

RESEARCH ARTICLE

# Impoliteness in President Donald Trump's Posts on Truth Social

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## Abstract

This paper aims at figuring out whether President Donald Trump's posts on Truth Social can be characterized as involving impoliteness. The reason Trump's language is chosen is that he calls a spade a spade. Unlike other politicians, Trump does not appreciate political correctness, which helps politicians to avoid offense or harsh language against marginalized social groups or political opponents. This paper has studied 127 posts that were collected from Trump's page on Truth Social. Using Culpeper's (1996, 2011) Impoliteness Model, I have obtained and categorized 249 instances of impoliteness strategies that the Trump posts contain. These impoliteness strategies fall into four categories: negative impoliteness, positive impoliteness, bald on-record and sarcasm or mockery. Of all these strategies, the positive impoliteness is the most dominant strategy at 51% (n=127). Negative impoliteness comes next at 40.2% (n=100), followed by bald on-record at 7.2% (n=18). Sarcasm or mockery is the Least frequent at 1.6% (n=4). Trump seems to be mainly dependent on two strategies of negative impoliteness and two of positive impoliteness As for the function of these strategies, it has been shown that the affective function is the most dominant at 73% (n=182), followed by the coercive function at 19% (n=47), and the entertaining function is the least frequent at 8.0% (n=20).

## 1. Introduction

Donald Trump is more active on social media (now on Truth Social) in his second term; his Truth Social account contains on average 18 posts a day (including "retruths"). Most of his posts are attacks on political opponents, media figures or fellow businessmen who have different political views. In his first term (2017-2021), Trump used Twitter (now X) where he was followed by 88.9 million people. The language Trump used on Twitter was closely monitored and was subject to moderation, especially during the last year of his term. The Trump posts did violate the Twitter policies concerning misinformation and violence. This culminated in the vicious attack on the US congress. As a result, Trump was banned from posting on Twitter (now X) in January 2021. Today, Trump enjoys much more freedom to post whatever he likes on Truth Social, without worrying about his contents, which are mainly heavy attacks on his opponents. This is due to the fact that Truth Social

is owned by Trump Media and Technology Group, which is an American company majority-owned by US President Donald Trump; it was launched on February 21, 2022. In this paper, attention is paid to the language used by Trump on social media in his second term with the purpose of figuring out whether it is still impolite. The question is: what do we mean by impoliteness?

## 2. Definition of Impoliteness

More Attention is often given to the definition of politeness. Impoliteness, however, has drawn the attention of fewer researchers. Culpeper et al. (2003:1546) define impoliteness as "communicative strategies designed to attack face, and thereby cause social conflict and disharmony.". Culpeper (2005) modified this definition on the basis of research that has indicated that intention is often involved in the act of impoliteness: "Impoliteness comes about when: (1) the speaker communicates face-attack intentionally, or (2) the hearer perceives and/or constructs behavior

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as intentionally face-attacking, or a combination of (1) and (2)” (Culpeper 2005: 38). The question that this definition could not answer is: who can decide whether a particular behavior is impolite or not? Also, what is considered impolite by a particular person in a particular context can be thought of as normal behavior in a different context. As a consequence of such issues, Culpeper (2011:254) has redefined impoliteness as follows:

Impoliteness is a negative attitude towards specific behaviors occurring in specific contexts. It is sustained by expectations, desires and/or beliefs about social organization, including, in particular, how one person's or a group's identities are mediated by others in interaction. Situated behaviors are viewed negatively—considered “impolite”—when they conflict with how one expects them to be, how one wants them to be and/or how one thinks they ought to be. Such behaviors always have or are presumed to have emotional consequences for at least one participant, that is, they cause or are presumed to cause offence.

### 3. The Purpose of the Study

This paper aims at figuring out whether Donald Trump's second-term posts on Truth Social can be characterized as involving the same impoliteness strategies he relied on in his first-term posts, namely, bald on-record and positive impoliteness (cf. Abdullah (2021); Rahmadina (2025)). The reason why Trump language is chosen is because he calls a spade a spade. Unlike other politicians, Trump, who had never held a political office before he became president in 2017, does not appreciate political correctness. Undoubtedly, political correctness helps politicians to avoid offensive or harsh language against marginalized social groups. In order to obtain the desired results, we need to rely on his posts as they appear on Truth Social, which is a platform that never moderates Trump's speeches or writings.

### 4. The Significance of the Study

The study is important in that it makes readers and social media users become aware of what causes social conflict or disruption. People need to maintain social harmony and social relations. This cannot be achieved unless we draw attention to the strategies that disrupt social peace and equilibrium.

