



A Critical Discourse Analysis of Donald Trump's Language Use in US Presidential Campaign, 2016

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Abstract

The present study reports on the latest and newest hot topic in the world, the United States Presidential Election. So, this is the newest attempt to explore and discover interrelation of discourse structures and ideological structures of Donald Trump's acceptance speech in the United States Presidential Election, 2016 as a good sample of his language use in presidential campaign. In so doing, the current study utilizes Critical Discourse Analysis (CDA) model to unmask the use of power and hidden strategies through language use. Also we analyze and uncover the experiential, relational and expressive values of the wordings, metaphors and grammatical structures of Trump's language use. Furthermore, this study tries to show that there are linguistic traces that depict the strategy and ideology in the text as well. The findings of the present study can be provocative for English foreign language learners to promote their analytical skills. Therefore, findings of the present article can be applied to English Reading Comprehension and Reading Journalistic Texts classes.

Keywords: Critical discourse analysis, Discourse structure, Ideological structure, Trump's acceptance speech, Ideology

1. Introduction

1.1 Critical Discourse Analysis

Critical discourse analysis (CDA) is a multidisciplinary approach to discourse that emphasizes on language as "a form of social practice" (Fairclough, 1995, 2010). CDA generally indicates that social practice and linguistic practice have a significant impact on each other and emphasizes on this fact that how societal power relations are constructed and reinforced through language use (Fairclough, 1995, 2010). Critical discourse analysis emerged from critical linguistics developed at the University of East Anglia in the 1970s, (Fowler et al, 1979). In further step, Norman Fairclough as the most prominent linguist at Lancaster school, developed and offered different models for text analysis based on CDA. Two other prominent figures are Teun A. van Dijk and Ruth Wodak that also made a salient attempt to critical discourse analysis. In other words:

Critical discourse analysis is a contemporary approach to the study of language and discourses in social institutions. Drawing on poststructuralist discourse theory and critical linguistics, it focuses on how social relations, identity, knowledge and power are constructed through written and spoken texts in communities, schools and classrooms (Luke A., 2000, introduction).

1.2 Language, Ideology and Power

Norman Fairclough in his first book, *Language and Power*, presents three elements that his research is based upon them; Language, Ideology and Power (Fairclough, 1989, 2001 2nd Ed.). Before presenting the model of CDA by Norman Fairclough, ideology had been much less of an issue in social research linking to linguistic study. Ideology has a central and crucial position in the model of CDA. Fairclough views ideology as a theoretical category has been developed within theories of capitalist societies which refer to the social classes struggling (2010). In his works (1989, 1995, 2001 and 2010) ideology has been perceived as a crucial category and theme in social and linguistic research. Fairclough (2010) suggests that the language-ideology relation should be conceptualized within the framework of research on discursive and sociocultural change. Fairclough's theories on ideology have been influenced by the Gramscian concept of ideology (1971) which, according to him, "ideology is tied to action, and ideologies are judged in terms of their social effects rather than their truth values" (Fairclough, *ibid*, p. 62). So he believes that ideologies are generated and transformed in actual discursive events.

Fairclough (2010) also views power as a social category which can be seen as a main figure in language use. Analysis of power is a significant element of language processing. He argues that power relations in societies are not just class relations; they are also relations between ethnically and culturally different groups (ibid). He comes to this result that ideology and power are significant themes for CDA in language study.

