ASSERTIVE SPEECH STRATEGY BETWEEN RUSSIAN AND UKRAINIAN AMBASSADORS REGARDING THE TOPIC OF THE RUSSIA-UKRAINE CONFLICT: A CROSS-CULTURAL PRAGMATICS STUDY

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ABSTRACT

Cross-cultural pragmatics highlights how utterances convey meaning across different cultural contexts, yet studies integrating assertive speech acts within this framework remain limited. This study investigates the assertive speech strategies of the Russian and Ukrainian Ambassadors to Indonesia in a BBC News Indonesia interview concerning the Russia–Ukraine conflict. Employing a descriptive qualitative design, the data were drawn from interview transcripts, identified through note-taking, and analyzed inductively based on speech act theory and cross-cultural pragmatics. The findings show clear differences in the functions of assertive speech acts between the two ambassadors. The Russian Ambassador predominantly employed statements to express his country's perspective and to defend Russia's position, while the Ukrainian Ambassador, representing the victimized side, relied more on affirmations to emphasize Russia's aggression. Despite the absence of explicit lexical markers, functional patterns of assertive utterances were identified from the speech context. This study contributes by filling a gap in research on assertive speech within cross-cultural pragmatics and provides insights into how cultural and political backgrounds shape diplomatic discourse.

Keywords: cross-cultural pragmatics; illocutionary act;, assertive speech acts; representative speech acts; Russia Ukraine conflict

Introduction

Cross-cultural pragmatics focuses on how speakers construct utterances along with their meanings and functions based on differing contexts of utterance and culture (Yule, 2014). In relation to this, Rahardi (2009) also argues that cross-cultural pragmatic studies in practice involve the circumstances and conditions of society and the local cultures. Therefore, it is of particular interest to observe (and compare) an individual's speech acts based on their cultural background. In recent years, cross-cultural pragmatics has been increasingly applied to political and diplomatic communication as a way to understand how language reflects identity and power relations (Chaika, 2022).

A speech act refers to actions performed through utterances, and it constitutes a significant topic in pragmatic studies because utterances contain language functions in human interaction (Yule, 2014). Austin (1962) and Searle (1969) explain that there are three types of speech acts in language use, namely locutionary, illocutionary, and perlocutionary acts. This is in line with Yule (2014), who states that an act of speaking involves three interrelated acts: locution, illocution, and perlocution. Nevertheless, speech act studies have predominantly focused on illocutionary acts (Austin, 1962). Yule (2014) even contends that the term speech act is often narrowly interpreted as an illocutionary act because illocution carries the communicative emphasis of an utterance. In diplomatic settings, these speech acts may also embody strategic tools for influencing public opinion and constructing legitimacy (Yılmaz, 2023).

Illocutionary acts (the act of doing something) are speech acts that embody specific functions or intentions of utterances in human interaction. Within illocutionary acts, an utterance can be said to have a particular function in the mind of the speaker when expressed to the interlocutor. Illocutionary acts are classified by Searle (1979) into five categories of utterances, one of which is assertive (representative) utterances. Assertive utterances, in turn, possess diverse functions that depend on the context of the utterance. Cross-cultural studies have also shown that assertive strategies vary across settings, such as in healthcare or intercultural encounters (Alalawi, 2023).

Assertive utterances are those that generally function to commit the speaker to something that is happening, specifically to the truth of the expressed proposition. Utterances of this type can be assessed along a dimension of truth and falsehood, such as statements, predictions, descriptions, claims, reports, classifications, identifications, diagnoses, and so forth. These functions may be identified either by lexical markers or by evaluating the context of the utterance. For instance, "Aku memprediksi kalau dia akan datang." ("I predict that he will come.") is an assertive utterance with a predictive function marked by the lexical item *memprediksi* ("predict"), whereas "Tidak ada yang bisa membuat kue lebih baik dariku." ("No one can bake a cake better than I can.") is an assertive utterance with a claim function, despite lacking explicit lexical markers. Such variation in pragmatic realization across languages and societies confirms that assertive speech acts are culturally situated (Mukhtorova, 2024).

