity and knowledge are constructed mainly via collaboration. The cooperation for the same goals also confirms the idea of international relations as interdependency and mutual respect in the sphere of political economy. Overall, analyzing Blome's speech in terms of Leech's Politeness Maxims shows that his narrative portrays collaboration, enabling, and working towards the shared goal. The Politeness Maxims establishes a culture of civil behavior, modesty, and encouragement, eases how the interactions facilitate the construction of the U.S. and Pakistani women's identities. The discussion proactively reconstructs a more vibrant gender paradigm of foreign policy and gender where emphasis is given to women's contribution to the reconstruction of Pakistan economy, and the improvement of the relationship between United States of America and Pakistan.

Extract 02

When women entrepreneurs succeed, they're more likely to invest back into their families and community—into education, nutrition, well-being, and children's health. Moreover, their businesses are more likely to provide necessary services and opportunities to their communities (Blome, personal communication, July 19, 2024). The above highlighted extract of women entrepreneurs, once they succeed in business, tend to invest more in their family, primarily through sponsoring education, nutrition, and well-being of their children, which accords with the issues of gender and economics raised by feminists. In the research aim where the speaker examines this transformative power of women's entrepreneurship, it is evident that when women engage in economic activities it has social ramifications different from that of men Through his selected addresses, Blome establishes how the roles women play in challenging cultural norms become a subversion to what society expects them to be and how other aspects that are out of the society deny woman the opportunity for self-employment. First, Blome demonstrates women in his presentations as operators in a social context and financial players with implications for social advancement through their capital base. The representation negates economic prejudices against women because it argues that women's entrepreneurship contributes to their progress and society. Literature on feminism reveals that the prevailing economic discourse is unaware of gender-based care cycles, and such knowledge aligns with women focusing more on welfare, health, and education. The article contributes to understanding the feminist epistemology regarding the accomplishment by revealing how personal achievement is associated with women's workload instead of being independent endeavours. In this case, Blome provides a rationale for feminist research on economic practices by determining the status of women in a business context in their appropriate social environments. The stress on society's general welfare when calling for boosting women's investment in education, health, and welfare should be well echoed by the audience, and was.

Analyzing the extract language, one can state that it conforms to several politeness theory rules based on Geoffrey Leech's maxims. First, it keeps the Tact Maxim in place by stating that women should do things fit for others without incurring a cost. It also emphasizes the Generosity Maxim because what is emphasized therein is what women give out to others, not what is probably in it for them. It is important to note that the extract never seeks to blame other groups for the lack of success of integrated education, thus adhering to both the Agreement and Approbation Maxims that aim to focus on the welfare of the community and give a positive appraisal. The use of

language also ensures that the advancement of women entrepreneurs is portrayed as something that need to be done and as a good thing that is needed in society and not a sign that divides society. According to the cultural approach, particularly Leech's model, the assertion supports politeness strategies of confirmability and approximation towards social difference. These speeches as a culturally constructed perception of gender, actions, and economic behaviours. The notion of women's reintegration into society also shows that what is real is socially constructed by people and not by some physiological facts. Cultural practices and other societal factors have constructed an impression that it is women who direct the acquired resources to the community's welfare. The analysis holds the postulate that human knowledge and perception are due to constructive experiences in perspective with the social context. Here, becoming an entrepreneur is also symbolically constructed as gendered, both in its promise of individual achievement and in the context of women's caregiving and relational gendered roles. As with textual analysis, expectations are considered social and not inherent realities of economic or gender-related stories, as evidenced by Blome's speeches.

Applying textual analysis, feminist, and civility principles can make several connected discoveries about gender and economics. Gender inequalities are hidden and individualistic, and women business holders have the potential to redesign the society where feminist accounting unbundles such implicit gendering from mainstream economic accounts. Leech's politeness theory explains how all these concepts balance between considering the advantages and disadvantages of offending others and could therefore be considered as universally acceptable. These interpretations fit within the broader ideology of how meanings of gender and economics are being constructed society continually. In this context, the specified methods provide a broad-focused perspective towards the qualitative analysis of gendered economic representations in the selected speeches of Blome as well as the related social discourses.

Extract 03

"Your success is Pakistan's success, and we are proud to support Your journey to become dynamic entrepreneurs, business leaders, and economic influencers (Blome, personal communication, July 19, 2024)."

