

# The Study of Politeness and Face in 2013 Presidential Election Candidates of Iran

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**Abstract**—The present paper investigates pragmatic competence by considering some corpora of 2013 Iran presidential debates. The Fararu news source was used for sampling third debate. The present study examined two aspects of pragmatic competence for analyzing the materials. First, Brown and Levinson's (1987) politeness theory was used to examine the positive and/or negative politeness of each candidate's speech. Then, the study used the Pearson chi-square formula to examine the frequency of politeness strategies used by candidates. Second, Arundale's (2010) face theory was used to analyze criticism responses exchanges between the candidates. The researchers assumed that, following the theories, pragmatic competence might have a great effect on election's outcomes and mitigate the threat to candidates' face. The findings showed a statistically significant difference between the frequencies of politeness strategies used by Iran's 2013 presidential candidates. Moreover, there was one by one relation between the mitigating of face threatening acts and face constituting strategies used by candidates. We hope the findings could add to the body of knowledge in both pragmatics and presidential election context.

**Index Terms**—pragmatic competence, politeness, face, the presidential election of Iran

## I. INTRODUCTION

An outstanding source of inspiration in the study of politeness phenomena is the work done by Goffman (1955) and developed by Brown and Levinson (1987). Politeness is fairly vague term, covering a variety of different concepts and has different definitions. The Council of Europe (2001) refers to a person's pragmatic competence and knowledge of politeness norms as two different competencies. The first, it is the functional use of language. The second, it is knowledge of politeness norms. According to Koike (1992), politeness is a social behaviour that creates the interconnection among sociocultural norms, linguistic forms, and functions. Also, Watts (2003) proposed his view of politeness and politic behavior. He argues:

It would be one which forms of human interaction could be interpreted and described as instances of politeness and in which forms of linguistic usage in any language community could be observed and analysed as helping to construct and reproduce politeness (p. 49)

Moreover, Watts (2003) organizes a current politeness framework based on what he categorizes as first-order and second-order politeness. According to Vitale (2009):

First-order politeness, or *politic behavior*, can be defined as the linguistic and non-linguistic behavior that participants choose to display based on what is considered appropriate to that particular communication process. Second-order politeness is described as the behavior that goes beyond what is deemed appropriate to the communication process in order to achieve a specific communicative goal. This classification system, then, underscores that linguistic structures themselves cannot be considered inherently (im) polite because politeness is dependent upon the interpretation of the structures by the speech community. (p. 30)

As Lakoff (1973) states, politeness could be defined by following two principles of interactional competence: (1) Be clear and (2) Be polite. Consequently, Fraser (1990) introduces four main views towards analyzing the clarity and politeness of interactional competence: 1- the social norm view, 2- the conversational maxim view, 3- the face-saving view, and 4- the conversational contract view. Also, Yule (1996) categorizes four concepts that emphasizing on pragmatics as the study of language in use. According to him, the first concept is *speaker meaning* that means how speakers communicate their purposes and how these means are interpreted by the hearers, the second one is *contextual meaning* that means how context influences what is said as well as where, how and when an utterance is produced, the third concept is *inferences* that means how more is being communicated than what is said, and the last concept is *the expression of relative distance* that means how closeness, physical or social, affects a speaker's judgment of how explain an utterance needs to be. Also, he notices to the knowledge of language's politeness norms as part of a person's pragmatic competence. According to him, for the demonstration of politeness, a speaker needs to recognize the contextual demands of a situation, and recognize the relative distance between him/herself and the hearer. Moreover,

Brown and Levinson (1987) classify the politeness strategies to five categories such as: positive politeness, negative politeness, bald on record, off record (indirectness), and not doing face-threatening acts (FTAs) (Figure 1).

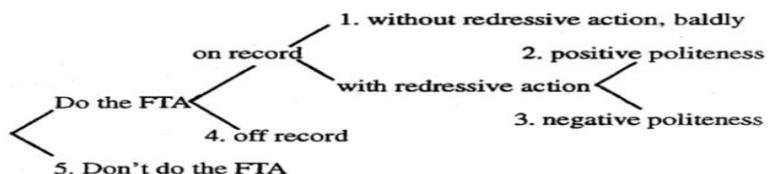


Figure 1 Circumstances determining choice of strategy (Brown & Levinson. 1987, p.60).

The Brown and Levinson’ (1987) strategies established based on Goffman’s (1955) concept of face. According to them, the first type of politeness, negative politeness, refers to making an uninterfering request with respect to the other person’s right to act freely. They argue that, the second type of politeness, positive politeness, follows a relationship between both parties, respective of a person’s need to be understood. In addition, Brown and Levinson (1987) categorize three interdependent variables that these variables indicate the degree of seriousness of a face-threatening act and surround all other variables that play a role in the communicative process. According to them, firstly, social distance shows the degree of familiarity and solidarity that both the hearer and speaker share. Secondly, relative power demonstrates the degree of imposition that the speaker may influence on the hearer due to the power differential between the two parties. Thirdly, absolute ranking indicates to the weightiness of impositions relative to a determined culture’s expectations and ceremonies. They note that these include “the expenditure of goods and/or services by the hearer, the right of the speaker to perform the act, and the degree to which the hearer welcomes the imposition” (p. 74). Brown and Levinson’s (1987) politeness theory was used as a framework to analyze the positive or negative politeness of each candidate in this study (Table 1).