Essentially, the purpose of assertive utterances is to convey a fact, view, or opinion regarding something from the perspective of the speaker to the interlocutor. Beyond everyday conversation, assertive utterances are also frequently encountered in interviews. In interviews, utterances are delivered to influence how interlocutors or audiences receive the thoughts of the interviewee (Hartati, 2018). Thus, appropriate strategies of delivery through utterances are required to ensure that the interviewee's message is conveyed effectively. Such strategies are shaped by the speaker's knowledge of the topic and the interviewee's social background. Comparative studies of speech acts across cultures, such as those on Javanese and Sundanese request strategies, illustrate the value of contextualizing pragmatic functions in socio-cultural frameworks (Chintawidy & Sartini, 2022).

This study aims to reveal cultural comparisons between one community group and another through the use of assertive speech acts employed by figures with differing cultural backgrounds in interviews, with the intention of persuading interlocutors of the truth of their statements. In this case, the assertive speech acts under consideration are those performed by the Russian and Ukrainian Ambassadors to Indonesia concerning the Russia–Ukraine conflict. Russia and Ukraine share a long history, one aspect of which involves politics. Against the backdrop of various events, Russia eventually launched military operations against Ukraine, which subsequently became a global issue. Viewed from the perspective of social background, the ambassadors of each country have the authority to discuss the conflict as official representatives of their respective nations to Indonesia.

The object of this study is the BBC News Indonesia interview video with the Russian and Ukrainian Ambassadors to Indonesia, entitled *"Russia–Ukraine: Two Ambassadors 'Disappointed with Indonesia' – BBC News Indonesia"*, broadcast on March 14, 2022, on the official YouTube channel. The interviews, conducted separately in English, were combined in one video to allow viewers to easily grasp both perspectives. As of April 25, 2022, the video had been viewed 649,260 times, making it the most watched compared to similar interviews from other Indonesian mainstream media outlets. This makes the video an authentic and highly relevant source for examining diplomatic discourse strategies, especially when linked with cultural-historical narratives such as Pan-Slavism and identity politics (Suslov, Čejka, & Đorđević, 2023).

From the perspective of cross-cultural pragmatics, research on assertive speech acts within diplomatic contexts remains scarce. Previous studies have tended to analyze assertive speech acts separately (Waluyo et al., 2019) or cross-cultural pragmatics in general terms (Haugh & Sinkeviciute, 2021). More recent contributions emphasize the role of pragmatics in intercultural communication and foreign language learning (House & Kádár, 2024). Building on these insights, this study seeks to fill the gap by focusing specifically on the assertive speech strategies employed by Russian and Ukrainian Ambassadors to Indonesia in a high-profile media interview.

The novelty of this study lies in combining cross-cultural pragmatics and assertive speech act theory to investigate how diplomatic representatives of conflicting nations construct their narratives. By analyzing both the functions and the cultural underpinnings of assertive utterances, this research contributes to a deeper understanding

of how language serves as a strategic tool in shaping international perception and preserving national identity within diplomatic discourse.

Theoretical Framework

Pragmatics

Yule (2014) outlines four domains of pragmatics. First, pragmatics is the study of meaning conveyed by the speaker and interpreted by the hearer; therefore, pragmatics is referred to as the study of speaker's meaning. Second, interpretation in the framework of pragmatics is closely related to the context of utterance, thus pragmatics may also be described as the study of contextual meaning. Third, pragmatics is an approach used to understand how listeners interpret the meaning of utterances. Fourth, pragmatics is understood as the study of how the degree of social closeness or distance between speaker and hearer plays a role in speech events.

Cross-Cultural Pragmatics

Meaning can be conveyed in various ways through interaction between speaker and interlocutor. These ways are influenced by the cultural background of each speaker; therefore, pragmatic meaning is not universal and its reference may differ between speakers from distinct cultural backgrounds. Wierzbicka (2003) sets forth several key ideas in the study of cross-cultural pragmatics as follows:

1. In different societies or communities, people speak differently.
2. Differences in ways of speaking are profound and systematic.
3. Such differences reflect distinct cultural values, or at least different hierarchies of values.
4. Different communicative styles and manners of speaking can be explained and understood in relation to differing cultural values and independently established cultural priorities.

These four points are crucial in the study of cross-cultural pragmatics, not only from the standpoint of knowledge and understanding of the world but also from social and practical perspectives; and more specifically, from the perspective of cross-cultural understanding in multiethnic societies.

Speech Acts

A speech act refers to actions performed through utterances, and it constitutes a central topic in pragmatic studies since utterances contain the functions of language in human interaction (Yule, 2014). Austin (1962) and Searle (1969) explain that there are three types of speech acts in the practice of language use: locutionary acts, illocutionary acts, and perlocutionary acts. This is in accordance with Yule (2014), who states that a speech event inherently contains these three interrelated acts: locution, illocution, and perlocution.