### 5. The Research Questions

1. Do Trump's posts on Truth Social involve features of Impoliteness?

2. What are the impoliteness strategies used in these posts and what are their functions?
3. Which impoliteness strategy does Trump most commonly use in his posts?
4. What output strategies are associated with his positive and negative impoliteness?

Answering these questions is considered a fundamental step towards answering a question raised by Sam Woodward in a US Today article right after Trump was elected president for the second term: “How will Trump use social media in his second term?” (Woodward 2026)

### 5. Literature Review

There are many studies that have dealt with impoliteness in Donald Trump's speeches that were delivered at interviews or presidential debates. Zuhra (2021) has argued that the participants in a 2020 US presidential debate have used impoliteness strategies. Using Culpeper's (1996) impoliteness model, the researcher was able to categorize these strategies into five types: direct impoliteness, positive impoliteness, negative impoliteness, pseudo impoliteness and unexpected impoliteness. The study also pays attention to the functions of these strategies: affective function, coercive function, and entertaining function. Ibrahim & Mohammad (2022) present a pragmatic study of the presidential debate in which Trump demonstrated his aggressive attitude during the debate. It reveals that Trump used attack acts during the debate more than the other participants. The study focused on the negative impact of the Trump attacks and the positive impact of the defense. Rahmadina (2025) aimed to compare the strategies used by Donald Trump and Kamala Harris during their interviews with the National Association of Black Journalists (NABJ). The study has relied on Brown and Levinson's (1978) politeness theory and Culpeper's (1996) model of impoliteness. The study shows that Donald Trump has an inclination to demonstrate his impoliteness by using such strategies as bald on-record and positive impoliteness. Thus Trump is quite open in revealing his disrespect and contempt to political opponents, media figures and institutions. His use of bald on-record strategy indicates his desire to exercise power over those who hold different views.

The following studies are concerned with Trump's campaign speeches, which some critics label as hate-speeches targeting marginalized groups: African Americans, LGBTQAI community, women etc. Abdullah (2021) has attempted to investigate

Trump's speeches during his first term. He shows that the language Trump used indicates that he was not only impolite but also unequivocally racist. The study shows that he did rely on bald on-record and positive impoliteness strategies. Reshetar (2024) handles Trump's impoliteness strategies as manifested in his campaign 2023 speeches. This study focuses not only on the linguistic and rhetorical aspects of impoliteness strategies, but also on their impact on the socio-cultural dynamics. Rabab'ah et.al (2024) have investigated Donald Trump's last presidential campaign. Such campaign speeches by Trump are expected to contain hate-speech and racist remarks against marginalized groups: blacks, Muslims, immigrants etc. His aim was to win the votes of the racist mobs who attended his rallies. The study, which has relied on Whillock's criteria of hate speech and Erjavec and Kovacic's strategies of hate speech, has revealed that Trump used re-articulation of meaning and renaming by considering immigrants as the sources of all problems the society is confronting. Perhaps the power he enjoys as a businessman encourages him to express his pervasive ideas or views without fear of retaliation or punishment.

Some studies dealt with the posts that Trump made on Twitter or Instagram during his first term. Hamnő (2019) has embarked upon Donald Trump's tweets on Twitter. The study relies on Culpeper (1996; 2011) for the classification of all impoliteness acts and for their function in these tweets or posts. The results indicate that Trump has used positive impoliteness in order to deliver insults or pointed criticism at his real or perceived opponents. Clearly, the main function of his positive impoliteness is to coerce his targets into acting or behaving the way Trump likes. Jamall (2020), using Culpeper's (1996) impoliteness model, investigates Trump's use of impoliteness strategies in his first term by examining his posts on Twitter (now X). In addition, Jamall (2020) has had an ambitious goal: he attempted to dig into the causes and motivations for these utterances. Bustan and Alakrash (2020) have studied the impoliteness strategies used by the 45<sup>th</sup> president of the USA, Donald Trump, on his then favorite platform, Twitter. The study has relied on 17 tweets or posts, which were collected from Trump's personal page on Twitter. The results indicate that he used four types of impoliteness strategies: positive impoliteness, negative impoliteness, bald on-record and sarcasm or mock impoliteness. Fithrotul and Sembodo (2022) have investigated impoliteness strategies used by Donald Trump on social media. They collected 351 tweets from his personal Twitter

account. This study employed Bousfield's (2008) taxonomy of impoliteness strategies to analyze 568 occurrences of impoliteness strategies. As the study shows, "the most common impoliteness strategy is use inappropriate identity markers (23.59%) followed by threaten/frighten (21.13%) and condescend, scorn, and ridicule (20.59%)". Nurfitria et al. (2025) have studied impoliteness strategies used by president Trump on his Instagram account. Using Culpeper's (1996) impoliteness model, they argue that Trump utterances are impoliteness acts that fall into four categories: bald on-record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock politeness. They claim that there is no evidence for the fifth strategy: withholding politeness. This is due to the fact that impoliteness can be withheld in a face-to-face communication. As the authors point out, their study proves that impoliteness on platforms such as Instagram can have all functions: affective function, coercive function, entertaining function.