TABLE 1  
REALIZATIONS OF POLITENESS STRATEGIES IN LANGUAGE. (BROWN & LEVINSON, 1987, P.102).

Positive politeness strategies	Negative politeness strategies	Off-record strategies
1. Notice/attend to hearer	1.Be conventionally indirect	1.G ive hints/clues
2. Exaggerate	2.Question hedge	2.Give association clues
3. Intensify interest	3. Be pessimistic	3. Presuppose
4. Use in-group markers	4. Minimize imposition	4. Understate
5. Seek agreement	5. Give deference	5. Overstate
6. Avoid disagreement	6. Apologize	6. Use tautologies
7. Presuppose/raise/assert common ground	7. Impersonalize	7. Use contradiction
8. Joke	8. State the Imposition as a general rule	8. Be ironic
9. Assert/presuppose knowledge of/concern for hearer’s wants	9. Nominalize	9. Use metaphors
10. Offer/promise	10. Go on record as incurring a debt)	10. Use rhetorical question
11. Be optimistic		11. Be ambiguous
12. Include both speaker and hearer		12. Be vague
13. Give (or ask for) reasons		13. Over-generalize
14. Assume/assert reciprocity		14. Displace hearer
15. Give gifts (goods/sympathy/ understanding/cooperation)		15.be incomplete, use ellipsis

However, this study analyzes the notion of the face in association with Arundale’s (2010) face constituting theory (FCT). According to Arundale (2010, as cited in Don & Izadi, 2013), face is “in terms of the relationship two or more persons create with one another in interaction” which according to him, it is distinct “from the understandings of face in terms of person-centred attributes like social identity, public self-image, or social wants that characterize existing theories” (p.222). Moreover, according to Arundale (2015):

Face Constituting Theory explains how human beings create relationships as they use language in social interaction. Relationships with others are fundamental to human existence, and people create them as they create what is known as *the face* [emphasis added]. Face Constituting Theory defines face as one's understanding of one's connection with and separation from other people and it is constituted in everyday interaction as people work conjointly to constitute turns at talk, actions, and meanings. Connecting with and separating from others are the dialectical push and pull that lie at the core of relating to others, hence constituting face in using language lies at the heart of constituting human relationships. (p.1)

## II. METHODOLOGY

### A. Research Questions and Hypotheses

The following research questions were formulated to analyze present study.

Q1. What are the frequencies of politeness strategies used by Iran’s 2013 presidential candidates?

Q2. How do some candidates' responses in the candidates concluding talks threaten their face in Iran's 2013 presidential debate?

In addition, this study follows these research hypotheses:

H1. There is not any significant difference between the frequencies of politeness strategies used by Iran's 2013 presidential candidates.

H2. There are some candidates' responses in the candidates concluding talks that threaten their face in Iran's 2013 presidential debate.

### *B. Participants*

The present study investigated eight candidates' speeches of Iran's 2013 presidential election third debate to understand their politeness and face. The age range of candidates differed from 49 to 73 years old. As this study is in continuation of Soleimani and Nouraei Yeganeh (2016), all the candidates are in same characteristics of that study. According to them, the candidates belonged to different political parties some of them Development and Justice Party, some other Moderation and Development Party, or Islamic Coalition Party and Conservative Majority Alliance. In addition, in some cases, some of them were independent candidates. Their occupations were different that referred to different key positions. One of them was mayor of Tehran; the other was minister of petroleum, or they had other occupation like secretary of the supreme national Security Council, secretary of the expediency discernment council, member of the Assembly of Experts, and minister of foreign affairs. All the candidates were native speakers of Persian and the researchers translated their speeches to English.

### *C. Materials and Instruments*

The present study considered the third debate of Iran's 2013 presidential election as the most controversial one that had special impact on Irannians' decision making in eleventh period of Iran's presidential election. This debate was held by the presentation of all eight candidates during 90 minutes on 17 Khordad 1392 (7 June 2013). All third debate's speeches broadcasted from channel one of Iran's TV at 4 PM. These data are available online at <http://fararu.com> audibly and visually (Fraru, 2013). In addition, each one of the candidates had 10 minutes to speak during this debate. They had to answer to the foreign and domestic policies' questions. According to third debate, the candidates spoke one by one and responded not only to the determined questions, but also to the other candidates' questions. Also, each candidate had to speak in two minutes. The used sentences range by each candidate was from 10 to 20 sentences in each speech. Finally, the present study analyzed eight candidates' politeness and face by considering at least 70 sentences of speeches with the most participation of candidates. (The third debate speeches, see Appendix)

### *D. Procedures*

At the first step of this study, to examine the first research hypothesis, Brown and Levinson's (1987) politeness theory was used as a framework to analyze the positive or negative politeness of each candidate in this study. So, the sentences of each candidate's speech were separated to analyze their types of positive, negative, and off-record politeness strategies. Also, Pearson chi-square SPSS formula was used to analyze the frequencies of types of politeness strategies used by presidential candidates. At the second stage, to consider the second research hypothesis, this study analyzed the notion of the face in association with Arundale's (2010) FCT.