Although every utterance simultaneously contains these three acts, speech act studies have primarily focused on illocutionary acts (Austin, 1962). Yule (2014) even contends that the term *speech act* is often narrowly interpreted as an illocutionary act because the illocution carries the communicative force of an utterance. Illocutionary acts are classified by Searle (1979) into five categories: assertive (or representative) utterances, directive utterances, commissive utterances, expressive utterances, and declarative utterances, each containing its own range of speech functions.

Assertive Utterances

The primary purpose of assertive utterances is to express a fact, viewpoint, or opinion about something from the perspective of the speaker to the interlocutor. In detail, Searle (1979) explains that assertive utterances are those that generally function to commit the speaker to something that is happening, namely the truth of the proposition expressed. Utterances of this type can be assessed along a truth-value dimension, including statements, predictions, descriptions, claims, reports, classifications, identifications, diagnoses, and so forth. These functions can be identified either by their lexical markers or evaluated based on the context of the utterance. For example, *"Aku memprediksi kalau dia akan datang."* ("I predict that he will come.") represents an assertive utterance with a predictive function marked by the lexical item *memprediksi* ("predict"), whereas *"Tidak ada yang bisa membuat kue lebih baik dariku."* ("No one can bake a cake better than I can.") is an assertive utterance with a claim function without a specific lexical marker.

A Historical Overview of Russia–Ukraine

Russia and Ukraine share a history that spans more than a thousand years, beginning when both, along with Belarus, were one nation—the descendants of Kievan Rus, which was the largest state in Europe (Putin, 2021). The Slavs and other tribes within the region shared commonalities in various aspects, such as culture and language (Old Russian),

economic ties, the rule of princes from the Rurik Dynasty, and the Orthodox religion. Kievan Rus, regarded as the East Slavic nation, consisted of three principal ethnic groups: Russians, Belarusians, and Ukrainians. The name "Ukraine" itself is derived from the Old Russian term *okraina*, meaning "borderland," referring to a small part of the western territory of Kievan Rus that bordered the Polish–Lithuanian Commonwealth. Poland–Lithuania at one point invaded this region and reshaped its societal ideology, particularly in relation to culture and religion, asserting that their culture and religion were not part of the general culture and religion of Kievan Rus. The Russian government of the modern era has referred to this as an "anti-Russian movement."

History continued until the dissolution of Kievan Rus and the subsequent establishment of the Soviet Union in 1922, which consisted of three republics named after the principal ethnic groups that had existed since the era of Kievan Rus: the Russian Soviet Republic, the Belarusian Soviet Republic, and the Ukrainian Soviet Republic. Specifically regarding the Ukrainian Soviet Republic, its territorial division did not solely encompass areas inhabited by ethnic Ukrainians, but also included populations that were in fact ethnically Russian or from other ethnic groups, particularly in the eastern, southeastern, and southern regions of what is now recognized as Ukraine.

The modern Russia–Ukraine conflict has developed from the "anti-Russian" ideology, and according to Putin, Ukrainian citizens in certain regions who were ethnically Russian were forcibly pressured by Ukrainian nationalists to erase their ethnic identity, compounded by other political disputes among Russia, Ukraine, and Western countries. Issues that surfaced include the 2014 Ukrainian presidential coup, which led to the Crimean Peninsula Referendum, and the Russia–Ukraine conflict of 2022.

Previous Studies

This research is preceded by a study on assertive speech acts conducted by Waluyo, Nababan, Santosa, and Djatmika (2019) entitled *"Assertive Speech Acts as Strategy Revealing Impoliteness: A Case of Translation Quality in Translated Novels The Silkworm and The Cuckoo's Calling."* Waluyo et al. explored how assertive speech acts can be employed to reveal impoliteness. In many situations, impoliteness as a speech act strategy aims at non-harmonious interactions. Disharmony is demonstrated through the utterances used in interactions. Such a goal can be achieved by employing different types of speech acts to emphasize impoliteness. The assertive speech acts identified in that study can therefore be used as a strategy to express impoliteness. Culpeper's theory of impoliteness was applied to determine impoliteness strategies. There are five strategies, namely bald on record impoliteness, positive impoliteness, negative impoliteness, off-record impoliteness, and withheld impoliteness.

