

Critical Discourse Analysis of Donald Trump's Speech in the USA Election

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Abstract

This paper provides an overview of the analysis the discourse of Donald trump through the race to the presidency of USA. Trump recites this discourse in New York City on June 16th, 2015 under the heading "Announcing Candidacy for President in New York" from the title, one can conclude that Trump declares himself as a candidate and Republican nominee running for presidency of the United States of America. This speech is chosen because it marks the beginning of his presidential election campaign. It starts with highlighting the importance of Critical Discourse Analysis (CDA). In details, in this paper deals with CDA and how it analyzes the discourse of Donald trump race to the presidency of the USA. The model that has been developed based on Van Dijk's model of Critical Discourse Analysis theory that eventually act as a backbone of this recent study. The result shows that any candidate for presidency of USA use different strategy to win and different ideology to persuade the American people to elect him, he use different strategy like number game, hyperbole and promises to convince the audience.

Keywords- Critical discourse analysis, Vandijk, Socio-cognitive-approach

1. Introduction

(CDA) is new field which deals with analyzing the political speech and discover the hidden meaning of them and also analyze the text and its features through the different discourses; the context in which a text is produced. (CDA) is concerned on the dynamics of language usage in a given community. This dynamism is read through social forms of society such as inequality, dominance, social power abuse, marriage, insecurity, marginalization and political related actions. It equally looks at how these forms are enacted, legitimized, reproduced, and resisted by text and talk in the social and political context. (Van Dijk, 1993)

According to Fairclough and Wodak (1997), CDA does ideological work where it constitutes society and culture with the nature of being interpretative and explanatory. Therefore in this case, the social language management which can be classified under micro and macro level discourse; Verbal interaction belongs to micro level of social order while power, dominance and inequality between social groups belong to macro level of analysis. In relation to this matter and one of the reasons CDA has been chosen as the important aspect in this study due to its nature that is primarily interested and motivated by pressing issues. It also can be considered as an attempt to better understand a text through discourse analysis. In short, CDA is a field of study that has diverse ways of creating or reproducing meaning from language use, that is using language consciously or unconsciously to express the original minds. These layers of meaning can be explored critically, in details and interestingly when it concerns on important aspects that control human's life in the concept of power and ideology. News has become an important source of information for everyone in this world which revolved on the current state,

situation and condition of every aspect which occur daily, already happened and will happen. People will look and read this source of information every day and it becomes daily habit for almost everyone. To make it more efficient in terms of the selection of news, headline is the first thing that they will be considered before you head for more feeds. In line with the development of internet and technology, everyone at some point is exposed to and preferred to read daily news headlines in the online news portals, especially now that the use of internet have rapidly grown. Almost all existed traditional newspapers all around the countries have owned an online news portals and platforms in order to meet the demands of technological growth and people in the world of media. Headlines are important part of the news as titles are of any books or essays. They are often considered as the most important element on pages as they give readers an overall picture of the news and through them, readers may determine whether to read the entire article. It can be seen how the words used in the headline, present the article's, content, attract the attention of the, readers and, create interest in the, story, and, at the same, time, show the hidden, meanings behind the words, and phrases, used by writers. All the captions in the headlines are, attractively designed, news summary, intended to induce or, attract the attention of the readers into, must wanting to read the, articles in the, newspapers. Newspaper headlines are purposely shaped to speak the mind of the presenter or the publisher. The shape and, the structure of the headline reflect the content, which is politically oriented and ideologically driven.

2. Previous Studies

Fah, N. (2016) the title of this study "Sara Mills, critical discourse analysis on two News articles about the Sahara Gul". The aim is to analyze two news article about Sahra Gul, a girl, from Afghan who was tortured and

punished by her husband's family. The author uses the theory of critical discourse analysis and focuses on the "representation actors" two of writers; one is a male and the other one female. In this study, the analysis will be done on the subject, object, position and the ideology of the action. The finding shows that there are different motives in two different articles with different gender of the writers. The male writer gives the secondary subjects and the female writer gives important information about the subject because she reflects the female character against whom the fear and need justice because of the ideology that can find them inside this study. Ramos, C. (2019) the title of this study, "Comparative Critical, Discourse Analysis of CNN and Fox News Headlines: A Case of Immigration Detention in the US". This study tries to shed lights on those people who are arrested that we can find them in the news headlines especially in the two news channels through using the theory of "critical discourse analysis". This study will also clarify the "ideologies" either the left one or right one that it talks about the immigration and the consequences. In this study, we will analyze by depending on two levels the micro-level which is responsible for the language construction. The second one is macro-level; attention it produces of the language how it uses in daily life. The article will see how the American policy and their perspective towards the two parties the left and right-wings about the style and tone towards the arrested immigrants. The finding shows that CNN that very near to the left-wing, describes the arresting of those immigrant people and arrest them with their families as helpless. While the Fox News which is very near to the right-wings, describes the views politics, the government and most of the important the institution of the country towards the idea of the immigration for keeping their country in safe and secure. Heywood, C. (2013) the title of this