### *E. Data Analysis*

The present study used qualitative descriptive and quantitative statistics to answer the the research questions. It collected the data from the third debate of Iran's 2013 presidential election. To analyze the first research hypothesis, politeness of each candidate, the study used the classification of speeches. It classified the candidates' speeches according to politeness strategies of Brown and Levinson's (1987). Then, it used the Pearson chi-square formula to analyze the frequency of each candidate's politeness strategies. Finally it analyzed the frequencies of politeness strategies used by Iran's 2013 presidential candidates. Next, to explore the second research hypothesis, the study used Arundale's (2010) FCT to analyze candidates' face during the interactions. Moreover, in this part, there is a descriptive analysis of candidates' speeches to extract their face constituting acts (FCAs).

## III. RESULTS

In order to accept or reject the first research hypothesis, Table 2 displays the analytical description of politeness strategies used by Iranian candidates. It explains politeness of each presidential candidate according to Brown and Levinson's (1987) strategies. In this model, there are two main classifications of politeness strategy, on-record and off-record, which in a subdivision of on-record strategy, as Table 2 shows, there are positive politeness (PP) and negative politeness (NP).

TABLE 2  
A DETAILED ANALYSIS OF USED POLITENESS STRATEGIES BY CANDIDATES

Candidate	Responses	Strategies
A	<p>The party-based management is not responding anymore. Our administration should be looking for people's right. A comprehensive administration must be formed.</p> <p>We should achieve a successful economic diplomacy. My administration will end in political strife...</p> <p>The persons should be capable and efficient and accept the leader.... I believe that we should... I prevent elapsing time.</p>	<p>On-record→ with redressive action → concern for hearer's wants→ PP</p> <p>On-record→ with redressive action → use in group markers→ PP</p> <p>On-record→ with redressive action → concern for hearer's wants→ PP</p> <p>On-record→ with redressive action → Offer/ promise → PP</p> <p>On-record→ with redressive action → concern for hearer's wants→ PP</p> <p>On-record → with redressive action → Notice/ attend to hearers→ PP</p> <p>On-record→ with redressive action → use in group markers→ PP</p> <p>On-record→ with redressive action → Offer/ promise → PP</p>
B	<p>Our diplomacy organization should not work.... Our diplomacy system did not succeed in achieving our foreign policy goals. We need a change in our management approaches.</p> <p>Candidate B introduced five axes as foreign policy: 1.... 2.... 3.... 4. ... 5.....</p>	<p>On-record→ with redressive action → concern for hearer's wants→ PP</p> <p>On-record → with redressive action → Be pessimistic→ NP</p> <p>On-record→ with redressive action → use in group markers→ PP</p> <p>On-record→ with redressive action → Offer/ promise → PP</p>
C	<p>The economic problem is important in policy of country. The economic problem is associated with sanctions. With better management, we could and can decrease its effects. A solution of sanction issue has priority in our foreign policy, but how? Somebody says that...</p> <p>The problem with Americans is the primary problem of the revolution because...</p> <p>America tried to ignore China for 40 years...</p> <p>We do not have a discussion with the ideals and goals. You said this problem cannot be solved with management. Ironically, I believe that our diplomacy area does not let us to take advantage with low cost in foreign policy...</p>	<p>On-record→ with redressive action → concern for hearer's wants→ PP</p> <p>On-record → with redressive action → Give reasons, Be Optimistic → PP</p> <p>On-record→ with redressive action → Offer/ promise → PP</p> <p>On-record→ with redressive action → concern for hearer's wants→ PP</p> <p>On-record→ with redressive action → concern for hearer's wants→ PP</p> <p>On-record → with redressive action → Give reasons, Be Optimistic → PP</p> <p>On-record→ with redressive action → use in group markers→ PP</p> <p>On-record→ with redressive action → Offer/ promise → PP</p>
D	<p>In the field of domestic policy, the basis of domestic policy of government will be management and hop based on..... It must be such thing that.... The second issue is freedom that... This means that.... Another issue is the justice issue in all around the country and citizens' right that... For moving the country toward the unity and power we need.... In the foreign policy we should keep our national interest and national security and.... It is better to refer to the recent book published by ElBaradei who says.... Straw also said that .... We should not distort the reality of history.</p> <p>Today, we should also keep the country's circumstances. However, in foreign and important policies, we have also the confirmation and guidance of the leader.</p>	<p>On-record → with redressive action → Give reasons, Be Optimistic → PP</p> <p>On-record → with redressive action → Concern for hearer's wants → PP</p> <p>On-record → with redressive action → Give reasons→ PP</p> <p>On-record → with redressive action → Give reasons→ PP</p> <p>On-record → with redressive action → Give reasons → PP</p> <p>On-record → with redressive action → offer/promise→ PP</p> <p>On-record → with redressive action → offer/promise→ PP</p> <p>On-record → with redressive action → offer/promise→ PP</p> <p>On-record → with redressive action → Be optimistic→ PP</p> <p>On-record→ with redressive action → use in group markers→ PP</p> <p>On-record → with redressive action → avoid disagreement→ PP</p>