1.3 A diagrammatic representation of CDA approach

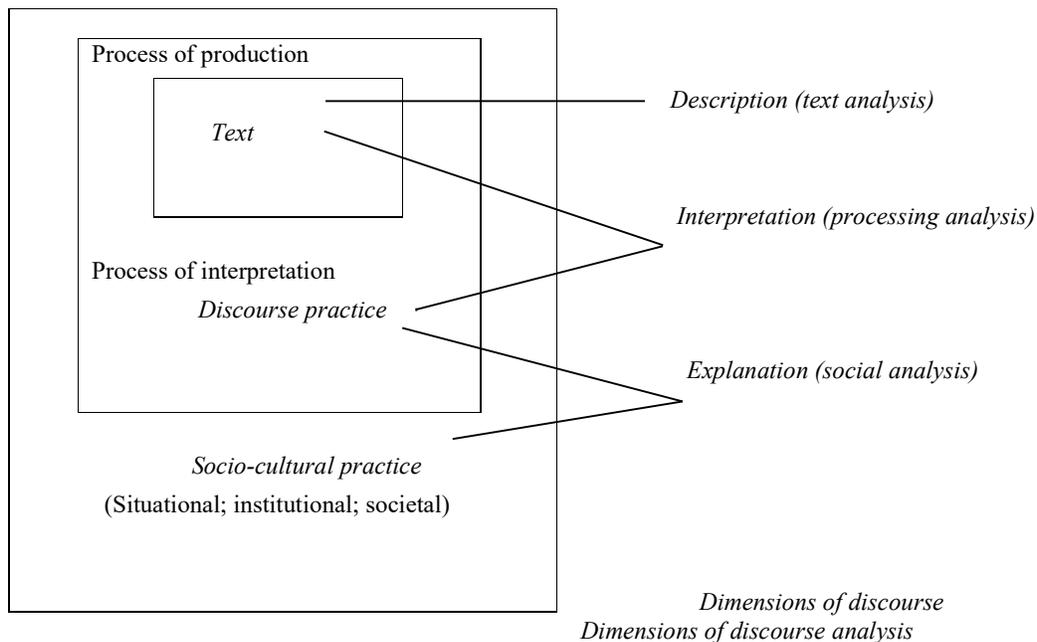


Fig. 1 A diagrammatic representation of CDA approach (Fairclough, 2010 p.133)

According to the above figure, CDA approach focuses on three dimensions of discourse: text, discourse practice and socio-cultural practice. These three dimensions will be analyzed in three processes of analysis which are: description (text analysis), interpretation (processing analysis), and explanation (social analysis).

1.4 The Ten-Question Model (Fairclough, 1996)

For text analysis on the level of description, Fairclough (1996) presents the ten-question model to analyze the text to reveal the covered meaning implies in the language used. This model works on three levels pertaining to vocabulary, grammar, and textual structures. Since the current study will be pertained only to the levels of vocabulary and grammar so the first seven questions are implementable to our study (even question number 8, which refers to the cohesion, is not applicable to our study).

A. Vocabulary

Question 1: What *experiential* values do words have?

What classification schemes are drawn upon?

Are there words which are ideologically contested?

Is there *rewording* or *overwording*?

What ideological significant meaning relations (*synonymy*, *hyponymy*, *antonymy*) are there between words?

Question 2: What *relational* values do words have?

Are there euphemistic expressions?

Are there markedly formal or informal words?

Question 3: What *expressive* values do words have?

Question 4: What metaphors are used?

B. Grammar

Question 5: What experiential values do grammatical features have?

What types of *process* and *participant* dominate?

Is agency unclear?

Are processes what they seem?

Are *nominalizations* used?

Are sentences active or passive?

Are sentences positive or negative?

Question 6: What relational values do grammatical features have?

What *modes* (*declarative, grammatical question, imperative*) are used?

Are there important features of *relational modality*?

Are the pronouns *we* and *you* used, and if so, how?

Question 7: What expressive values do grammatical features have?

Are there important features of *expressive modality*?

Question 8: How are (simple) sentences linked together?

What logical connectors are used?

Are complex sentences characterized by *coordination or subordination*?

What means are used for referring inside and outside the text?

C. Textual structures

Question 9: What interactional conventions are used?

Are there ways in which one participant controls the turns of others?

Question 10: What larger-scale structures does the text have? (Ibid: 110-111)

As it was mentioned above, only the first seven questions of “the ten-question model” is relevant to our study. Due to the purpose of the present study, van Dijk’s Ideological Square will be applicable as well.

1.5 Tune A. van Dijk’s Ideological Square:

Van Dijk (2004) as one of the remarkable and prominent founders in this field indicates that much research has shown that ideological discourse often features the following overall strategies of what might be called the ideological square:

Emphasize Our good things

Emphasize Their bad things

De-emphasize Our bad things

De-emphasize Their good things (P. 18).

Van Dijk’s Ideological Square model will be a useful supplementary device to achieve a deep understanding of the text.

1.6 Statement of the Problem

The most basic problem of Iranian EFL learners is that they are not equipped with a critical ability to achieve a deep understanding of the text. Students do not have a sufficient ability to analyze the texts critically to reach the deep or unmasked meaning(s) of the texts. A few works have been conducted in this sphere and the present study can in its own turn, fill up the relevant gap.