In the above extract "Your success is Pakistan's success, and we are proud to support your journey to become dynamic entrepreneurs, business leaders, and economic influencers (Blome, personal communication, July 19, 2024)" it again demonstrates several politeness strategies crucial to Blome's selected speeches. While the former focuses on identifying which politeness maxims are used, the latter shows that the politeness is being done to improve social relation between the speaker and the hearer. It also creates a mind-link that percolates into the feeling of success and respect, which are highly associated with speaker-hearer interactions. In Blome's rhetoric, there is a correlation between individual effort and national endeavor, positing that the effort of every individual in the audience is an asset to the common good of society. It also reduces social distance and gains the audience's perception of belongingness and importance. According to Geoffrey Leech (1983)'s politeness theory, several politeness maxims can be easily observed. First, the approval maxim can be seen because the speaker aims to approve of anything and avoid disapproval as much as possible. The goal of the audience is presented as personal as well as Patriotic, which increases the importance of the action. Thus, using the words 'we are proud,' the speaker builds up the positive face of the audience to ensure that they are motivated and loyal. According to the politeness theory, POSITIVE FACE refers to the want of the interact ants to be accepted and to have their wants, needs, and rights confirmed and recognized by others. Second, here is an application for the Agreement Maxim. With this in mind, the speaker proposed the idea of aligning the goal of the individuals with that of the nation as a whole. Using this particular sentence structure, the speaker also assumes that he and the listeners are on the same page regarding moral standards and objectives. Here in the Agreement Maxim, the common purpose is being presented to bring into focus the primary goal of seeking the welfare of all in the best manner possible. Third, the researcher found that the Sympathy Maxim also appears in pride and support expressions. When the speaker says, "We are proud to support your journey (Blome, personal

communication, July 19, 2024), the speaker makes the audience understand and feel the speaker's brotherhood with them. This form of expressing unity in feelings further strengthens the relationship between the speaker and the receivers while creating a positive and pleasant interaction environment where the receivers feel valued and encouraged. Altogether, the language of the extract remains polite and adheres to the rules of politeness, including optimism bias, affiliation, and proven empathy. Hinge on this is Leech's theoretical system, which postulates that polite language does not encourage conflict. It also closely aligns with Blome's level of analysis and comprehensiveness of politeness strategies in his speeches. Here, the researcher forced myself to set a link between the individual and national levels of entrepreneurial achievement and recount what a construction of society and culture is that shapes and guides our reality and understanding. Thus, by equating individual success to national success, the speaker becomes an active contributor to constructing the nation and the idea of economic responsibility. This construction implies that one has a civic responsibility to follow one's passions and help the nation become a better place. They shape people's views towards their standing in society and alter the perception of success as a concept. This notion of the direct contribution of the entrepreneur to the improvement of the nation's status is heavily steeped in historical political and culture of the relationship between the process of economic growth and development and the formation of nationalism.

Consequently, by using politeness strategies and positive social meaning, the speeches repeats the imperatives of identity, responsibility, and symbiotic relationship shared between people. It also does both MOTVENT and RESPECT work, and helps to construct the categories of entrepreneurship and patriotism socially. The vital features of the rhetoric offer insights on how Blome's politeness strategies manage to create and sustain rapport and good relations while constructively coming up with observations that depict individual and national success.

Extract 04

I'm particularly impressed by the innovation that I've seen from The AWE participants. Whether it is the Maria Ifshaq and her eco-Friendly briquettes, or Sumara Naqvi and her edible utensils, or any One of the vendors I just met, your creativity and determination to Succeed is reshaping your futures and the future of Pakistan (Blome, personal communication, July 19, 2024).

The above extract "I'm particularly impressed by the innovation that I've seen from the AWE participants. Whether Maria Ifshaq and her environmentally friendly briquettes, Sumara Naqui and her foodable cutlery, or any of the women vendors I recently met, your resourcefulness and willingness to prosper is remaking your lives and the future of Pakistan (Bloom's personal communication, July 19,2024)" showcases a systematic deployment of politeness strategies, counters feminist issues related to gender and economic representations, and displays the socially constructed nature of knowledge in accord with research aims. The utterance evidently adheres to some politeness maxims proposed by Geoffrey Leech (1983). The speaker positively addresses particular people by their names and points out their contributions, thereby maximizing positive value and minimizing social distance. This personalized positive address not only confirms the participants' success but also upgrades their status in the wider audience. The use of particular cases reinforces the speaker-hearer relationship and places the speaker in a position of truly being concerned with the participants' endeavours. In using Leech's politeness model, the utterance highly displays the Approbation Maxim, as it focuses on praise and consciously steers clear of any criticism. The Sympathy Maxim is there, too, as the speaker indicates emotional solidarity with the aspirations of the audience by acknowledging their innovativeness as vital to both their futures and the future of the country. In addition, the Agreement Maxim is realized in the manner the speaker connects individual success to group success, proposing that what the participants aim for and what the country aspires to be synonymous. This approach keeps disagreement at bay and brings along a perception of a common cause, making the audience feel responsible and engaged in the future of Pakistan.