From the perspective of cross-cultural pragmatics, a study was conducted by Haugh and Sinkeviciute (2021) entitled *"The Pragmatics of Initial Interactions: Cross-Cultural and Intercultural Perspectives."* In that research, Haugh and Sinkeviciute integrated cross-cultural and intercultural perspectives on the first encounters between previously unacquainted individuals in diverse languages and cultural settings, including Austrian German, Australian English, English as a Lingua Franca (ELF), French, Italian, and Japanese. The study focused on the pragmatic dimensions of initial acquaintance stages, including the role of address terms, self-disclosure, humor in first conversations, and so forth.

Research on assertive speech acts within the framework of cross-cultural pragmatics remains scarce. The focus of the two aforementioned studies lies separately on assertive speech acts or on cross-cultural pragmatics. This serves as a distinguishing point between the present research and the prior studies, as the current research examines assertive speech acts through the lens of cross-cultural pragmatics to investigate the differences in assertive speech act strategies between Russian and Ukrainian speakers.

Methods

This study employed a qualitative research approach with a qualitative descriptive design, utilizing note-taking observation as the data collection technique and inductive methods for data analysis. A qualitative approach was used because the data in this study consist of words (Rose, McKinley, & Baffoe-Djan, 2020). Moleong (2006) also explains that qualitative research aims to present the social world and perspectives within it, based on the concepts, behaviors, perceptions, and issues of the people being studied. A qualitative descriptive design was employed to construct a description, systematically, factually, and accurately portraying data, characteristics, and the interrelations of the phenomena under investigation (Djajasudarma, 1993). According to Lambert & Lambert (2012), qualitative descriptive studies focus on uncovering the nature of a particular event under study and are characterized by simultaneous data collection and data analysis. In qualitative descriptive research, raw data are coded and derived directly from the data collected during the study.

The data consist of the YouTube video *"Russia-Ukraine: Two Ambassadors 'Disappointed with Indonesia' – BBC News Indonesia"* with a total duration of 10:45, focusing on the interview responses of the Russian and Ukrainian

ambassadors. The assertive utterances within the interviews were observed and transcribed. The data were then classified and analyzed regarding their speech functions based on Searle's (1979) theory through an inductive process. Inductive data analysis is a technique of examining data by moving from facts (data) to theory, rather than from theory to facts, since linguistics is a discipline that strives to construct theories of language and has the advantage of uncovering more complex realities within the data (Djajasudarma, 1993).

Result

Functions of Assertive Utterances in the Russian Ambassador's Interview Responses
A total of 20 assertive utterances were identified, categorized into six functions, namely description, statement, report, prediction, claim, and affirmation. The function of statement showed the highest frequency with eight occurrences or 40% of the total assertive utterances, followed by the function of description with four occurrences or 20%, as presented in Table 1.

Table 1. Functions of Assertive Utterances in the Russian Ambassador's Interview Responses

No	Function	Frequency	Percentage (%)
1	Description	4	20.0
2	Statement	8	40.0
3	Report	2	10.0
4	Prediction	2	10.0
5	Claim	1	5.0
6	Affirmation	3	15.0
TOTAL		**20**	**100.0**

The following are examples of the analysis of the functions of assertive utterances identified in the Russian Ambassador's interview responses.
1. Description
(1) Because Ukraine is our neighbor. We have a very long border with Ukraine, around 2000 km if I'm not mistaken. *(Karena Ukraina adalah tetangga kami. Kami memiliki perbatasan yang sangat panjang dengan Ukraina, sekitar 2000 km jika saya tidak salah.)* (1:25)
The above data is part of the Russian Ambassador's response to a question concerning possible developments in the situation. While providing an answer regarding the situation between Russia and Ukraine, he offered a description of Russia's and Ukraine's geographical position. Other utterances categorized as descriptions function to explain or provide accounts of something that essentially constitutes general knowledge, rather than personal opinion.
2. Statement
(2) It's not true. We don't want war. *(Itu tidak benar. Kami tidak menginginkan perang.)* (0:18)
This response was given to a question regarding Russia's purpose in conducting military operations. The function of statement is the dominant function in the Russian Ambassador's utterances. The majority of Russia's utterances with this function relate to his assertion that the objective of the military operation was neither war nor the targeting of Ukrainian civilians. Essentially, assertive speech acts with the function of statement are used to communicate something about Russia from the Russian perspective, in this case frequently to state that their fight is not directed against Ukrainian civilians.
3. Report
(3) For Russia, it was very clearly stated by our president the goal of our operation. *(Bagi Rusia, itu telah dinyatakan dengan sangat jelas oleh presiden kami tentang tujuan dari operasi kami.)* (1:09)
This utterance was a response to a question regarding Russia's desired ultimate goal. The Russian Ambassador reiterated what had already been conveyed by the Russian President, thereby rendering this utterance as having the function of a report.
4. Prediction
(4) Of course, we do. *(Tentu kami [merasa terancam].)* (1:47)