It is clear that most of the previous studies that handled Trump's language focused on presidential debates or interviews or presidential campaign speeches. Those studies that dealt with his activity on social media during his first term were interested in his posts on Twitter or Instagram. Most of these studies have emphasized that Trump preferred bald on-record and positive impoliteness strategies. However, none of these studies paid attention to his second-term posts on Truth Social, the platform that Trump has used after he was banned from Twitter (now X). This study aims to fill this gap.

## 6. Methodology

### 6.1 Data Collection

I have used a structured purposive sampling technique for the collection of data from Trump's formal Truth Social account spanning two months (March 1<sup>st</sup>, 2026 to April 30, 2026). This two-month period has witnessed the US-Israeli campaign against Iran. The criteria for collecting the posts were (1) the post should appear on Trump's formal Truth Social account (Donald J. Trump @realDonaldTrump), but not on any other account, (2) the post should not be a "retruth", that is, sharing other users' truths, and (3) the post should contain at least one instance of impoliteness (e.g. words such as "sleazebag", "loser", "failing", "fake" etc.) targeting his political opponents, media figures, specific institutions, or countries. The number of posts that has been collected is 127 posts with varying length: the shortest post contains eight words, whereas

the longest contains 478 words. Trump's posts often deal with miscellaneous subject matters (e.g. national and international issues). The national issues refer to his political opponents such as Joe Biden, Hakeem Jeffries, Chuck Schumer, and the other democrats; they also refer to journalists or media figures such as Tucker Carlson, Megyn Kelly and Candace Owens. Some posts criticize media institutions such as New York Times, CNN, and Fox News etc. As for the international matters, they deal with the Iran war, the Strait of Hormuz, China, Russia, and Lebanon. Each post or truth was given a number and Guiding cards were used to identify and categorize the impoliteness strategies in accordance with Culpeper's (1996) impoliteness model. These Guiding cards contain subcategories of impoliteness (e.g. belittling, name-calling etc.) that can help in the identification and categorization. In order to facilitate classification, the five impoliteness strategies were coded as follows: (P) positive impoliteness, (N) negative impoliteness, (B) bald on-record, (S/M) sarcasm or mockery, and (W) withhold politeness. Another Guiding card was used to identify the function of these strategies (i.e. (A) affective, (C) coercive and (E) entertaining). Around 249 instances of impoliteness strategies have been identified: 51% of them are positive impoliteness and 40.2% are negative.

## 6.2 The Framework

There are very few models dealing with impoliteness. Culpeper's (1996, 2005, 2011) model of impoliteness is based on Brown and Levinson's (1987) model, which provides strategies to save the addressee's negative or positive face. Therefore, it is appropriate to first shed light on Brown and Levinson's Politeness model.

### 6.2.1 Brown and Levinson's Politeness Model

Almost all Politeness models aim to pave the way for politeness. They state the rules that ensure polite behavior. Thus Grice (1975) provides us with the Cooperative Principle (CP). According to Grice (1975), participants in a conversation understand the CP to be in force: "Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.". A successful communication requires the observation of the following maxims (cf. Grice 1975:45): (1) Give the right amount of information (Quantity). (2) Make your contribution one that is true (Quality). (3) Be relevant (Relation)/ (4) Be perspicuous (Manner).

Mills (2000) states that "Brown and Levinson's (1978) model of politeness has influenced almost all of the theoretical work in the field". The Politeness Model (as proposed by Brown and Levinson 1978, 1987) has primarily been concerned with the strategies speakers use in order to mitigate the force of Face Threatening Acts (FTAs). Brown and Levinson (1978:66) define face as being "something that is emotionally invested, and can be lost, maintained or enhanced, and must be constantly attended to in interaction". People have two types of face: positive face and negative face. Positive face is our desire to be liked and admired. Negative face is our need not to be criticized, ordered or reprimanded. Whenever we ask questions, or produce commands or requests we are more likely to threaten face. We can, for instance, issue an order (i) directly: *open the door* or (ii) indirectly: *it is very hot here*. Note that the second utterance, which is off-the-record, is considered overpolite and can often be misunderstood as a statement. The FTA, however, can be mitigated or softened via two strategies of politeness that speakers can fall back on: negative politeness and positive politeness.