1.7 Purpose of the Study

Utilizing CDA model presented by Norman Fairclough (1989, 1995, 2001 & 2010) and using the ten-question model of Norman Fairclough (1996) and also utilizing of van Dijk’s ideological discourse analysis framework (2004), the present study attempts to explore and discover interrelation of discourse structures and ideological structures of Donald Trump’s acceptance speech in the United States Presidential Election of 2016 as a good sample of his language use in presidential campaign. We analyze experiential, relational and expressive values of vocabularies and sentences in his speech. This study also tries to reveal the use of power and hidden strategies through language use as well. So, the present study is going to find answers to the following questions:

- 1- Are there any linguistic traces that highlight ideology in the text? (If yes, what are they?)
- 2- What are the most important ideologically contested words and concepts in the speech?
- 3- What kind of linguistic strategies does Trump use in his presidential campaign?

2. Related studies

Some researchers have carried out relevant studies to find a significant relationship between discursive structures and ideological structures. In this regard, Sarfo E. & Agyeiwaa Krampa E. (2013) conducted a study about critical discourse analysis of speeches of Bush and Obama on terrorism. The main purpose of their survey was to find out which linguistic resources Obama and Bush employed to project terrorism and anti-terrorism concepts. Their study indicated that, both of them utilized verbs and nouns as the vocabulary items to project terrorism and anti-terrorism. The study showed that Bush and Obama frequently used phrasal categories to project terrorism and anti-terrorism such as verb phrases, noun

phrases, adjectival phrases, adverbial phrases and prepositional phrases and clauses. Sentences to project terrorism and anti-terrorism were simple, compound and complex sentences. The study has implications for the linguistic point of view on the concept of terrorism. It gives fresh impetus to further studies in the concept of terrorism, especially from the new trends in linguistic features.

Taiwo Oluwaseun Ehineni (2014) conducted a study intended to explore the role of modals in Nigerian political manifestos. By using of CDA model he tried to explore the ideological uses of modals by Nigerian politicians in which they want to persuade their audiences to vote them. This study unmasked the ideological underpinnings of the modals by Nigerian politicians. He examined the modals such as ‘will’, ‘shall’, ‘must’, ‘can’ which are used by the politicians. This study shows that modals are not just linguistic elements, but significantly ideological tools. The author shows how linguistic elements such as modals are used by politicians to persuade the electorate as a very influential tool.

Vakili Latif Sh. (2016) based on Critical Discourse Analysis (CDA) and Systemic Function Linguistics (SFL), took a critical look at the news reports of the Islamic Republic of Iran and Saudi Arabia on Mina Stampede (an event described as a crush and stampede caused deaths over 2000 Hajj pilgrimage in Mina, Mecca, Saudi Arabia, on 24 Sep. 2015). She tried to show that how variation in media discourses affects a certain social event. She analyzed 24 news reports from 24 to 31 September 2015 using the Components of CDA and SFL. Her study aimed at exploring discursive variation in the Islamic Republic of Iran and Saudi Arabia in their news reports of Mina Stampede and their potential effects on the readers’ ideologies. She came to this result that the higher number of the news reports in Iran could be considered a sign of the significance of the issue for Iranians, while Saudi Arabia tended to avoid the issue. She also indicated that, with regard to this specific event, discourse and ideology variation in media happened in a top-down form and reflected the views of dominating and higher social classes.

In a newest attempt, Inas Hussein (2016) conducted a study about critical discourse analysis of the political speech of the Egyptian president, Abdel Fattah El-Sisi, at the New Suez Cana inauguration ceremony. He claims that his “study is the first of its kind since it is an attempt to explore the salient linguistic features of the speech and the main ideologies and strategies used to achieve his long-standing political goals.” In part of linguistic practices the author tries to depict the main ideology through analyzing the semantic macrostructures, and strategies used by president El-Sisis through analyzing the local semantics or linguistic features. This study can be considered as a good model of research methodology for further research in this field.

3. Methodology

The present study is a linguistic study of Donald Trump’s acceptance speech at the Republican National Convention (RNC) delivered on July 21, 2016 to reveal how the language is utilized as part of the presidential campaign to draw the audiences’ attention and persuaded them to vote him. With a general view of the speech (text), the total words are 5144. This speech lasted 75 minutes. A descriptive-analytic method of research based on critical discourse analysis model presented by Norman Fairclough (1989, 1995, 2001 & 2010) and the ten-question model of Norman Fairclough (1996) and also van Dijk’s ideological discourse analysis framework (2004) were utilized throughout the current study to find out the answers of the research questions. It is worth mentioning that Donald Trump’s acceptance speech is a good sample of methodological instrument pertaining and including most of his language use and slogans.