This utterance has the context that Russia would feel threatened if NATO's military infrastructure approached Russia's borders. An assertive speech act with a predictive function contains utterances that express a prediction about something that might happen in the future.

5. Claim

(5) And I'm sure that if there will be no pressure from outside, if the minds of Ukrainian are not manipulated by their puppet government and The West propaganda, the answers would be quite different. *(Dan saya yakin bahwa jika tidak ada tekanan dari luar, jika pikiran-pikiran orang Ukraina tidak dimanipulasi oleh pemerintahan boneka mereka dan propaganda Barat, jawabannya akan sangat berbeda.)* (3:01)

This utterance was the Russian Ambassador's response when asked for his opinion regarding Ukraine's autonomy in making its own decisions about joining NATO or the European Union. The Russian Ambassador argued that the Ukrainian people should be directly asked what they actually desire regarding NATO or the European Union. He was convinced that if this were done, Ukraine's decision concerning NATO or the EU would be different. Hence, this assertive speech act serves as a claim about something that has not occurred.

6. Affirmation

(6) First of all, they're absolutely absurd and illegitimate. You know, The West behaves like, you know, bandits. Because when they froze assets of our central bank, it's just theft, it's just stealing. *(Pertama-tama, mereka [sanksi-sanksi ini] konyol dan tidak sah. Anda tahu, Barat bersikap seperti, Anda tahu, bandit. Karena saat mereka membekukan aset dari bank sentral kami, itu adalah pencurian, itu adalah perampasan.)* (4:23)

This utterance was given by the Russian Ambassador when he was asked about the sanctions imposed by certain countries on Russia. Assertive utterances functioning as affirmation bear similarities to those functioning as statements, in that both express Russia's standpoint from its own perspective. The difference lies in the subject of the utterance: if the subject of a statement is Russia itself, then the subject of an affirmation is the other party. In all assertive utterances with the function of affirmation identified, the other party referred to by the Russian Ambassador was the West.

Functions of Assertive Utterances in the Ukrainian Ambassador's Interview Responses

In the Ukrainian Ambassador's interview responses, ten assertive utterances were identified with three functions: statement (two utterances, 20%), claim (three utterances, 30%), and affirmation (five utterances, 50%). The function of affirmation was the most dominant among the assertive utterances made by the Ukrainian Ambassador, as shown in Table 2.

Table 2. Functions of Assertive Utterances in the Ukrainian Ambassador's Interview Responses

No	Function	Frequency	Percentage (%)
1	Statement	2	20.0
2	Claim	3	30.0
3	Affirmation	5	50.0
TOTAL		**10**	**100.0**

The following are examples of the analysis of each function of assertive utterances identified in the Ukrainian Ambassador's interview responses.

1. Statement

(7) Ukraine will not surrender. *(Ukraina tidak akan menyerah.)* (1:49)

This utterance was expressed by the Ukrainian Ambassador regarding the conflict situation between Russia and Ukraine, serving as a statement that Ukraine will not surrender to Russia. An assertive speech act with the function of statement is used to communicate something about Ukraine from the Ukrainian perspective.

2. Claim

(8) And that's what they did not expect. *(Dan itulah yang mereka tidak duga.)* (1:51)

This utterance was a continuation of the Ukrainian Ambassador's previous statement. The word *"they"* refers to Russia, and the Ukrainian Ambassador was convinced that Russia did not expect Ukraine to refuse surrender in the ongoing conflict.