Brown and Levinson's Politeness Model has been subject to criticism. Lewis-Qualls (2000) points out that "they [Brown and Levinson] do not focus on any specific characteristic of the speaker or addressee such as gender or ethnicity". The model is also said to be overgeneralizing Eurocentric norms. Mills (2000) states that "the very features which Brown and Levinson would argue seem to indicate politeness may in fact be used to express impoliteness.". He also criticizes the model for "the fact that it assumes that it is possible to know what a polite or impolite act means". It is argued that only the community members are capable of determining whether an act is polite or impolite. As Yule (1996:134) reports, "If you have grown up in a culture that has directness as a valued way of showing solidarity and you use direct speech acts...to people whose culture is more oriented to indirect position, you will be considered impolite.

### 6.2.2 Culpeper's Impoliteness Model

There are very few models dealing with impoliteness. Culpeper's (1996, 2005, 2011) model of impoliteness is based on Brown and Levinson's (1987) model which provides strategies to save the addressee's negative or positive face. These impoliteness strategies are communicative or linguistic behaviors intentionally used to attack a person's "face" (their self-image, dignity, or social standing), causing offense, social conflict or disruption and emotional

distress. The negative face is saved if the addresser “does not interfere with the addressee’s freedom of action” (Brown and Levinson 1978:75). In contrast, the addressee’s positive face is not saved if the addressee is insulted. Culpeper’s model refers to five strategies that perform impoliteness: (a) bald-on-record impoliteness strategies used deliberately to attack other’s face, (b) positive impoliteness strategies, (c) negative impoliteness and (c) sarcasm or mock politeness strategies, (d) withholding politeness (Culpeper 1996, p. 356).

1. *Bald on Record Impoliteness*: face-threatening acts that are direct, clear and unambiguous. These acts are performed in such a way that the addressee’s face wants are ignored. Examples: “shut up”, “Give me that” and “You’re wrong”
2. *Positive Impoliteness*: This can damage the addressee’s positive face (his/her desire to be respected, admired, accepted or approve of. The strategies that threaten positive face are: use of inappropriate identity markers or taboo words, calling names or using derogatory terms, ignoring or snubbing the target or disassociating (e.g. denying common ground)
3. *Negative impoliteness*: This can damage the addressee’s negative face, that is, his/her desire for freedom of action and not to be imposed upon. The strategies that would threaten one’s negative face include instilling fear, condescending, scorning, ridiculing, belittling, invading personal space, and intentionally creating indebtedness.

4. *Sarcasm or Mock Politeness*

This is performed by insincerely using polite strategies that are perceived to be false.

5. *Withhold Politeness*: Polite behavior is suppressed and deliberately ignored when it is expected by the addressee, which signals disrespect such as failing to thank someone who gives you a gift or not apologizing for a disruption.

Culpeper (1996:357-8) gives us both positive and negative impoliteness output strategies:

*Positive Impoliteness Output Strategies*

- a. Ignore, snub the other for example, do not give any attention to the other.
- b. Exclude the other from an activity.
- c. Disassociate from the other; for example, avoid sitting together.

- d. Use inappropriate identity markers; for example, use title with close relatives and nickname with strangers.
- e. Use obscure or secretive language
- f. Seek disagreement by selecting a sensitive topic.
- g. Make the other feel uncomfortable; for example, do not avoid silence or joke.
- h. Use taboo words; swear, or use abusive or profane language.
- i. Call the other names; use derogatory terms.

*Negative Impoliteness Output Strategies*

- a. Frighten; instill a belief that action detrimental to the other will occur.
- b. Condescend; scorn or ridicule, emphasize your relative power.
- c. Belittle the other (e.g. use diminutives)
- d. Invade the other’s space literally or metaphorically.
- e. Explicitly associate the other with a negative aspect.
- f. Deliberately creating indebtedness.

**6.2.3 The Functions of Impoliteness Strategies**

There are three functions of impoliteness strategies (Culpeper 2011): affective impoliteness, coercive impoliteness, and entertaining impoliteness. Affective impoliteness is characterized by the speaker throwing tantrums, which means getting extremely angry so much so that it involves crying, cursing or calling names. Coercive impoliteness, which is always used by a person who has power, is a type of impoliteness act which aims at having the target comply or submit to the speaker’s power or will. Entertaining impoliteness involves sarcasm or mockery. Here the speaker may deliver an amusing joke in order to solicit laughter.

**7. Analysis and Discussion**

This section gives us a quantitative analysis of Trump’s impoliteness strategies. Also, the frequency and the percentage of the negative and positive impoliteness output strategies are given.