4. Findings and discussions

The two major candidates (Republican nominee Donald Trump and Democrat nominee Hillary Clinton) attempt to justify their mottos and persuade the audience to accept their policies. The speeches, debates, mottos, sentences and even the words they utilize in their campaigns are laden with their political ideologies (Rashidi N. & Souzandehfar M., 2010). In order to unmask the use of power and hidden strategies through language use, and discover interrelation of discourse structures and ideological structures of Donald Trump’s acceptance speech, the present study analyzes experienced, relational and expressive values of vocabularies and sentences in his speech, by using the ten-question model of Norman Fairclough (1996).

4.1 *The Most Important Issues of Concerns*

The most important issues of concerns are as follows:

- 1) Americanism
- 2) Immigration
- 3) Terrorism
- 4) Rigged system
- 5) Economy and trade

Surly there are some other issues such as Foreign Policy, NATO, Clinton’s email and Obamacare, but for certain reasons we intentionally ignore them. And these Issues are neglected in the speech: Israeli- Palestinian conflict, Founding Fathers, Bill of Rights, Women’s Right, Democracy, The American Dream, Equality, Faith, and Liberty. Here we analyze the most important issues of concerns:

4.1.1 Americanism

The table below presents the frequency of the most important words (keywords or phrases) considered in Trump’s speech to indicate the most important issue of Americanism.

Table I. Americanism

Key words/Phrases	Frequency	Related words or vocabulary items that project the meaning	Frequency
Americanism	1	America	31
		American(s)	30
		(Our) Country	31
		(Our) Nation	11(3 unrelated)
		(Our) People	20
		(Our) Citizens	8
		American prestige	1
		Constitution	1
		(Declaration of) Independence	1
		Bill of Rights	0
		Founding Fathers	0
		Faith	0
		Women's Right	0
		Democracy	0
		Equality	0
		Liberty	0
American dream	0		

Trump elaborates “Americanism” as follow:

“Tonight, I will share with you for action for America. The most important difference between our plan and that of our opponents is that our plan will put America first. Americanism, not globalism, will be our credo.”

“But Hillary Clinton's legacy does not have to be America's legacy. The problems we face now — poverty and violence at home, war and destruction abroad — will last only as long as we continue relying on the same politicians who created them. A change in leadership is required to produce a change in outcomes.”

Marriam Webster defines Americanism as follows: “a: A custom or trait peculiar to America and b: The political principles and practices essential to American culture.” But in Trump’s speech Americanism in a simple word means “America first”, so he clearly declares, “The most important difference between our plan and that of our opponents is that our plan will put America first. Americanism, not globalism, will be our credo”. His motto in presidential election clearly indicates his view on Americanism, “Make America Great Again!” There are some related words and vocabulary items that project the meaning of (New) Americanism. He 31 times repeated “America” and 30 times repeated “Americans” mostly to categorize them into two main classifications; catastrophically situation of present America, and the rigged system of the present leadership especially Hillay Clinton. He skillfully applies rewording and overwording in two very simple and short clauses, “Hillary Clinton's legacy”, and “America's legacy” to imply the expressive values, “poverty and violence at home, war and destruction abroad” and that “But Hillary Clinton's legacy does not have to be America's legacy”. In this way, he intends to say that “our” conception of Americanism is completely different from theirs.

Grammatically, the sentences related to experiential values mainly are in form of (SVO), (SV), and (SVC) respectively are called action, events and attribution type of process. Most parts of Trump’s speech related to experiential value are in the form of (SVO) and (SVC). Utilizing this type of process, helps him point to the cause and responsible of the “action” (or Clinton’s policy), the “participant” including the ‘agent’ (Clinton) and the “patients” (Americans). For instance in the aforementioned sentence which is the most key statement about Americanism in his speech, he follows active voice which the agents are very obvious. By using topicalized “tonight”, he emphasizes the importance of the “action”. The sentences are declarative with a positive attitude of the “in group” and negative attitude of the ‘out group’. This statement is very typical and vital in his speech, because reveals the spirit of Trump’s credo; (New) Americanism. This stands him in a good position to the audience. By using “Americanism, not globalism, will be our credo”, the effect of the experiential value is skillfully manipulated. Trump is completely successful at emphasizing his ideology through short and emphatic sentences. Meanwhile he successfully separates himself and his opponents: “The most important difference between our plan and that of our opponents is that our plan will put America first”.