E	In the first debate we concluded that the country is faced with problems. Who are responsible for the current situation? The people should know... the performance of 8 years ago indicate we cannot ... The performance of reform government began with politic watchword, but followed with an expanded work... We controlled the costs and...This is unacceptable to know...as responsible for this situation. My priority is...I will form...	On-record → with redressive action →Be pessimistic → NP On-record → with redressive action → use in group markers → PP On-record → with redressive action Offer/promise → PP
Candidate	Responses	Strategies
F	Sometimes we have misunderstanding that...part of economic problems is... Those people should take responsibilities who...Because we discussed after the war... Another part of problems...  If I become president...the Iranian passport should not be...	On-record → with redressive action →Be pessimistic → NP On-record → with redressive action →Be pessimistic → NP On-record → with redressive action →Be pessimistic → NP On-record → with redressive action Offer/promise → PP
Candidate	Responses	Strategies
G	If the domestic capacity increases, the foreign policy will be corrected. If people vote for me, my plan is... If you vote for me, I let people to choose...	On-record → with redressive action → concern for hearer's wants → PP On-record → with redressive action Offer/promise → PP On-record → with redressive action Offer/promise → PP
H	The area of foreign policy is the domain of thought, and We should follow it based on pure Islam.	On-record → with redressive action Offer/promise → PP On-record → with redressive action Offer/promise → PP

Table 2 displays the overall picture of candidates' answers to the same question and all politeness strategies used for answering this one. Both negative and positive politeness strategies are more *polite* relative to bald on record (without redressive action). Moreover, Table 3 shows the frequency of politeness strategies used by the candidates.

TABLE 3  
THE FREQUENCY OF POLITENESS STRATEGIES USED BY CANDIDATES

Candidates	Positive Politeness	Negative Politeness	Off-record
A	8	0	0
B	3	1	0
C	8	0	0
D	11	0	0
E	2	4	0
F	1	3	0
G	3	0	0
H	2	0	0

According to hypothesis 1, there is not any significant difference between the frequencies of politeness strategies used by Iranian presidential candidates. As Table 4 shows there is a relation between politeness strategies and the achieved frequencies by considering the Pearson chi-square formula.

TABLE 4  
CHI-SQUARE TESTS OF USED POLITENESS FREQUENCIES BY CANDIDATES

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.538	12	.032
Likelihood Ratio	28.818	12	.004
Linear-by-Linear Association	9.707	1	.002
N of Valid Cases	24		

According to this model, the statistics are significant if the Sig. value is .05 or smaller. Also, in this case the value of .032 is smaller than the alpha value of .05, so it can be concluded that the result is significant. The present statistical outcome shows a significant difference between the frequencies of politeness strategies used by Iranian candidates. The statistical outcome indicates that the null hypothesis is rejected.

In order to analyze the second research hypothesis, whether there are some candidates' responses in the candidates concluding talks that threaten their face in Iran's 2013 presidential debate, this part shows face in real interaction and analyzes it as a separate entity in its own right independently of politeness. According to Arundale (2010), there are four procedures for analyzing FCT:

(1) Formulating the endogenous phenomenon as interactionally achieved in interactionally achieving meaning and action, not only conceptually in view of alternative formulations, but also operationally in the specific instances of talk being examined; (2) demonstrating for each specific instance of talk that the participants are oriented to or engaged in achieving the meaning(s), the action(s), and the phenomenon being examined; (3) demonstrating for each specific instance that the meaning(s), the action(s), and the phenomenon are consequential in the procedural producing and unfolding of the sequence of talk; and as necessary, (4) arguing for any generalizing of (2) and (3) from the specific instances of talk examined to other talk not examined, including both providing an account of the procedural characteristics of the production of talk that provide for its recognizability as the meaning(s), action(s), and phenomenon being examined, as well as "testing the claim via confrontation of problematic instances and apparent deviant cases, if possible. (p. 2095)

As Table 5 shows, each speech began by certain candidate's response to domestic and foreign policy and followed by other candidates' criticisms. Notably, for making pragmatic competence strategies more tangible, the debates have been selected based on more involvement of candidates. According to this table, the criticism-criticism responses exchange between the candidates during candidate H' speech.

TABLE 5  
THE SECOND CANDIDATE'S SPEECH FOR ANALYZING FCT

Candidate	Responses & criticisms
H	Our diplomacy organization should not work... Our diplomacy system did not succeed in achieving our foreign policy goals. We need a change in our management approaches. Candidate B introduced five axes as foreign policy: 1.... 2.... 3.... 4. .... 5.....
C	Our managements try to talk about at least their own section's issues. In your work's period. The price of ground area became 6 times in the Tehran municipality. Because of this, it is necessary to say what your plan is in the presidential period that needs an over descript management?
F	The foreign policy is reflection of domestic power. Do you have collective talent in related to domestic policy in your resume?
D	I am surprised that the candidate H said the foreign policy of country has been un succeeded.
E	Arresting whom in the mall that had named from Mr. X & Y was an individual mistake. This occurrence is not the overall circumstances of country. The candidate D indicated that the foreign policy has been succeeded. I also believe that there were a lot of success in the foreign policy, but there were problems in each period, too. Like Mikonos court and wickedness axis.
G	Two arrest sentences have been issued for Mr. X in his government and we have been called wickedness axis in Mr. Y's government, too.
C	Does saying Hi to Y is against the low.
D	The history cannot be distorted.
G	Advocating from whom that raised a disturbance in the year 88 is against low. When the sentinel council says that the election is true it does not mean that somebody says that the vote should become veto even if he was president in the past.
H	In relation to the candidate D's discussion... Tehran municipality has not been divisible. In relation to the candidate B's speech, he said important point; human sources are more important than everything in the country and are in first priority. Returning of elites to decision making area is basic. Mr. D, I am not criticism of past international policy.... I kiss hands of all toilers in diplomacy area. If Europeans have called .... What was the record card of past governments in the area of economical diplomacy?