3. Affirmation

(9) Because what now, if you speak up Russia, it would mean murderer. *(Begini sekarang, jika Anda mengutarakan [dukungan] kepada Rusia, berarti itu adalah pembunuh.)* (0:03)

This utterance was delivered by the Ukrainian Ambassador as an affirmation of Russia's stance toward Ukraine. Assertive utterances functioning as affirmation share similarities with statements in that both express Ukraine's perspective. The difference is that if the subject of a statement is Ukraine itself, then the subject of an affirmation is the

other party. In all assertive utterances with the function of affirmation identified, the other party referred to by the Ukrainian Ambassador was Russia.

Assertive Utterances and Cross-Cultural Pragmatics

From the above explanation, it can be seen that the Russian side tends to employ assertive utterances to express matters currently occurring and believed to be true through statements and affirmations. The function of statement was frequently used by the Russian side to express their own perspectives about themselves, while the function of affirmation was used to express opinions regarding other parties, in this case Western countries rather than Ukraine as the counterpart in their military operations. These assertive utterances and their functions are consistent with Searle's (1979) theory that assertive utterances are employed to commit the speaker to something that is happening, to the truth of the proposition expressed. From a cross-cultural pragmatic perspective, Russians tend to use assertive utterances due to their cultural background that blends both Western and Eastern influences. They are able to express their opinions directly yet strive to minimize harm to the interlocutor. Any emotions, feelings, or thoughts provoked by others cannot serve as justification for Russians to blame or accuse that person (Abuszkiewicz, 2021). Instead, Russians are more accustomed to conveying opinions about themselves, because for them, reactions to others' words or actions ultimately become their own responsibility—what is referred to as "I-messages" communication. This is consistent with the findings, namely that assertive utterances with the function of statement had the highest frequency compared to other assertive functions in the Russian Ambassador's utterances.

Similarly, as done by the Russian Ambassador, Ukraine, as the counterpart in Russia's military operations, represented by the Ukrainian Ambassador, also expressed many things currently happening from its own perspective, which was also believed to be true, through assertive utterances. While the Russian side's assertive functions largely referred to Western countries, as seen in the affirmations of the Russian Ambassador, the Ukrainian side's assertive functions more frequently referred to Russia as the party conducting military aggression against them, which appeared predominantly in affirmations. The function of claim was also used to discuss Russia. From a cross-cultural perspective, based on the shared history between Russia and Ukraine, Ukraine was originally part of Old Rus ethnically, which reflects similarities in their directness when expressing opinions through assertive utterances. However, in the modern era, Ukraine is more inclined toward Western culture, which also aligns with its ideology of separating its identity from the Russian ethnicity and the Russian state.

Furthermore, although the utterances delivered by both the Russian and Ukrainian Ambassadors did not contain lexical markers of assertive speech acts, from the explanations above, a pattern can be drawn from each function of assertive utterances based on their context. The patterns that can be concluded are as follows:
a. Description: used to convey general facts, not personal opinions.
b. Statement: used to express the speaker's opinion with the speaker themself as the subject.
c. Affirmation: used to express the speaker's opinion with another person or external party as the subject.
d. Report: used to relay accurate information from another source.
e. Prediction: used to state a prediction about something that may occur in the future.
f. Claim: used to express the speaker's conviction about themself or others, which may not necessarily correspond to reality.

Conclusion

In this study, although lexical markers of assertive speech acts were rarely found for each of their respective functions, patterns of assertive functions were still identifiable based on the speech context. A total of 20 assertive utterances were identified in the Russian Ambassador's discourse, consisting of six functions: description, statement, report, prediction, claim, and affirmation. Among these, the statement function was the most frequent, with eight occurrences (40%). In contrast, the Ukrainian Ambassador's discourse revealed three functions—statement, claim, and affirmation—with affirmation being the most dominant (five occurrences, 50%).

These findings highlight how the communicative strategies of the two ambassadors reflect their respective political positions and cultural orientations. The Russian Ambassador relied heavily on statements to reinforce Russia's stance and legitimize its actions, while the Ukrainian Ambassador employed affirmations to emphasize Russia's aggression and strengthen Ukraine's position as the victimized party. From a theoretical perspective, this study contributes to cross-cultural pragmatics by demonstrating how assertive speech acts are shaped not only by linguistic choice but also by socio-political context.

Practically, the results underline the strategic role of language in diplomatic communication, where assertive utterances function as tools for persuasion, identity construction, and image management on the international stage.

Future research could expand on this study by incorporating other types of speech acts or comparative data from different countries and contexts, thereby offering broader insights into the interplay between culture, politics, and pragmatics in diplomatic discourse.

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