As table (1) shows, all the impoliteness strategies (n=249) except the fifth one (withhold politeness) have been used by Donald Trump, but they have different frequencies. It seems that positive impoliteness strategy is the most dominant at 51% (n=127). It is followed by negative impoliteness strategy at 40.2%

(n=100), followed by bald on-record strategy at 7.2% (n=18). It is clear that Trump does not rely on sarcasm or mockery, which is least frequent at 1.6 % (n=4). Nor does he use the withhold politeness strategy.

**Table 1.** *impoliteness strategies in Trump’s social posts*

No.	Impoliteness strategies	Amount	Percentage
1	positive impoliteness	127	51
2	negative impoliteness	100	40.2
3	Bald on-record	18	7.2
4	Sarcasm or mockery	4	1.6
5	Withhold politeness	0	0
	Total	249	100%

Note that the first two strategies (i.e. negative and positive impoliteness) account for more than 91%, with the remaining attributed to the two strategies (i.e. bald on-record) and sarcasm or mockery).

Table (2) gives us a glimpse of how the negative impoliteness output strategies are used by Trump in his posts on Truth Social. Trump seems to be fond of ridiculing and scorning, which occur 48 times (48%), followed by belittling which occurs 39 times or 39%. He also uses deliberately creating indebtedness four times (4%) and uses twice the strategy of (metaphorically) invading the other’s space one time (2%). The least output strategy used in the posts is associating with a negative aspect, which occurs one time only:

**Table 2.** *negative impoliteness output strategies in Trump’s social posts*

No.	negative Impoliteness output strategies	Amount	Percentage
1	Ridiculing and scorning, emphasizing your relative power	48	48
2	Belittling	39	39
3	Frightening	6	6
4	Deliberately creating indebtedness	4	4
5	Invading the other’s space	2	2
6	Associating with a negative aspect	1	1
	Total	100	100%

Table (3) indicates that the positive impoliteness has two output strategies, which are used by Donald Trump: name-calling and the use of derogatory terms. Trump depends on name-calling as an effective strategy to crush his political or nonpolitical opponents. This occurs 71 times with 56%. It is followed by derogatory terms which occur 56 times (44%).

**Table 3.** *positive impoliteness output strategies in Trump’s social posts*

No.	positive Impoliteness strategies	Amount	Percentage
1	Name-calling	71	56
2	derogatory terms	56	44
	Total	127	100%

As the following table shows, all three functions are used in the posts, but Trump seems to prefer the affective function, which occurs 69 times with a frequency of 75.8%. The coercive function comes next, occurring 17 times with a frequency of 18.7%. The least common of the three functions is the entertaining function, which occurs three times at 5.5% (n=5).

**Table 4.** *the functions of impoliteness strategies*

Functions	Amount	Percentage
Affective	182	73
Coercive	47	19
Entertaining	20	8.0
Total	249	100

Note that the first two functions (i.e. affective and coercive) account for 92%, with the remaining 8% attributed to the third function (i.e. entertaining), which indicates that Trump his posts in order to express his resentment, anger or contempt toward his adversaries or opponents, aiming to tarnish their reputation or coerce them to change their attitudes and political stances or beliefs.

## 7.1 Negative Impoliteness

Negative impoliteness is considered an attack on the negative face, that is, the freedom to be left alone, without being imposed upon. There are different strategies to realize negative impoliteness. One of these strategies is ridiculing or scorning, as in the following post where Trump is ridiculing NATO member states that refused to participate in the Iran war:

(1) Now that the Hormuz Strait situation is over, I received a call from NATO asking if we would need some help. I TOLD THEM TO STAY AWAY, UNLESS THEY JUST WANT TO LOAD UP THEIR SHIPS WITH OIL. They were useless when needed, *a Paper Tiger!* 17/4/2026

The following excerpt provides another example which shows how Trump uses ridiculing as a tool to criticize his opponents such as former President Joe Biden:

(2) The U.S.A. is the "HOTTEST" Country in the World right now. Just a short time ago, under *Sleepy Joe Biden*, IT WAS DEAD, LAUGHED AT ALL OVER THE WORLD!!! But not anymore - Nobody's laughing!, 17/4/2026

Even the Senate Minority Leader, Chuck Schumer, did not escape from Trump's scorning and ridiculing. He refers to him as "Crying Chuck Schumer".