According to Table 5, there was one face threatening act in the response of candidate H by criticizing past diplomacy of the country in the second sentence "Our diplomacy organization should not be managed..." The rest of the speech of candidate H seemed logical based on what had been asked. Candidate C asked a question by criticizing candidate H in the first and second sentences "Our managements try to talk about at least their own section's issues. In your work's period, the price of ground became six times in the Tehran municipality". There were some attempts to mitigate the threat to face in candidate F's question by using a fact at the beginning of his question "The foreign policy is a reflection of domestic power". Candidate D criticized candidate H's criticism about past diplomacy status and said "I am surprised that candidate H says the foreign policy of the country has been unsuccessful". Then, candidate E confirmed candidate D by this sentence "I also believe that there were a lot of success in the international policy" and tried to mitigate the threat to face by using another word instead of "unsuccessful"; "but there were problems in each period, too". Candidate G entered into a direct unmitigated disagreement with candidate D by using some examples "Two arrest sentences have been issued for Mr. X in his government and we have been called evil axis in Mr. Y's government, too", but candidate C showed his disagreement with candidate G by asking a question "Does say Hi to Y is against the law" and candidate D confirmed him by saying this fact "The history cannot be distorted". Candidate G replied candidate C's question to defend his idea. In this part, the questions and the responses of both candidates C and G were far from the candidate H's speeches and the question of foreign policy. At the end of this speech, candidate H responded to other candidate questions by using utterances that mitigated the threat of face "Tehran municipality has not been divisible", "in related to B's speech, he said important point", "Mr. D, I am not criticism of past foreign

policy”, and by using an intimacy phrase at the beginning of his final speech “I kiss hands of all toilers in diplomacy area” and making question at the end “What was the record card of past governments in the area of economical diplomacy?”. In continue, this study considers another FCT analysis according to Table 6. This table is consists of criticism-criticism response exchanges between the candidates during candidate D’ speech.

TABLE 6  
THE FOURTH CANDIDATE’S SPEECH FOR ANALYZING FCT

Candidate	Responses & Criticisms
D	In the field of domestic policy, the basic of domestic policy of government will be management and hop based on.....it must be such thing that.... The second issue is freedom that... This means that.... Another issue is the justice issue in all around the country and discussion of citizen’s right that...For moving the country toward the unity and power we need.... In the foreign policy we should keep our national interest and national security and....It is better to refer to the recent book published by ElBaradei who says.... Straw also said that... We should not distort the reality of history. Today, we should also keep the country’s circumstances. However, in foreign and important policies, we have also had the confirmation and guidance of the leader.
E	I ask dear candidate C about what you said in your election’s advertisements about foreign policy that we should get over with headman. I don’t know, you said joke or serious. If this headman is America it means we are its helot?
G	In foreign policy, the defense of nation’s rights and values is important. Mr. ElBaradei said that... This plan had improved until Europe promised to cover Iranian scientists. The candidate C himself said in his book that....
H	In 82 that...One session I said that..., but you said it is troublesome. This was my insistence that...I believed that.... I took this justification by insistence. Because I believed that...
A	I listened to candidate C & G talks. I was talking to myself that talk or not. Let me tell you clearly. The reality is that there were extremes in both periods of candidates C & G. we should... Should we...?
G	Going among the right and the wrong does not mean avoidance of extremes. The basis of candidate A’s information is not true. In X’s period, his assistant reached an agreement with Solana, but Solana rejected.
E	Dear candidate A talked as we all are inhumanity and just his excellency is worried about people. All of us think about people and talk for them. The ways are different, but the aim is providing welfare and comfort of people.
B	I say, with confirmation of candidate A, that Mr. Z had approached to agreement, but when he was approaching the outcome, one of the authorities of country said in Friday prayer that we do not negotiate and Mr. Solana retreated. This topic has other aspects. In this moment the candidate G addressed the candidate B and said “this information is not true. I say more precise information about you”.
D	The point, what doctor said about headman, is that... I said America because is headman of Europe. You might get this sentence from partial websites. In relation to ElBaradei discussion.... I am so surprised of Mr. H. It is true that we should compete, but not such as this...I do not want to retell it. Do not return to that period’s discussion... Let us to have healthy and true competition...Be careful about our talking .I have all the information that is needed in my mind to mention.
H	I act equally in relation to freedom in front of tribes and students. The best relation between police and student was.... I said we should take permission of gathering to the office of strengthening unity according to parties low. You said that let it go...
F	The paired discussion of the candidates H and C is not useful for people...
D	I do not admire the demolition way and cannot ruin my competitor. I cannot reveal the secret documents. My discussion is... If we want to compete, it should be a healthy competition.
A	We want to get the information to people for decision making. Why...? Why...? I said as an example that..., but you could not do that with less cost? My question is polite...
D	I did not become angry. There were problems that I try to respond clearly.