4.1.2 Immigration

The table below presents the frequency of the most important words (wording, rewording and overwording) considered in Trump's speech to indicate the most important issue of immigration.

Table 2. Immigration

Key words/Phrases	Frequency	Related words or vocabulary items that project the meaning	Frequency
Immigration	9	(Illegal) Immigrant(s)	10
		Refugees	4
		(Illegal) Border(s)	8
		Violence	11
		Crime(s)	7
		Gangs	1
		Human Smuggling	1
		Lower Wages	1
		Killing	9
		Savage	2 (one unrelated)
		Murdered	2
		Homicide(s)	1
		Brutal(ly)	2
		Radical and dangerous immigration policy	1

Fairclough (1996) argues that "in answering Question 1, it is generally useful to alternate our focus between the text itself and the discourse type(s) it is drawing upon (p.114). Trump tries to condemn his "opponent" on the issue of immigration by arranging some "oppositional wording". Immigration (was repeated 9 times) has a very special place in Trump's speech. The related words or vocabulary items that project the negative outcome of immigration are "illegal immigrants" 10, "refugees" 4, "(illegal) borders" 8, "terrorism" 9, "terrorists" 2, "violence" 11, "crimes" 7, "gangs" 1, "human smuggling" 1, "lower wages" 1, "killing" 9, "savage" 1, "murdered" 2, "homicide" 1, "brutal(ly)" 2 and "radical and dangerous immigration policy, 1. Trump depicts the most important experiential values through carefully chosen rewording and overwording. The paragraph below depicts how vocabulary is organized in discourse types, and how classification schemes are drawn upon.

"My plan is the exact opposite of the radical and dangerous immigration policy of Hillary Clinton. Americans want relief from uncontrolled immigration. Which is what we have now. Communities want relief. Yet Hillary Clinton is proposing mass amnesty, mass immigration, and mass lawlessness".

"Mass amnesty, mass immigration, and mass lawlessness" is a kind of parallelism structure that he uses to have a persuasive negative experiential and expressive value on immigration policy. The words immigration and immigrants are ideologically contested through applying some nouns, adjectives and adverbs as rewording and over wording, which make ideologically significant meaning relations through synonymy, hyponymy and projection (or foregrounding). For instance, "refugees", "terrorism", "terrorists", "violence", "crimes", "gangs", "killing", "savage", "murdered", "homicide", "brutal (ly)". According to the discourse of the speech, they are the words and phrases which are mutually substitutable with little effect on meaning on immigrants and immigration (synonymy) or highlight and project the meaning of them (foregrounding) and their discursive meanings are included within the meaning of immigration and immigrants (hyponymy).

Question2 focuses on how a text's choice of wordings depends on, and helps create, social relationships between participants (Fairclough, 1996). Trump describes immigrants with some words like "terrorists", "gangs", "savage" etc. They live "illegally" in America. They commit "violent crimes" and "murder". So, "we don't want them in our country".

"Lower wages and higher unemployment for our citizens, especially for African-American and Latino workers. We are going to have an immigration system that works, but one that works for the American people." Trump not only avowed himself as patriot but also present himself as an advocate of African-American and Latino workers. He expresses his intention as an ideology through rewording of "lower wages" and "unemployment" for "immigrants" to show that these crises are consequences of the "open border" policy not because of the nature of the capitalism. There are plenty of examples in the speech which show Trump's negative evaluation on Clinton's immigration policy. The speech text is full of oppositional wording (rewording) about immigration policy. It seems there is no an important place for

“metaphor” in Trump’s speech in part related to immigration. In fact Trump’s strategy is to speak very clearly utilizing simple and short sentences. In this way he attracts more audiences among ordinary people.

Trump’s speech is full of experiential, relational and expressive values which have been shown by grammatical features. The ideological possibilities of the choice between process types have been applied by some of statements in the speech related to immigration. Fairclough (1996) argues that one should be sensitive to possible ideologically motivated obfuscation and projection of agency, causality and responsibility. Focusing on the statements we can recognize that topicalization, nominalization and juxtaposition of simple sentences are used to project the responsibility of his rival on all deplorable conditions, especially immigration which according to his saying “Americans are suffering”. Oppositional statements and negative evaluation are the experiential and expressive values of the text which are plainly presented by Trump in his speech. It is a commonly accepted belief that one of the most important necessities for globalization is migration. Migration brings new cheap labor forces for big businesses. But it has some important positive and negative effects on economy and social affairs. Trump applies a lot of declarative, active, and simple sentences full of negative attitudes on immigration. Therefore, he cries “Americanism not globalism”.