The address also mentions to feminist demands for representations of gender and economies. In attributing and calling out women entrepreneurs and stressing the innovations of those women, the speaker overturns conventional gender relations that long neglect women's voices in economic venues. Highlighting women's creativity, innovative spirit, and leadership not only creates an image of women as the forces of transformation and economic determination, but also empowers them to take charge. The reference to edible cutlery items together with sustainable briquettes demonstrates how women entrepreneurs advance both social welfare and environmental preservation beyond traditional capitalist economic priorities. This depiction shows how women can create important economic and social initiatives thus it helps fulfil feminist objectives while establishing gender parity in fields presently controlled by men. The speeches from the speaker illustrates how language functions as a tool to establish gender roles and measures success and operational development based on textual analysis. The textual analysis explains how human reality emerges from social language interactions together with shared group knowledge. Through this discourse the speaker argues that women's own business achievements directly benefit national growth and development of the country. Through social negotiation the audience and speaker jointly generate this meaning together instead of reflecting what actually exists. Through this speech both social roles of gender and national development concepts evolve as the speaker illuminates' entrepreneurial women's decisive role in Pakistan's future direction. The presentation of women's leadership together with creativity in national discussions transforms cultural expectations about gender roles in society. This research shows that the speeches follows specific politeness techniques to respect and elevate listeners by using the Maxims of Approbation, Sympathy and Agreement. It responds to feminist issues by placing women's economic contributions centre stage and challenging conventional gender labels. It also shows a conception of social reality in that it creates new meanings regarding gender, entrepreneurship, and joint national achievement. Blome's rhetoric thus simultaneously asserts personal dignity, promotes gender equality, and constructs common visions of economic and social change through strategic language use.

Extract 05

“The United States is Pakistan’s largest export market globally, and Pakistan’s Exports to the United States have more than doubled over the last decade – a Testament to the robust economic relationship we share (Blome, Personal communication, July 19, 2024).”

The above extract “The United States is Pakistan's largest export market in the world, and Pakistan's exports to the United States have increased by more than two-fold during the last ten years – a testament to the strong economic relationship we share (Blome, personal communication, July 19, 2024)” is deployment of politeness strategies, mirrors Geoffrey Leech's (1983) politeness maxims, and is examined through textual analysis to uncover the underling communicative intentions and social values embedded in this extract. The speaker presents the economic success story not from an individualistic but through a collective lens, focusing on mutual gain and cooperation. Equality in addition to cooperative relations between Pakistan and the United States develops due to this approach. The speaker preserves courteous communication through his team-focused depiction of economic progress instead of employing boastful or domineering approaches. In the verbalization the Agreement Maxim stands as the chief politeness principle as per Geoffrey Leech's conceptualizing. Through dual presentation of export growth the speaker establishes a shared achievement between Pakistan and the United States. Through mutual agreement speeches the speaker helps lower tensions between both entities in the economic relationship. The diplomat aims to build better relations through diplomatic language that fosters concurrence. Through the Use of Approbation Maxim the speaker shifts from criticizing the bilateral partnership toward praising it. The use of the term "robust" reflects the speaker's deep respect for economic achievements while giving no fault or criticism of inadequacies. This type of language facilitates good face-saving diplomatic actions by building positive messages about nation statuses. While boosting Pakistan's interests in the speeches the Tact Maxim conceals its agenda because it makes no claims of superiority and seeks no exchange of benefits. Through his words toward the audience

the speaker shows respect for their autonomy and simultaneously refrains from pushing for additional favors by only complimenting Pakistan's exporting accomplishments. The Reference to mutual benefits also echoes the Sympathy Maxim since the speaker acknowledges a common emotional stake in the economic relationship. This articulation of collective feeling consolidates relational ties and strengthens feelings of collective pride and responsibility. Through textual analysis, the utterance reveals how language is used to construct a specific social reality about international economic relation, highlighting how meaning emerges from communicative choices and social interaction. Here, the speaker builds a picture of a mutually rewarding and balanced economic relationship between Pakistan and America. This build-up focuses on cooperation rather than dependency, partnership rather than hierarchy, and joint success rather than one-sided benefit. The audience, through this speech, is influenced to accept the idea that robust bilateral economic relations are in both countries' interests and the result of combined effort and commitment. So instead of reporting economic numbers as neutral facts, the speaker employs them as instruments to construct a story that reinforces political goodwill and social solidarity between the two nations. Also, by reporting export growth as a "testament" to the relationship, the speaker gives meaning to economic data as something more than statistics. Economic growth becomes a symbol of diplomatic success, trust, and long-term cooperation. It achieves this by reframing the economic relationship as not merely a sign of financial wealth but also of good diplomatic relations and respect. This discursive articulation reinforces the wider political objective of maintaining solid bilateral relations and making economic cooperation understood as a core axis of the partnership. Finally, the analysis of the speeches reveals that Blome successfully utilizes politeness strategies, especially the Agreement, Approbation, Tact, and Sympathy Maxims, to negotiate mutual respect and cooperation. At the same time, through the textual analysis, the extract is involved in constructing social meanings regarding bilateral economic relations, building a positive construction that focuses on mutual benefit and partnership. The vocabulary employed does not just represent the existing state of economic relations but actually influences the insights, values, and diplomatic ties between the two countries.