As Table 6 shows, in the speech of candidate D, there were any criticisms about any area and seemed logical based on what had been asked. There was one threatening face act in candidate E’s question “it means we are its helot?” candidate G criticized candidate D by referring to some sources indirectly “Mr. ElBaradei said that...”, “candidate D himself said in his book that...” this type of criticism mitigate the threat to face by using indirect phrases. Candidate H criticized candidate D directly without considering the threat to candidate D’s face by entering to a direct unmitigated disagreement with candidate D “you said it is troublesome” and defended his previous position by using these sentences “This was my insistence that allow students to talk in low framework”, “I took this justification by insistence”. Candidate A entered into a direct unmitigated disagreement with candidate D and candidate G “Let me tell you clearly” and criticized both of them directly by ignoring the threat of face “The reality is that there were extremes in both periods of candidates D and G”. Candidate G criticized the candidate A by denying his ideas directly “The basis of candidate A’s information is not true”. Also, candidate E criticized the candidate A by using irony “just his excellency is worried of people”. The bold and direct criticism-criticism responses of three candidates A, G, and E were far from candidate D’s speeches and serious threats to face. Candidate B followed the speeches by mitigating the threat to face by confirmation the candidate A “I say with confirmation of candidate A”. The interruption of candidate G with this sentence was a real threat for the candidate B’s face “this information is not true. I say more precise information about you”. Candidate D responded to all criticism clearly and tried to give some advises and warnings about some speeches that were real threat to face of other candidates “It is true that we should compete, but not such as this”, “Let us have healthy and true competition”, “Be careful about our talking”. Moreover, he said in another speech “I do not admire the demolition way and cannot ruin my competitor”, “If we want to compete, it should be a healthy competition”.

#### IV. DISCUSSIONS AND CONCLUSION

The first research question outcomes indicated a statistically significant difference between the frequencies of politeness strategies used by Iranian candidates. Based on this analysis, some of the candidates answered the question more indirectly by giving clues, hints, and in some cases incomplete answers. The other candidates answered based on positive strategies by noticing or attending to hearers, concerning for hearer's wants, offering or promising, avoiding disagreement, being optimistic, and other communicative strategies. As Table 3 shows the most positive politeness strategies were used in the speech of candidate D with the lack of negative politeness strategies. Moreover, the other candidates, A, C, B, G, and H were orderly ranked in the use of positive politeness strategies. Also, the most negative strategies were used in the speech of candidates E and F. What significantly appeared was the lack of off-record sentences in the candidates' speeches. To answer another research question, the study analyzed two candidates' speeches with the most arguments of candidates. As Table 5 shows, in analyzing candidate H's speech; however, there were lots of face threatening sentences in some candidates' speech, candidate H tried to keep the face of candidates by using utterances that mitigated the threat of face. There were a few criticisms at the beginning of candidate H's speech and the rest of his speech seemed logical based on what had been asked. Moreover, there were lots of criticism-criticism response exchanges in candidates C and G that threatened the candidate H's face. However, candidate H used lots of FCAs in responding the other candidates' questions and criticisms. He used these sentences to make FCAs: "Tehran municipality has not been divisible", "in related to B's speech, he said an important point", "Mr. D, I am not criticism of past foreign policy", and by using an intimacy phrase at the beginning of his final speech "I kiss hands of all toilers in diplomacy area" and making question at the end "What was the record card of past governments in the area of economical diplomacy?". Notably, by using FCAs, he respected not only to the other candidates, but also the audience. According to Table 6, in analyzing candidate D's speech, there were any face-threatening acts and seemed logical based on what had been asked. Moreover, there was one face-threatening act in candidate E's question. Candidate G criticized candidate D by referring to some sources indirectly. Candidate H criticized candidate D directly without considering the threat to candidate D's face by entering to a direct unmitigated disagreement with candidate D. Also, candidate A entered into a direct unmitigated disagreement with candidate D and candidate G and criticized both of them directly by ignoring the threat of face. However, there were a lot of face threatening acts in candidates A, E, H and G. Candidate D responded to all criticisms clearly and tried to give some advices and warnings about some speeches that were real threat to the face of not only other candidates, but also audiences. He used these sentences to make FCAs: "It is true that we should compete, but not such as this", "Let us have healthy and true competition", "Be careful about our talking". Moreover, he said in another speech "I do not admire the demolition way and cannot ruin my competitor", "If we want to compete, it should be a healthy competition". Consequently, according to this discussion, this study considered candidates D and H as the most prominent candidate in the use of FCT. Finally, this study concluded that, there is one to one relation between the politeness and face's strategies used by candidates and the act of their victorious in this competition.