According to Fairclough (1996) Modality is an important one for both relational and expressive values in grammar. It has two dimensions: a: relational modality and b: expressive modality. The modal auxiliary “must” usually carries implicit power relations among the participants. Applying the modality “must” as an auxiliary verb, Trump tries to emphasize on the importance of the problem. And the negation of “We don’t want them in our country” shows an implicit expressive value. So the ideology of anti-immigration policy is well understood behind the text. Another example can prove the above-mentioned claim.

“Decades of record immigration have produced lower wages and higher unemployment for our citizens, especially for African-American and Latino workers. We are going to have an immigration system that works, but one that works for the American people”.

“(Decades of record) immigration” is the inanimate agent of “lower wages and higher unemployment” as an object of “produce”. The phrase “we are going to have” implies Trump’s intention and decisive decision to have a “system that works, but one that works for the American people”. The role of conjunction “but” is very ideologically significant. It relates two simple sentences in which the second one is a power struggling conclusion of the first. Another example can reveal the ideology of anti-immigration: “We are going to build a great border wall to stop illegal immigration, to stop the gangs and the violence, and to stop the drugs from pouring into our communities”. By using an extremely shocking parallelism sentences structure “to stop ...” Trump tries to attract audiences’ attention to the problem. Parallelism is a powerful rhetorical device to convince the audience.

4.1.3 Terrorism

The table below presents the frequency of the most important words (wording, rewording and overwording) considered in Trump’s speech to indicate the most important issue of ‘terrorism’.

Table 3. Terrorism

Key words/Phrases	Frequency	Related words or vocabulary items that project the meaning	Frequency
Terrorism	9	Terrorists	2
		ISIS	4
		Islamic radicals (terrorists)	4
		Savage killers	1
		Law and order	9

“National Consortium for the Study of Terrorism and Responses to Terrorism” defines terrorism as follow: “The systematic use or threatened use of violence in order to intimidate a population or government and thereby effect political, religious, or ideological change” (2016). According to the American Heritage Dictionary of the English Language, the definition of terrorism is “The use of violence or the threat of violence, especially against civilians, in the pursuit of political goals” (5th edition, 2013).

Trump uses ‘Terrorism’ (repeated 9 times) and terrorist (2 times) in his speech, and applies some hyponymy such as: ISIS (4 times), Islamic radicals or Islamic terrorist (4 times) and describes them with an overwording like “savage killers”. In this way, he applies ideologically contested words to indicate that terrorism is widened during Hillary Clinton’s responsibility. “Death”, “destruction”, “terrorism”, “weakness” are the words which have a clear dictionary meaning, but according to the discourse of the speech, they are overwording and synonyms for Clinton’ policy. “This is the legacy of Hillary Clinton: Death, destruction and terrorism and weakness”. The phrase “law and order” has an ideologically significant meaning relation (antonymy) which he relates it to the “immigration and terrorism”.

Trump clearly says Hillary cannot grasp “brutal Islamic terrorism” as a “danger”, and the fact that it is “threaten our very way of life”, so she “is not fit to lead our country.” He skillfully applies rewording and overwording through relational meaning such as synonymy and hyponymy. He believes that there is a relationship between International (foreign) terrorism such as ISIS, Al Queda and domestic terrorism and criminals such as Islamic radicals and illegal immigrants. Therefore, he says: “we must immediately suspend immigration from any nation that has been compromised by terrorism...we don't want them in our country.” Trump does not apply any euphemistic expressions on his speech on terrorism. He presents his speech very clearly and apparently aggressive although a bit sympathetically:

“Our convention occurs at a moment of crisis for our nation. The attacks on our police, and the terrorism in our cities, threaten our very way of life. Any politician who does not grasp this danger is not fit to lead our country.” And “My plan will begin with safety at home which means safe neighborhoods, secure borders, and protection from terrorism.”

The possessive pronoun “my” in “my plan” as the agent of the statement reveals the idea that he is the only person can remove all the problematic issues such as “safety”, “secure borders” and “terrorism”.