Extract 06

"American businesses play a leading role in this effort. More than 80 U.S. firms directly employ 120,000 Pakistanis and indirectly benefit more than a million Pakistani workers (Blome, personal communication, July 19, 2024)."

This analysis critically addresses the declaration regarding American enterprises in Pakistan via theoretical frameworks of the research aim (drawing out politeness maxims of Blome's speeches), Geoffrey Leech's (1983) Politeness Maxims, with a widened perspective on linguistic nicety, theory coherence, implications. Leech's six maxims—Tact, Generosity, Approbation, Modesty, Agreement, and Sympathy—unveil multi-layer politeness strategies through the declaration. The focus on American companies hiring 120,000 Pakistanis and helping more than a million workers is consistent with the Tact Maxim, which seeks to maximize benefits while minimizing costs to others. By presenting American companies as engines of economic development, the speaker maximizes U.S. contributions while minimizing possible criticisms, including exploitative labor practices. However, the Generosity Maxim is circumvented as the story focuses on U.S. success and fails to applaud Pakistani efforts, entrenching the donor-recipient hierarchical dynamic. The Modesty Maxim, or the principle of avoiding excessive self-praise, is overlooked because the speeches expressly identifies U.S. leadership, and the Approbation Maxim is selectively upheld only for American organizations. The failure to directly criticize follows the Agreement Maxim, maintaining harmony, but the failure to mention Pakistan's facilitation of these alliances implies a calculated avoidance that reinforces asymmetrical power dynamics. The objective of the research in categorizing politeness strategies in Blome's speeches uncovers a conscious application of positive politeness to build solidarity. Phrases such as "play a leading role in this effort (Blome, personal communication, July 19, 2024)" build a common objective, framing U.S. and Pakistani interests as aligned. However, this unity is superficial since the language refuses to mention Pakistan's agency or situational obstacles, like regulatory environments or local entrepreneurship.

The strategic exclusion of structural disparities accords with diplomatic language that seeks harmony over critique, building a one-way narrative of U.S. beneficence. This method fulfills soft power goals by framing American engagement as necessary, quietly isolating Pakistan's ability to achieve independent economic progress. An additional study could investigate whether Blome's speeches utilize negative politeness in other situations, like the recognition of Pakistan's sovereignty, to balance this account and counteract feelings of superiority. Textual analysis reveals that language representations construct group identities by simplifying power relationships between the U.S and Pakistan, thereby shaping social realities through discourse. Through this portrayal the story presents U.S. leadership as charitable by removing information about historical situations or labor rights violations and wage imbalances. Polite strategies within the textual analysis create a simplified understanding of Pakistani worker situations by making complex economic operations appear as simple progressive steps. Through its language the document validates economic principles through standardized economic interconnectedness yet does not consider potential benefit inequalities. Diplomatic language functions as a base for consent because it implements non-coercive terminology over coercive approaches to generate validity of U.S. power systems. Through politeness and strategic deployment of Tact and Agreement Maxims the text achieves its goals by lending geopolitical strength to American goals. The document avoids specifics to uphold present-day colonial development practices through Western-focused policies that remove Pakistani rules and introduce hazardous workplaces. A comparison between United States domestic and Pakistani speech audiences will demonstrate possible rhetorical modifications. Critical discourse analysis needs to explore power relation normalization processes by examining the lexical options "leading role" and "benefit." The research shows how diplomatic language promises implemented as politeness strategies combine Leech's maxims for ideological instruments and support textual analysis in showing social power formation. The rhetorical presentation claims dual prosperity benefits combined with established power structures through work collaborations that negate civic diversity. Given the analysis demands the identification of material elements and ideological aspects in diplomatic language through combined evaluation of linguistic politeness and paradigmatic criticism.

Extract 07

The United States government is funding a wide range of initiatives to expand the educational opportunities for Pakistani youth. We spend more than \$20 million annually to give young Pakistanis the opportunity to participate in free-of-cost academic exchanges, including our prestigious Fulbright program (Blome, Personal communication, July 19, 2024).

The above extract "The United States government is supporting a broad array of initiatives to broaden the educational opportunities of Pakistani youth. We spend more than \$20 million annually to give young Pakistanis the opportunity to participate in free-of-cost academic exchanges, including our prestigious Fulbright program (Blome, personal communication, July 19, 2024)"