## APPENDIX

	Candidate
<p>مدیریت جناحی دیگر جوابگو نیست. دولت ما باید به دنبال حق مردم باشد و باید دولت فراگیر تشکیل یابد. ما باید به یک دیپلماسی موفق اقتصادی دست یابیم. در دولت من منازعات سیاسی پایان خواهد یافت.</p>	A
<p>دستگاه دیپلماسی ما نباید خارج از برنامه های کلان کشور عمل کند. حوزه دیپلماسی ما نتوانسته در تحقق اهداف سیاست های خارجی ما موفق عمل کند. ما نیازمند یک تغییر در رویکردهای مدیریتی هستیم. B پنج محور را سیاست خارجی معرفی کرد: 1. تحقق در انسجام داخلی 2. دیپلماسی فعال منطقه گرایی 3. فعال کردن دیپلماسی اقتصادی 4. دیپلماسی عمومی 5. راهبرد مقاومت مقتدران</p>	B
<p>مشکل اقتصادی در سیاست کشور اهمیت دارد. مشکل اقتصادی با تحریم ارتباط دارد. با مدیریت بهتر می شد و می شود آثارش را کم کرد. در سیاست خارجی حل مسئله تحریم اولویت دارد ولی چگونه؟ بعضی می گویند که اگر دم کنخدا را ببینم مشکل حل می شود. مشکل هسته ای بهانه است، مشکل با آمریکایی ها، مشکل اصل انقلاب است چون ما خواهان استقلال بوده ایم و پافشاری می کنیم با ما مخالفت می کنند. به نظر من پایه حل مشکل تحریم را باید از موضع عزت و اقتدار عمل کنیم. 40 سال آمریکا تلاش کرد چین را نادیده بگیرد و بالاخره آمریکا آمد و با چین تعامل کرد. ما بحثی با آرمان ها و اهداف ما نداریم. شما فرمودید با مدیریت این موضوع حل نمیشود از قضا معتقدم حوزه دیپلماسی ماست که نمیگذارد در سیاست خارجی با هزینه کم بیشترین نفع را ببریم. این موضوع کلیدی است</p>	C
<p>در زمینه سیاست داخلی، اساس سیاست داخلی دولت تدبیر و امید بر مبنای تأمین امنیت و ایجاد آرامش برای همه مردم ایران در تمام ابعاد زندگی خواهد بود در اقتصاد و فرهنگ و شغل و حریم خصوصی و ... باید به گونه ای باشد که مردم شب و روز در خانه و خیابان و سفر احساس آرامش کنند. مساله دوم مساله آزادی است که در همه ابعاد زندگی از آزادی مسئولانه را احساس کنند. یعنی جایی که باید نظرشان را اعلام کنند و یا اینکه در یک انتخابات با آزادی تمام بیایند و حضور یابند که متأسفانه امروز در برخی موارد آزادی مردم برای حضور در عرصه انتخابات با سخت گیری هایی که نیازی نیست روبرو شده است. یکی دونهونه را آقای عارف اعلام کردند. مساله دیگر مساله عدالت در سراسر کشور و بحث حقوق شهروندی است که همه مردم کشورمان از هر قبیله و نژاد و قومیتی، احساس کنند که شهروند یک کشور واحد هستند و از حقوق مساوی و عادلانه برخوردارند و زمینه برای مشارکت همه مردم فراهم کنیم تا مردم با اعتماد کامل مشارکت کنند و این تنها برای انتخابات و 22 بهمن نباشد. تا کشور به سمت انسجام و قدرت ملی حرکت کند. برای اینکه نیاز به عقابانیت و اعتدال و دوری از افراط و تفریط داریم. در سیاست خارجی هم باید منافع کشور و امنیت ملی را حفظ کرده و شرایطی فراهم کنیم که فرصت های لازم برای مردم ما بوجود آید. اینکه اشاره شد در بحث ها در دولت سازندگی با اصلاحات سیاست خارجی ما ایراد داشته، تعجب میکنم که اشاره میکنند به حرفی که در گوشه سائیتی آمده است. خوب است به کتابی که اخیراً البرادعی نوشته نگاه کنیم که میگوید جنگ پشت دروازه ایران بود و ایران جلوی آن را گرفت و 3 وزیر اروپایی را به ایران دعوت کرد و آنها را سپر قرار داد. استراو هم گفت جنگ حتمی بود و من اعلام کردم احمقانه است. نباید واقعیت های تاریخی را تحریف کنیم. امروز هم باید شرایط کشور را حفظ کنیم. البته در سیاست های خارجی و مهم همه جا تأیید رهبری و هدایت های ایشان هم بوده</p>	D
<p>در مناظره اول جمع بندی این بود که کشور با مشکلاتی رو به روست. چه کسانی مسئول وضع موجود هستند. مردم حق دارند که بدانند چه کسانی این مشکل را بوجود آوردند. تمام قوا در اختیار اصولگرایان بود. در قوه مجریه همه افراد حذف شدند. عملکرد هشت سال گذشته نشان داد که ما نمی توانیم خودمان را به یک جناح خاص محدود کنیم. عملکرد دولت اصلاحات با شعار سیاسی آمد اما در عمل یک کار فراگیر را دنبال کرد. 173 میلیارد دلار نفت صادر شد در حالی که بیشتر از 630 میلیارد دلار در دوره اخیر درآمد داشت. گرانی را کنترل کردیم و ارز را تک نرخی کردیم. این که جریان موهوم انحرافی را مسئول وضع کشور بدانیم پذیرفتنی نیست. جریان اصولگرا مسئولیت خودش را بپذیرد. اولویت اول من فصل سوم قانون است، من معاونت اقوام را تشکیل خواهم داد.</p>	E
<p>گاه ممکن است برداشت نادرستی وجود داشته باشد، این برداشت از مشکلات حاد جامعه و روش دولت فعلی به این برداشت منجر شده است. بخشی از مشکلات اقتصادی در تحریم ها ریشه دارد. باید افرادی متصدی امور شوند که تجربه داشته باشند. چون در دوره بعد از جنگ مذاکره کردیم به طوری که حتی یک وجب از کشور ما دست دیگران نماند. هسته ای سخت تر از قرارداد 598 نیست. بخشی دیگر از مشکلات از سوء تدبیر پیش آمده است. به این معنی اگر کسی مثل ما نمی اندیشید او را نادیده بگیریم و خانه نشین کنیم. اگر من رئیس جمهور شوم تأمل سازنده با دنیا فراهم خواهم کرد. رابطه با چند کشور محدود آفریقایی و آمریکایی خوب است اما فایده ای چندانی به همراه ندارد. گذرنامه مردم ایران طوری نباشد که در ورود مورد بی احترامی قرار نگیرد. متأسفانه اکنون بر خورد با ایرانیان در خارج مناسب نیست و ما تلاش می کنیم که مطابق شان ملت وضعیت بهبود یابد.</p>	F
<p>اگر استعداد داخلی فزون شود سیاست خارجی درست می شود. اگر مردم به من رای بدهند برنامه ام انسجام داخلی خواهد بود. اگر به من رای دهید می گویم استاندار هر استان را مردم انتخاب کنند</p>	G
<p>حوزه سیاست خارجی حوزه اندیشه است. بر اساس اسلام ناب باید این گفتگو را دنبال کنیم با سازوکار قوی و مدیریت هوشمند که گفتمان را باور داشته باشد. اگر ما اینکار را نتوانیم انجام دهیم دچار ضعف می شویم. این یک بحث اساسی است. سوال من را آقای F جواب نداد که چرا بعد از 7 سال گفتگویشان تحریم های داماتو صادر شد و برای رئیس جمهور وقت هم حکم جلب آوردند</p>	H