There are a lot of expressive values which show Trump’s negative evaluation on Clinton’s legacy on terrorism. The speech text is full of oppositional wording (rewording) about terrorism. For example “crime and terrorism and lawlessness that threaten our communities” or “Death, destruction and terrorism and weakness”.

4.1.4 Rigged System

Table 4. Rigged System

Key words/Phrases	Frequency	Related words or vocabulary items that project the meaning	Frequency
Rigged (system)	5	Corruption	1

Trump repeats rigged (system) 5 times and he applies corruption just once. He projects the experiential and expressive value of “corruption” through rewording and overwording: “I know that corruption has reached a level like never ever before in our country.” “never ever” is an emphatic style which is applies to project the experiential value of “corruption”. He tries to show a deplorable condition of “political and economic system” by over wording of “rigged system”. When he excitedly reports the “rigged system”, he applies a style of informal language; “Nobody knows the system better than me, which is why I alone can fix it. I have seen firsthand how the system is rigged against our citizens”. He tries to find a link between “Big business, elite media and major donors” and the campaign of his opponent. Hillary Clinton is on the side of “rigged system” and he is on the side of “forgotten people”. It can be considered ideologically contested to show the difference between US versus THEM, referring to the theory of van Dijk (2004). Applying the over wording “puppet”, and the pronoun of “they” referring to “big business, elite media and major donors”, he projects the idea that “rigged system” is supported by THEM which is benefitted from this policy. And emphasizes the idea by emphatic and parallelism; “for their exclusive benefit. Believe me. It is for their benefit. For their benefit”.

4.1.5 Economy and trade

Table 5. Economy and trade

Key words/Phrases	Frequency	Related words or vocabulary items that project the meaning	Frequency
Economy/Trade	18	Poverty	4
		Laid-off factory workers	1
		Not employed	1
		Ignored (people)	1
		Tax Laws	4
		Job killing/ Job killers	2

By Presenting some facts through a range of wording, Trump shows a very deplorable view of American economy condition, such as “nearly four in 10 African-American children are living in poverty”, “58% of African-American youth are now not employed”, “2 million more Latinos are in poverty”, “14 million people have left the workforce entirely”, “Household incomes are down”, “Our trade deficit ...is \$800 hundred billion dollars”, “President Obama has almost doubled our national debt to more than \$19 trillion, and growing.”, “Our roads and bridges are falling apart, our airports are in third world condition, and 43 million Americans are on food stamps”, “laid-off factory workers”, “the communities crushed by our horrible and unfair trade deals”, “the forgotten men and women of our country”, etc. He exclaimed that these facts “have been edited out of your nightly news and your morning newspaper”.

He sympathetically says, “These are people who work hard but no longer have a voice. I am your voice”, “and “it will be a signature feature of my presidency from the moment I take the oath of office”. “Now I'm going to make our country rich again”. But “I will outline reforms to add millions of new jobs and trillions in new wealth that can be used to rebuild America”. Trump tries to separate himself and his rival by a range of wording and overwording to classify themselves in opposing sides. Over wording of “colossal mistakes”, colossal disasters” and “job killing trade” are ideologically contested which has been stated through metaphors. The speech is full of negative evaluation on Clinton’s economy policy. For instance he uses some wording to show his negative evaluation on “China’s outrageous theft of intellectual property” or “our horrible trade agreements with China, and many others, will be totally renegotiated”.

4.1.6 Frequency of the pronouns

Table 6. Frequency of the pronouns

Subjective pronouns	Frequency	Objective pronouns	Frequency	Possessive adjectives	Frequency
I	88	Me	10	My	30
You	20	You	-	Your	13
(Americans)	10	Him	-	His	5
He	12	Her	-	Her (Hillary)	10
She (Hillary)	-	It	-	Its	-
It	82	Us	5	Our	104
We	-	You	-	Your	13
You	26	Them	19	Their	33
They					

In Trump’s speech there are a lot of deictic pronouns which make a dichotomy between “We” and “You”. Trump repeated “I” (88) times and “We” (82) times. (Does he want to show that “I” and “We” are in equal power?!). Trump tries to utilize “I” or “We” as to make a feeling of unity and togetherness. When he uses “She” or “They”, he actually wants to show a huge scary pictures and a full of negative evaluation of the other side. By using “I”, as the agent of the action, he intends to introduce himself as the only and only savior and next leader of the nation. Applying “I” and “We” helps him to shorten the distance between him and the audience and also he can create a feeling among the audience that they are in the same side and arena. In this way the audience feels close to him. The other ‘in group’ deictic pronoun contrasted to ‘You’ (or she and they) is ‘We’ which was repeated (82) times. We consider the exclusive or non-exclusiveness of the pronoun ‘we’. There are also other forms of this pronoun like, ‘I’, ‘my’, ‘me’, ‘us’, ‘ourselves’ etc. He also employed “We will” (26) times, which some of them came in his inspiring mottos for example:

“We will make **America** strong again.