The presentation shows capable implementation of civility approaches. The framework embraces Geoffrey Leech's (1983) politeness maxims and implements a textual analysis for developing this specific diplomatic text. The speaker carefully selects words that highlight U.S. contributions to education for the Pakistani people, thereby conveying a sense of generosity and kindness. This strategic use of politeness strategies not only minimizes the risk of sounding self-interested but also maximizes the favorable perception of U.S. foreign policy, piquing the interest of the audience. When interpreted using Leech's theory of politeness, the extract follows the Tact Maxim by downplaying imposition on Pakistan and playing up perceived gain to Pakistani youth. The speaker emphasizes the benefits offered instead of any conditions or responsibilities imposed on the funding. The Generosity Maxim is used by emphasizing the monetary investment made by the United States without anticipating direct reciprocation, presenting the action as altruistic. However, the Modesty Maxim is followed only to an extent; the declaration does advertise U.S. giving; it foregrounds "more than \$20 million" and the "prestigious" Fulbright program (Blome,

personal communication, July 19, 2024)”, highlighting the speaker's own country's benevolence and prestige. This use of politeness strategies impresses the audience with the speaker's diplomatic finesse. Accordingly, while the speaker wishes to come across as liberal, the advertising of the Fulbright program accentuates the prestige of U.S. institutions and not so much the recipients' focus. The Approbation Maxim is applied by directing respects towards education opportunities instead of directly complimenting Pakistani recipients or institutions. In doing so, the speaker neither offers criticism of the education system in Pakistan nor refers to achievements on the home front, which would detract from U.S. centrality. This careful avoidance of criticism reassures the audience about the diplomatic relationship. The Agreement Maxim is followed by framing education initiatives as a common purpose that both countries apparently endorse. A lack of disagreement alongside criticism maintains diplomatic peace while improving the favorable viewpoint regarding bilateral relations. From a textual analysis perspective the speeches create and reinforces a societal consensus which describes U.S. educational funding to Pakistan as an essential unselfish advancement force. The message indicates Pakistan's dependency on American backing for its economic welfare while giving America control over the future success of Pakistan's upcoming generations. This construction conceals underlying inequalities and dependencies that can result from such transfers and investments. The extract builds a reality where educational empowerment is presented as a consequence of foreign generosity instead of indigenous capacity or agency. In addition, the failure to mention the process by which these programs are chosen and organized or even impact local priorities supports a discourse of unproblematic benevolence. By highlighting dollars spent and program status without consideration of larger structural effects, the speaker supports neoliberal ideology in which outside financing and scholarly exchange are conflated with progress and advancement without examining concerns over educational self-determination or brain drain. By doing this, the speaker is part of a discourse that legitimizes and naturalizes American intervention in the educational sector in Pakistan as normal, desirable, and required. In total, the critical analysis reveals that although the speaker uses major politeness strategies to build a cooperative and positive tone, these strategies do the double work of asserting a power relationship in which the United States is the giver and Pakistan the receiver.

Extract 08

U.S. grants - not loans - also have constructed hundreds of new schools and rehabilitated thousands more across Pakistan, providing access to quality education for millions of Pakistani children and training for thousands of teachers (Blome, Personal communication, July 19, 2024).

In the extract "U.S. grants - not loans - also have constructed hundreds of new schools and rehabilitated thousands more across Pakistan, providing access to quality education for millions of Pakistani children and training for thousands of teachers (Blome, personal communication, July 19, 2024) utilizes conscious linguistic measures that are in accordance with Geoffrey Leech's (1983) politeness maxims, cater to the research goal of the identification of politeness strategies in Blome's speeches. The judicious choice of words creates a good image of American engagement and conceals subterranean asymmetries in the donor-recipient relationship. The use of Leech's Tact Maxim see in the stress laid on grants instead of loans. By stipulating that the provision does not incur Pakistan any financial obligations, the speaker reduces the imposition on the Pakistani people and government. The sentence construction positions U.S. actions as wholly positive, supporting the illusion that the offered aid is untainted by unstated costs or requirements. Such a construction bars negative interpretation and maintains the status of the United States as not exploitative. The Generosity Maxim is equally highly visible. The speaker emphasizes the scope of American efforts, citing both the building of 'hundreds' of new schools and the restoration of 'thousands' of old ones. This count highlights the extent of U.S. action without openly requiring thanks. However, by focusing on quantity and scope, the speaker quietly places the United States as a necessary force in the center of development. Although generosity is foregrounded, the underlying effect is a reinforcement of American prestige rather than a purely selfless portrayal.

This strategy serves to enhance the image of the United States as a significant contributor to Pakistan's educational development.