(3) Wow! *Cryin' Chuck Schumer* just said, for the whole World to hear, that "NOBODY RESPECTS BORDER PATROL OR ICE." That is one of the most egregious, incorrect, unpatriotic, and dangerous statements I have EVER heard from a "professional" politician. HE MUST IMMEDIATELY APOLOGIZE TO THESE GREAT PATRIOTS, AND I MEAN NOW, 23/4/2026

Another output strategy of negative impoliteness is belittling, which is defined as making "a person or an action seem as if he, she or it is not important" (Cambridge Dictionary) Trump uses it to degrade his opponents, as in the following post where he refers to Tucker Carson (a famous conservative activist and commentator) as being less intelligent:

(4) It's easy! Tucker is a *Low IQ person* - Always easy to beat, and highly overrated! 17/4/2026

Belittling as a negative impoliteness output strategy is not only directed at persons such as Carson, but it

is also thrown at newspapers and podcasts, which are described as "Third Rate":

(5) Now they think they get some "clicks" because they have *Third Rate Podcasts*, but nobody's talking about them, and their views are the opposite of MAGA, 17/4/2026.

Trump has also used frightening and the possibility of completely decimating the country's (i.e. Iran's) infrastructure as a tool in order to force Iran to surrender and relinquish its nuclear ambitions:

(6) ...we will conclude our lovely "stay" in Iran by blowing up and completely obliterating all of their Electric Generating Plants, Oil Wells and Kharg Island (and possibly all desalinization plants, 30/3/2026

Trump's use of deliberate creation of indebtedness is realized in the following post where he shows how kind, sympathetic, and generous he has been to Joe Kent, who was the former Director of the National Counterterrorism Center (NCTC), but Joe turned out to be disloyal and ungrateful:

(7) While I didn't know him other than our brief Dover encounter, but feeling sorry for him after the two Election losses, I told my people, "*Hire him for the White House. Give him a job, make him feel good, he lost his wife and two Elections.*" *They did so and, while I rarely saw him, I certainly didn't expect disloyalty, but that's what I got.* He was really a SLEAZEBAG, and some would say, on top of it all, A LEAKER! I don't know whether or not that was true, but next time, NO MORE MR. NICE GUY! 17/4/2026

This deliberate creation of indebtedness is not only directed at individuals like Joe Kent, but it is also directed at intergovernmental organizations such as NATO, as in the following post:

(8) I am not surprised by their action, however, because I always considered NATO, *where we spend Hundreds of Billions of Dollars per year protecting these same Countries, to be a one way street* — We will protect them, but they will do nothing for us, in particular, in a time of need. 17/3/2026.

The metaphorical invasion of personal space is attested in the following post where Trump questions Tucker Carson's mental stability and suggests that Carson needs to visit a psychiatrist:

(9) MAGA agrees with me, and just gave CNN a 100% Approval Rating of "TRUMP," not Hand Flailing Fools like Tucker Carlson, who couldn't even finish College, he was a broken man when he got fired from Fox, and he's never been the same — Perhaps *he should see a good psychiatrist!* 9/4/2026 *Positive Impoliteness*

Positive impoliteness is an attack on our positive face, that is, our desire to be admired, accepted or approved of. Trump uses two output strategies to attack the positive face of his opponents: name-calling and use of derogatory terms.

Trump does not hesitate to use name-calling in order to offend those who disagree with him; in the following post, he refers to an American businessman, Reed Hastings, as "sleazebag". This word in American English means "a person who has low standards of honesty or morals" (Cambridge Dictionary):

(10) Was Reed Hastings forced to leave the Netflix Board because he's a *SLEAZEBAG*? What was his Crime, and how many did he commit? 17/4/2026

Hastings was not the only businessman to face Trump's name-calling. Trump has used the same terms (i.e. 'sleazebag' and 'loser') to refer to or to offend a fellow billionaire, Tom Steyer:

(11) Why is Fox News showing *SLEAZEBAG* Tom Steyer, doing a big piece on him right now, and probably putting him "into play," instead of talking about Republican Candidates, and really good ones like Steve Hilton, and Republicans? How can a Republican expect to win that State, with their Mail In Voting and Rigged Elections, when you have Fox News promoting the Democrats? Nobody cares about Tom Steyer, he is a *LOSER*, but Fox is making it possible for a guy like this to win. VOTE FOR STEVE HILTON, AND TURN CALIFORNIA AROUND! 16/04/2026

Trump in this excerpt/post does not hesitate to resort to name-calling when he refers to a member of the Editorial Board of Wall Street Journal as "an idiot":

(12) *An IDIOT* on The Wall Street Journal's Editorial Board, named Elliot Kaufman, just wrote an Op Ed entitled, "The Iranians Take Trump for a Sucker." 22/4/2026

In this very post, Trump doubles down by calling the same man "a moron", which means "a very stupid person":

(13) But despite all of this, I have a *MORON* on the Editorial Board of The Wall Street Journal writing about me being taken for a "sucker." 22/4/2026

Derogatory terms can also be used as an output strategy for achieving positive impoliteness. Such terms are intended to show "strong disapproval and not showing respect" (Cambridge Dictionary). Trump has used derogatory terms (e.g. fake, failing) to refer to several media institutions: New York Times, and CNN:

(14) The *Failing* New York Times and *Fake* News CNN each reported a totally *FAKE* TEN POINT PLAN on the Iran negotiations which was meant to discredit the people involved in the peace process. All ten points were a made up HOAX - EVIL LOSERS!!! MAKE AMERICA GREAT AGAIN 16/4/2026

Both name-calling and derogatory terms can occur within the same post. In the following post, Trump attacks a female writer (i.e. Maggot Hagerman) and the media outlet (i.e. New York Times) at which she works:

(15) Maggot Hagerman, *just another SLEAZEBAG* writer for *The Failing New York Times*, insists on writing false stories about me, even though she fully knows and understands that the exact opposite of anything she says is usually the truth. In any event, I'm thinking of adding Maggot, and some of her "associates", into my Florida based Lawsuit against The Times which, very happily, seems to be proceeding nicely. 13/3/2026

## 7.2 Bald on-Record Impoliteness

Bald on-record impoliteness is a face-threatening act that is directly performed as in the following post where Trump is giving direct unmitigated orders to Iranians to open the Strait of Hormuz.

(16) Tuesday will be Power Plant Day, and Bridge Day, all wrapped up in one, in Iran. There will be nothing like it!!! *Open the Fuckin' Strait*, you *crazy bastards*, or you'll be living in Hell - JUST WATCH! Praise be to Allah. 06/04/ 2026

Even federal judges are not immune from Trump's scathing direct attacks, as in the following post where he is launching a severe criticism at Judge James Boasberg; he has been called every name (e.g. "wacky", "nasty") in the book:

(17) It is THE HIGHEST PRICED BUILDING, PER SQUARE FOOT, OF ANY PROJECT EVER BUILT, with no end in sight, and may not even be open for many years to come. I strongly criticized Jerome "Too Late" for his horrible performance throughout his tenure, which is either gross incompetence, total dishonesty, or both, and in return for this well justified criticism, get viciously and wrongfully blamed by, as usual, a *Wacky, Nasty, Crooked, and totally Out of Control Judge*, named James Boasberg, a man who suffers from the highest level of Trump Derangement Syndrome (TDS), and has been "after" my people, and me for years. 16/3/2026

Another example of Bald on-Record impoliteness can be found in the following post where Trump is abruptly producing a direct and unmitigated order to Fox News executives to take Jessica off the air:

(18) Also, when she insists on having lightweight Democrat Congressmen, such as Jake Auchincloss, on her not very hard hitting show, she should correct them when they spew out Democrat propaganda and lies. She never does! I always close deals, unlike the Dems, and did great with China in every way, also, unlike the Dems! For Fox executives only, *take Jessica Tarlov off the air*. She is, from her voice, to her lies, and everything else about her, one of the worst "personalities" on television, a real loser! People cannot stand watching her. Thank you for your attention to this matter! 7/4/2026

### 7.3 Sarcasm or Mockery

Sarcasm is a statement that is not honestly made; the speaker means the opposite meaning. For example, if I say to my brother: "What a wonderful job you've done" and I know what he has done was despicable, then my statement can be considered sarcastic. Trump has used sarcasm only twice. In one of them, he is criticizing Joe Kent who has been described as "loser" and as being far from nice. Trump is being sarcastic when he refers to him as "Mr. Nice Guy":

(19) I don't know whether or not that was true, but next time, NO MORE MR. NICE GUY! Kent is a LOSER, just like Tucker, Candace, Megyn, and the rest of them are LOSERS —You're born that way, LOW IQ, and there's not a damn thing they're going to be able to do about it! 17/4/2026

In the following post, Trump is being sarcastic: he knows that the House Minority leader's name is Hakeem Jeffries and his first name is of Arabic origin. Trump is being sarcastic when he refers to Hakeem's name as "fine American name"

(20) Hakeem "High Tax" Jeffries is a Low IQ individual who is not smart enough to be "running" the Democrat Party, and certainly not smart enough to be involved in running the United States of America. It's people like this who almost destroyed our Nation with their High Tax, Open Border Policies. In the future, Hakeem, *a fine American name*, will forever be known as HIGH TAX! 24/4/2026