Candidate	صحبت های پایانی نامزد ها
G	اگر استعداد داخلی فزون شود سیاست خارجی درست می شود. اگر مردم به من رای بدهند برنامه ام انسجام داخلی خواهد بود. اگر به من رای دهید می گویم استاندار هر استان را مردم انتخاب کنند.
C	بنده تاکید می کنم که در انتخابات نه خود باید سیاه نمایی کنم نه هیچ کاندیدای دیگری. این که دوره فعلی را زمستان نام بگذاریم و بگوئیم که بهار می خواهیم.
H	حوزه سیاست خارجی حوزه اندیشه است. بر اساس اسلام ناب باید این گفتگو را دنبال کنیم با سازوکار قوی و مدیریت هوشمند که گفتمان را باور داشته باشد. اگر ما اینکار را نتوانیم انجام دهیم دچار ضعف می شویم. این یک بحث اساسی است. سوال من را آقای F جواب نداد که چرا بعد از 7 سال گفتگویشان تحریم های داماتو صادر شد و برای رئیس جمهور وقت هم حکم جلب آوردند.
D	ما باید جوری کشور را اداره کنیم که همه چیز را ببینیم. استقلال وقتی که همه کارخانه ها خوابید اون هم استقلال است. وقتی هم دچار مشکل شدند منافع ملی را ببینیم. سانتریفیوژ خوبه که بجرخه به شرطی که کارخانه و چیز دیگر بجرخه. هر روز جشن گرفتند که همه چیز تمام شده نتوانستند و شرایط دنیا را نشناختند. حل و فصل مسائل بین المللی، اگر قدرت داخلی خودمان را تقویت کنیم و دولت ما یک دولت فراگیر باشد، قدرت ملی وقتی است که ما آزادی بدهیم به همه مردم. قدرت ملی زمانی خواهد شد که در همه زمینه ها مردم حضور فعال داشته باشیم. بعد از قدرت ملی داخلی با تدبیر با دنیا مذاکره کنیم. با اعلام مواضع کار پیش نمی رود با خواندن مقاله کار پیش نمی رود. در صورتی که ما مسئله را شناخته باشیم و بدانیم راه حل چیست، نه افرادی که تجربه لازم را ندارند.
A	در این جلسه سه نفر از دوستان که ائتلاف کردند، اختلاف جدی دارند. عده ای از دوستان در گذشته ماندند. شرایط کشور تغییر کرده و ماندن در گذشته فقط وقت مردم را می گیرد. برنامه ما این است که در سیاست داخلی و خارجی اولویت بهبود وضعیت مردم است. ما باید روابط خارجی مان را هدفمند کنیم. ما باید برنامه هسته ای مان را از بن بست خارج کنیم. مگر می شود که کشور را با شعار معطل نگه داریم.
E	خودم را به مطالبات به حق همه اقدار متعهد میدانم و امیدوارم در دولت آینده به مطالبات همه آنان در ارتباط با منزلت و معیشت و گرانی رسیدگی جدی شود و همه دست به دست هم دهیم ایرانی آباد و سرفراز داشته باشیم.

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