We will make **America** proud again.

We will make **America** safe again.

And we will make **America** great again!”

5. Conclusion

This study is a textual analysis of Donald Trump’s acceptance speech at the Republican National Convention (RNC) on July 21, 2016. His character, his figure and his style of language use, is very unique. This speech lasted 75 minutes with a total word of 5144. As a presidential candidate he tries to justify his claims and intends to persuade ‘the fellow Americans’ to accept his credo. On the basis of the above analysis, we may come to the following answers of the research questions. Concerning the research questions, the findings of the research show that there are many linguistic traces that highlight the ideology in the text either on the lexis level or on the grammatical level. This was found out by applying Norman Fairclough’s (1989, 1995, 2001& 2010) the three-dimensional model. For text analysis on the level of description, the ten-question model of Fairclough (1996) derived from the three-dimensional model has been applied. This study also analyzed the text to reveal interrelation of discourse structures and ideological structure of Trump’s acceptance speech and the covered meaning implies in the language used. In this way we distinguished some classification of schemes and ideologically contested words and concepts through analyzing experienced, relational and expressive values of vocabularies and sentences in his speech. It can be elaborate as follows:

The text is including simple words and short sentences. The language is everyday language and very easy to understand but very provocative, which may be unsavory for more educated people. The audience of the speech is “friends, delegates and fellow Americans”. Simple language can help Trump minimize the distance between himself and the audience. Also in this way, he can express his mind beautifully (expressive values). Sentences are short and usually are connected by conjunctions “and” and “but”. These sentences are very powerful and persuasive. They are mostly declaratives. This is the simplest way to show the power. He tries to be inclusive in his discourse (experiential value). He tries to show himself very sympathetic and responsible (relational, experiential and expressive values) to the main

problems which the Americans involve. Through using wording, rewording and over wording, he tries to show that his opponent, Hillary Clinton is not only an “extremely careless and negligent” but also she is responsible for all of the disastrous events in the country. Oppositional statements and negative evaluation are the experiential and expressive values of the text which are plainly presented by Trump in his speech. He dexterously mitigates and even neglected the bad jobs of “in-group” and foregrounds the bad jobs of “out-group” by using emphatic words and sentences. Trump applies a very idiosyncratic pattern of emphatic speech style to show a dystopian view of present America. So he tries to present himself as the only savior of the U.S. people.

He is very successful at emphasizing his ideology through short and emphatic sentences along with topicalization and nominalization. The high Experiential, relational and expressive values in the form of parallelism can help him to stand in a good position. Most parts of Trump’s speech related to experiential value are in the form of (SVO) and (SVC). Utilizing this type of process, helps him point to the cause and responsible of the “action” (or Clinton’s policy), the “participant” including the ‘agent” (Clinton) and the “patients” (Americans). Surely the current study is not seeking for showing that his criticism is acceptable or gratuitous. It only tries to unmask of the utilized language to show the ideology behind it.

According to macro level of the study in the current presidential election, Trump’s language usage remarks that -in the American system- he is the representative of big domestic businessmen and entrepreneurs which are crushed under the wheels of globalization, International Trade Organization and a huge influx of Chinese goods. They are suffering from the heavy burden of the arms race, and also they need a safe and stable atmosphere for the domestic business. And apparently they suffer from the antisocial behavior of migrants. Through using van Dijk’s Ideological Square model (2004) it has been deciphered by scrutinizing of Trump’s real intention when he rhetorically says: “We Make America Great Again” and “the legacy of Hillary Clinton: Death, destruction and terrorism and weakness”.

The findings of the present study can be provocative for English foreign language learners to promote their analytical skills. Therefore, findings of the present article can be applied to English Reading Comprehension and Reading Journalistic Texts classes.

The main reference

Full transcript of Donald Trump’s acceptance speech at the Republican National Convention on July 21, 2016. Retrieve at <http://www.vox.com/2016/7/21>.

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