Only the Modesty Maxim, which counsels one to keep one's praise minimal, is in any way upheld. Although the speaker avoids explicit self-congratulation, incessant emphasis on the material achievements of U.S. programs is in itself an advancement of American dominance. The omission of direct congratulation serves the purpose of upholding politeness. However, both the organization and emphasis of the speeches still give the audience cause to perceive the United States as the central impetus for all good change occurring in Pakistan's education system. The Approbation Maxim, the selective practice of avoiding criticism and bringing attention to praise given to others, is used selectively. The speaker neither criticizes Pakistan's current education system nor recognizes local initiatives or cooperation in the school building and restoration process. Rather, the speeches focus on American actions with minimal room for joint credit. This absence also reinforces the impression of U.S. centrality in driving forward. By highlighting only American actions, the speaker effectively positions the United States as the primary driver of positive change in Pakistan's education system. The Agreement Maxim is honored through the promotion of shared values. Improving access to education is positioned as a universal good, one that presumably all parties support. By focusing on education, a value that commands broad consensus, the speaker avoids any potential disagreement, ensuring that the discourse remains diplomatically positive and uncontroversial. The rhetorical device brings audience values to match the speaker message to forge unity between the presenter and the listeners. From a textual analysis viewpoint the narrative presents a particular version of U.S.-Pakistan relations through this speeches. The speeches show Pakistan requires the United States as its key institution promoting educational growth while demonstrating financial generosity. This presentation stresses that Pakistan requires external support mainly from the United States to achieve its substantial educational goals. The philosophical foundation establishes that American intervention needs and benefits both countries which establishes dependency but fails to disclose its existence. Physical school construction and renovation programs show concrete signs of progress to the textual analysis approach as well as to traditional researchers. Such approach draws attention away from essential matters concerning curriculum control and donor-funded project sustainability and systemic educational changes that are vital for future progress. The speaker participates in misleading public discourse because they highlight simple achievements which lead people to mistake numerical markers for meaningful improvements beyond basic education challenges. The proclamation fails to describe any involvement of communities or Pakistani instructors and local stakeholders in these educational initiatives. This absence of information shapes a simplistic story which puts outside institutions in position of dominance as educational leaders. The representation maintains a unilateral power structure between Pakistan as a simple beneficiary and the United States as the active grantor which threatens to eliminate local freedom of action. The speaker selects grants as the subject instead of loans because they use this subtle approach to avoid topics about foreign debt and economic sovereignty that many international aid recipients strongly oppose. In total, the extended analysis demonstrates that the politeness strategies employed in this sentence have diplomatic functions that maintain a respectful tone, foster unity, and advance the prestige of the United States. Meanwhile, a critical reading grounded in the textual analysis uncovers how the strategies reinforce an asymmetric power relationship, construct perceptions of dependency, and hide nuanced realities behind the veil of diplomatic politeness. In creating a positive yet partial account, the speaker sustains the ideological structure that legitimizes and naturalizes external influence on Pakistan's internal growth.

Extract 09

Today, Pakistan's malnutrition crisis continues to threaten the futures of millions of Pakistani children. Since the 2022 floods, the United States has provided nearly \$100 million in aid to combat malnutrition, supporting more than 317,000 who are at risk (Blome, Personal communication, July 19, 2024).

The above extract, "Today, Pakistan's malnutrition crisis continues to threaten the futures of millions of Pakistani children." Since the 2022 floods, the United States has provided nearly \$100 million in aid to combat malnutrition, supporting more than 317,000 who are at risk (Blome, Personal communication, July 19, 2024)," reflects a strategic application of Geoffrey Leech's (1983) politeness maxims, directly fulfils the research objective of identifying politeness strategies in Blome's speeches, and reveals significant ideological implications when interpreted through the textual analysis. The language employed builds a message of diplomacy that is seemingly cooperative and supportive but contains veiled claims of hierarchical positioning between Pakistan and the United States. The use of Leech's Tact Maxim is evident in how the extract draws attention to the favor extended to Pakistan without implying any obligation or burden to be reciprocated. By keeping the attention on what America "has done," the speaker keeps any expense or damage to the Pakistani side down, presenting the aid as if it were gratis. The fiscal amount of "\$100 million" and emphasis on "sustaining over 317,000" vulnerable people strengthen the image of charity without overtly calling for accolades, therefore keeping diplomatic sensitivity and grace. The Generosity Maxim is also used since the speaker emphasizes the largesse of the aid without making it a transactional relationship. By describing the aid as a response to human needs and not as a political measure, the speaker creates a picture of the United States as beneficent. The framing is still, however, focused on American action, implying that successful humanitarian intervention in Pakistan is contingent upon external, especially American, resources.

The Modesty Maxim is only half followed. While the speaker refrains from direct self-praise, the explicit listing of the scale of aid quietly emphasizes American capability and leadership. By emphasizing the quantity of aid and the number of recipients, the speaker brings attention to the efficacy and scope of U.S. humanitarian policy without overtly asserting superiority. This quiet self-presentation preserves the semblance of humility while promoting American soft power. The Approbation Maxim is seen in the fact that there is no direct criticism of how Pakistan has managed malnutrition internally. However, there is also no mention of any action taken by the Pakistani government or community against the crisis. The lack of shared credit thereby implicitly supports a story in which the United States is the key agent of positive change. By looking only at America's actions, the speaker avoids discussing praising Pakistani initiative or resilience and hence creates an asymmetrical description of capability. This asymmetry reinforces the hierarchical positioning between Pakistan and the United States, as it implies that Pakistan is dependent on the United States for positive change. The Agreement Maxim operates by finding common ground in terms of universally recognized moral standards, like the need to fight malnutrition and save children's futures. The speaker selects an issue unlikely to cause dissent so that the speeches are promote unity and diplomatic cooperation. Malnutrition is presented as a non-political, humanitarian issue so that the speaker can steer clear of controversial issues while reaffirming common moral obligations. The Sympathy Maxim is present as the speaker recognizes the pain of Pakistani children without assigning blame. Showing concern for the welfare of vulnerable populations creates empathy and establishes an emotional bond, which reinforces the positive image of American involvement. This alignment with sympathetic interests reinforces diplomatic relations while at the same time advancing the United States' image as a sympathetic actor when the speaker shows caring toward Pakistani children regardless of blame they deserve he develops empathetic bonds to support positive US perception. This sympathetic goal alignment makes America more sympathetic in international eyes while establishing better diplomatic relations with other nations.