### 7.4 The Functions of Impoliteness Strategies

Most, if not all, of these impoliteness utterances have an affective function. It provides the speaker with the opportunity to vent his or her pent-up emotions of anger and frustration. It seems that the affective function is the characteristic of most of Trump's impoliteness strategies. In other words, this function is the source of most impoliteness strategies used by Donald Trump. It is quite normal for a man to express his or her anger, disappointment or frustration towards the people who used to support him and suddenly turned against him. In the following long post, Trump expresses his anger at Joe Kent, with whom he was sympathetic. Kent turned out to be ungrateful. Trump does not hesitate to call him names such as sleazebag, leaker, and loser. The same anger is directed at three media figures: Tucker Carlson, Megyn Kelly and Candace Owens. He calls them "losers" and "low IQ". These three people once supported Trump, but they have recently been critical of his policies:

(21) Who's *dumber*, Tucker Carlson or Joe Kent? It's very interesting! I met Joe Kent at Dover Air Force Base, along with numerous others who had lost their loved ones in War. I said hello to all of the families. Kent, horribly, lost his wife. Her casket was being brought to Dover, along with the rest, although he married again, quite quickly, in my opinion. In any event, a number of years later, I noticed the same person was running for Congress in Washington State, and lost. I then noticed a couple of years later, he was running again, and lost. While I didn't know him other than our brief Dover encounter, but feeling sorry for him after the two Election losses, I told my people, "Hire him for the White House. Give him a job, make him feel good, he lost his wife and two

Elections.” They did so and, while I rarely saw him, I certainly didn't expect disloyalty, but that's what I got. He was really a *SLEAZEBAG*, and some would say, on top of it all, *A LEAKER!* I don't know whether or not that was true, but next time, *NO MORE MR. NICE GUY!* Kent is a LOSER, just like Tucker, Candace, Megyn, and the rest of them are *LOSERS* — You're born that way, *LOW IQ*, and there's not a damn thing they're going to be able to do about it!  
 President DONALD J. TRUMP 17/4/, 2026

The following post shows that the positive impoliteness output strategy (e.g. name-calling and the use of taboo words) has a coercive function: Trump is threatening to use force if the Iranians do not open Strait of Hormuz:

(22) Tuesday will be Power Plant Day, and Bridge Day, all wrapped up in one, in Iran. There will be nothing like it!!! Open the Fuckin' Strait, you crazy bastards, *or you'll be living in Hell* - JUST WATCH! Praise be to Allah.  
 President DONALD J. TRUMP 06/04/ 2026

As for the entertaining function, Trump used it five times. One of his posts involves positive impoliteness output strategy that has an entertaining function. In this post, Trump makes some changes in the name of the former congresswoman, Marjorie Taylor Greene:

(23) Marjorie “*Traitor*” *Brown's (Green turns to Brown under stress!)* seat in congress has been taken over by a wonderful and talented man, Clay Fuller, who won convincingly and right from the beginning, despite many people running for that “Trump” +37 seat, and despite the stench left by Greene. Congratulations to Clay Fuller, a very large improvement over his deranged predecessor! Donald Trump 08/4/ 2026

Here Trump is poking fun at Marjorie Taylor Green by making his readers laugh at her. Trump used variations on her name (e.g. ‘Traitor’ instead of ‘Taylor’, and ‘Brown’ instead of ‘Green’) to mock her after she became a critic of his national and international policy.

In the following post, Trump is employing the entertaining function when he refers to Jeffries' first name as “a fine American name”, despite the fact that he knows the name “Hakeem”, meaning ‘wise’ in Arabic, is not an American name:

(24) Hakeem “High Tax” Jeffries is a Low IQ individual who is not smart enough to be “running the Democrat Party, and certainly not smart enough to be involved in running the United States of America. It's people like this who almost destroyed our nation with their High Tax, Open Border Policies. In the future, Hakeem, a fine American name, will forever be known as High Tax! 24/4/2026

## 8. Conclusion

This paper has studied 127 posts that were randomly collected from Trump's page on Truth Social. Using Culpeper's Impoliteness Model (1996, 2011), I have obtained and categorized 249 impoliteness instances or strategies that the Trump posts contain. These impoliteness strategies are shown to be four: negative impoliteness, positive impoliteness, bold on-record and sarcasm or mockery. Of all these strategies, the positive impoliteness is the most common strategy that occurs 127 times with a frequency of 51%. Negative impoliteness comes next occurring 100 times with a frequency of 40.2%. The third strategy is bold on-record, which occurs 18 times, with a frequency of 7.2%. Sarcasm or mockery is the least frequent occurring only four times. Trump seems to be mainly depending on two strategies of negative impoliteness (i.e. ridiculing or scorning (47%) and belittling (39%)) and two of positive impoliteness (i.e. name-calling (56%) and derogatory terms (44%)). As for the function of these strategies, it has been shown that the affective function is the most frequent occurring 182 times and scoring 73%, the coercive function is the second occurring 47 times with frequency of 19%. The least frequent function is the entertaining which appears 20 times only, and has a frequency of 8.0%.

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