The textual analysis view interprets this speech as forming and legitimizing a specified social construct. The speeches show the US as an indispensable benefactor which plays a crucial role in helping Pakistan with both its humanitarian relief and nation-building efforts. The narrative points to American financial assistance which provides Pakistan with full or complete competency for addressing critical issues such as starvation. Through this depiction of must-have and undeniable aid the story tacitly supports further international interventions into the Pakistani national territory. A financial breakdown of aid presents malnutrition as a simple matter that can be easily resolved

through monetary contribution. The analysis avoids addressing fundamental aspects leading to malnutrition including government reforms and health care accessibility and anti-poverty programs as well as food safety laws. By concentrating on short-term relief work, the narrative deflects focus from structural factors and systemic obligations, and one has a narrative in which foreign intervention in the short term is being portrayed as an adequate response to entrenched issues. The exclusion of Pakistani assistances in fighting malnutrition also works towards building a passive national image. Pakistan is portrayed as mainly a beneficiary and not an active agent of its development. This image feeds into a wider ideological narrative wherein Western nations, the United States in particular, play the role of saviors while indigenous actors are pushed to the periphery in global humanitarian narratives. In addition, the focus on the 2022 floods as a precipitating cause for intervention geographically situates the issue within a single disaster event, and so may downplay acknowledgment of the long-term, chronic problems in Pakistan's nutritional infrastructure. This historical construction makes it possible for the speaker to frame the United States intervention as a focused, on-target response and not a continuation of a long-standing system, reinforcing the picture of American goodness more than acknowledging longer-term obligations. In summary, this critical analysis of the extract confirms that politeness strategies, under the guise of diplomatic decorum, are also instruments for creating hierarchical international relationships. Leech's politeness maxims are used strategically to couch U.S. behavior positively, and the textual analysis uncovers the ways in which language is deployed to shape the perception of dependency, benevolence, and legitimacy. The linguistic options in Blome's address foster solidarity and goodwill but at the same time hide more profound asymmetries and complications in U.S.-Pakistan relations, reinforcing ideological frameworks that perpetuate Western dominance of humanitarian narratives.

Extract 10

The relationship between the United States and Pakistan is vital and has endured. Let's work together and build on what we have already accomplished and identify new areas of cooperation for a more prosperous Pakistan (Blome, Personal communication, July 19, 2024).

In the above extract, "The United States-Pakistan relationship is critical and has survived. Let's work together and build on what we have already achieved and find new areas of cooperation for a more prosperous Pakistan (Blome, Personal communication, July 19, 2024)," exhibits a strategic application of politeness strategies as delineated in Geoffrey Leech's (1983) *Politeness Maxims*. It meets the research aim of determining forms of politeness used in Blome's speeches and calls for further investigation using the textual analysis. The Tact Maxim, which involves keeping costs to others low and benefits to others high, is apparent in the appeal for cooperation made by the speaker. By presenting cooperation as a process in which everyone participates—"let's work together (Blome, Personal communication, July 19, 2024)."—the speaker keeps the impression of imposition or one-way expectation low. The imperative tone is softened by inclusive language, indicating respect for Pakistani autonomy. However, the very act of proposing an agenda, albeit in a polite and cooperative frame, subtly asserts U.S. leadership in defining future goals. The Generosity Maxim functions as the speaker emphasizes Pakistani prosperity instead of American interests. The projected advantages economic growth and future cooperation are stated to be designed primarily with Pakistan's best interests in mind. Such a strategic focus builds a discourse wherein U.S. intervention seems altruistic. However, by shifting the discussion to the idea of American-sponsored cooperation, the United States' pivotal role in Pakistan's growth is subtly confirmed. The Modesty Maxim is partially violated. The mention of "what we have already accomplished (Blome, personal communication, July 19, 2024)" collectively assigns success without necessarily glorifying U.S. efforts. However, conceals the asymmetrical quality of contributions and influence in the bilateral relationship. By not individually naming American achievements, the speaker assumes modesty while at the same time planting a presumption of U.S. indispensability. The Approbation Maxim is used well. The sentence compliments the resilience of the U.S.-Pakistan relationship without calling attention to past challenges or conflicts. By

characterizing the relationship as "vital" and "endured," the speaker promotes positive face and mutual respect. The wording reinforces solidarity and justifies continuing diplomatic and economic relations. The Agreement Maxim informs the speech's framing, suggesting cooperation and finding "new areas of cooperation." This tactic minimizes chances of disagreement because it positions actions to come from shared, cooperative, and non-confrontational objectives. It welcomes Pakistan into a cooperative partnership without implying discord or divergence, which is ideal for the continued harmony of a diplomatic setting. The Sympathy Maxim manifests itself through mutual worry for Pakistan's future prosperity. By positioning American diplomatic goals alongside Pakistan's vision of a brighter future, the speaker builds an empathetic partnership framework. This sympathy operates to instill emotional identification and bolster a good image of the United States as a caring and helping ally. From the textual analysis, the utterance dynamically constructs and reaffirms a specific reading of the U.S.-Pakistan relationship. The discourse naturalizes cooperation as necessary and positive, locating the United States as an equal partner while, at the same time, exercising leadership. Through the emphasis on endurance and vitality, the speaker normalizes American presence and influence as part of Pakistan's growth. In addition, the appeal to "build on what we have already achieved (Blome, Personal communication, July 19, 2024)" assumes that earlier collaboration has been equally successful and positive. Such an assumption avoids reflection on the quality, nature, or impact of earlier collaboration. It selectively represents history in terms of successes and overlooks possible grievances, failures, or imbalances. The call to "find new areas of cooperation (Blome, personal communication, July 19, 2024)" further deflects focus from historical or current problems to potential opportunities in the future. This progressive rhetoric decorates an image of dynamic and innovative relations, leaving limited room for criticism. It rhetorically nudges Pakistan's policy direction towards persistent dependence on U.S. aid. In addition, by highlighting cooperation toward "a more prosperous Pakistan," the speaker creates a vision of Pakistan as a developing country that requires external help to prosper. This vision places Pakistan on a developmental scale where Western powers, and most importantly, the United States, serve as agents of development. The lack of recognition of Pakistan's efforts or strength perpetuates an external dependency discourse, which aligns with wider trends of postcolonial international relations rhetoric. The words chosen by the speeches further insert the power relationships inherent in the U.S.-Pakistan relationship. Words such as "build" and "accomplished" suggest a productive and successful history while also making the point that the groundwork for future growth has already been done, most importantly through the collective efforts of the past, which have been helped or led by the United States. The mode of the speech—speaking in suggestions, not commands—has the effect of covering over any coercive nature of the relationship, speaking instead of influence in terms of partnership. In summary, this extended analysis illustrates that the extract tactically uses Leech's politeness maxims to produce an impression of equality, cooperation, and mutual respect while at the same time inserting narratives of dependence, leadership, and benefaction. Through the textual analysis, it becomes clear that diplomatic language in this context does not merely describe reality but actively constructs a social and political order in which the United States maintains its strategic influence while appearing as a supportive partner. This dual function of diplomatic discourse underscores the importance of critically interrogating politeness strategies within international communication.

Findings

I. Ambassador Blome strategically employs Leech's Politeness Maxims—particularly Tact, Approbation, and Agreement—to foster cooperative and positive diplomatic relations between the United States and Pakistan, while promoting feminist economic principles and challenging traditional gender norms.

II. The integration of feminist theory with politeness strategies in diplomatic communication reveals underlying power structures, highlighting how language can both sustain ideological hierarchies and facilitate gender equality and international cooperation.

Conclusion

This research demonstrates that the strategic use of Leech's Politeness Maxims in diplomatic discourse can effectively advance both feminist economic principles and international cooperation. By analyzing Ambassador Blome's speeches, the study shows how tact, approbation, and agreement facilitate positive audience engagement, reinforce shared goals, and navigate complex power dynamics while challenging traditional gender norms. Integrating feminist theory with politeness strategies provides deeper insight into how language operates within diplomatic contexts to shape perceptions, sustain or contest ideological hierarchies, and promote gender equality. Overall, the findings highlight the critical role of carefully calibrated linguistic choices in achieving diplomatic objectives and fostering inclusive, cooperative international relations.

Recommendations

Future researchers should examine the interplay between power dynamics and gender in diplomatic communication by applying feminist economic theory alongside Leech's Politeness Maxims to a broader range of speeches by Ambassador Blome and other global leaders. Comparative studies across multiple geopolitical contexts can reveal how politeness strategies either reinforce patriarchal structures or support feminist economic agendas. Incorporating multimodal discourse analysis, which integrates both verbal and visual elements, can provide a more comprehensive understanding of public perceptions of feminist economic policies. This approach would also guide practitioners in strategically employing civil and persuasive discourse to navigate economic and ideological negotiations in international diplomacy.

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