study “A Critical Discourse, Analysis of Word, Choices, Surrounding Ethnic, Identities of Sexual, Exploitation Victims, and Perpetrators in, Canadian Newspaper, Articles”. This study will try to find the goal by using “critical discourse analysis” and also will be conducted through choosing words in number 144 words from (Canadian Newspaper). This study deals with and presents utilization of sexual threat and shows the origins source of the victims and criminality. This study explores how the role of power or the authority can deal with this matter and also shed light on the society and their views towards this problem. The result of “critical discourse analysis” proposes the society can distinguish by showing that sexual exploitation of youth in Canada as big problem. It clarifies the victims are always uncovered rather than the criminals’ people. Most of the times the victims are treated in a bad way and they also presented as a minority. Lots of people especially the teenagers from different countries are exploited. While the criminals’ people represent the authority and who trust and most of them are from another region from Caucasian who wants to be bearer the principle of the white and consider them as the majority. The most important point is that the “ideology” that is used in society to show the victims as powerless and hopeless. These things lead the criminals’ people to exploits. Kareem, M. et al (2017) the title of this study “Pronouns and Ideology in Newspaper Discourse”. This study sheds lights on the use of critical discourse analysis quotation from Iraqi English newspaper that are known as Kurdish Global about the American withdrawal from Iraq. Kurdish newspaper served two important role; the first it shows the objectivity in transfer the value of important quotation, the second it reinforces their ideologies by the direct quotation to the American politicians who have authority towards Iraq. Here the Kurdish newspaper use a strategy using plural and

possessive pronoun which refer to U.S. government in positive way and which look like that U.S. government can trust them. In the another side same newspapers use strategy but with the Iraq politician in negative way and which look like that Iraq government cannot trust them.

3. The Aim of this Paper

- A. The aim of this paper is to find how the manipulated news can be a role Donald Trump speech for his campaign New York City on June 16th, 2015.
- B. Trump used his ideology and the power of the language in a skillful manner.
- C. He always uses a different political as well as ideological discourse to convince the people.

4. The Model

Van Dijk’s (2006b) model, *Politics, Ideology, and Discourse* is adopted in this study because it fits the data that is being analyzed in this article. The structures of the political discourse should be studied and analyzed through studying the relations that occur between the discourse and political ideologies like biased lexical items and syntactic structures. It is like the use of passive and active constructions or the use of the pronouns *us* and *them* and many other strategies. As the discourses make ideologies more noticeable whether they are expressed and formulated explicitly or implicitly so political ideologies are not only comprised in understanding and producing the political discourses and other political practices, but they are also reproduced by them. (Van Dijk, 2006: 732)

The ideological analysis of political discourse involves the overall strategy of positive self-presentation and negative other-presentation introduced by Van Dijk which is very typical to be applied to the selected speeches used by the two candidates during their election campaigns to attract the people

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and convince them to win. In other words, each group always tries to present himself in positive terms and the other group in negative terms (Van Dijk, 1995b:22). Van Dijk presents these two macro-strategies of what might be called “the ideological square” as follows:

- Emphasize *Our* good things or actions.
- Emphasize *Their* bad things or actions.
- De-emphasize *Our* bad things or actions.
- De-emphasize *Their* good things or actions (Van Dijk, 2006b:734).

Van Dijk shows that overall strategies can be applied to all levels of actions, meanings, and all aspects of text and talk. So political discourses always concentrate on the perfect topics of our groups and the imperfect topics that associate with the political opponents such as war, violence, and lack of freedom (Ibid).

5.0. Data Analysis

In this section the article analyzes Trump’s speech in New York City on June 16th, 2015 under the heading “*Announcing Candidacy for President in New York*” and uses the model of Van Dijk (2006C) through using the theory of critical discourse analysis.

Trump discusses this talk in New York City on June 16th, 2015 under the heading “*Announcing Candidacy for President in New York*”. By reading the title we can see that Donald trump states that he will be running the race for the presidency of the USA. This speech was chosen because it refers to the election of USA. He insists on the weakness of Obama and starts his speech by referring to the people who they are attended that meeting. He starts with a sentence which very simple such as “*thousands*” and “*there’s been no crowd like this*”. This sentence was mentioned because he thought he is not more popular than his opponent. It refers to the positive self-representation which mean he is loved by all the people. Of course any candidate who starts his

campaign for presidency he needs to show the bad point or image of his opponents. While he sheds the lights on himself and creates a kind of positive energy in this way. He uses the idea of positive self-representation and for his opponent use the negatives self-representation and describe them in a bad way which reflects the bad image for the audience. He uses this strategy for himself as I said above to show off and create a kind of aura. Trump said that if the people do not elect him the USA will fall down because of the bad policy which means if we choose a black people as a leader the empire of USA will fall down. He use a pronouns like “*our, we, us*” to show that he is one of the people of USA who are watching him. It reflects the idea that means we are one. He talks about China in a bad way and shows it as a beast which may destroy America and especially the economy of America and uses the metaphor to manipulate the mind of people and persuade them in true and real sense. Trump uses the repetition to show his ideology about China and Mexican people.

He uses a metaphor “*The U.S. has become a dumping ground for everybody else’s problem*” to show the Obama’s Administration which weak and bad. He explicitly shows his ideology about emigrations of Mexican people in simple way to attract attention of the audience. He uses some words in negative ways as “*rapists, bringing drugs, and bringing crime.*” In this way he wants to say that all Mexican people are bad and shows them in negative way. He uses the term in a generalization. He focuses of Obama administration and insists that Mexican people those who immigrated to USA are bad. The Islamic world never be safe from his tongue, he talks about the islamophpia and the fear from them as a terrorist, some words are used by Trump to express the fears and domination in middle east like the word “*eating*”. Trump’s speech about Iran fear about the nuclear

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program makes him able to manipulate their people's mind and shows that Iraq can be a big threat in Middle East and America. He sues a sentence and very accurate one *"Iran is taking over Iraq"* to show that Iraq is control Iraq and that mean he wants to show the idea of negative representations in Iraq in same case he use the pronoun *"I"* which mean he is powerful. This trick lets him play the mind of people to vote him. Trump with a strategic polarization to US positive and THEM negative one he uses some words like *"2 trillion \$"*, *"I love"*, and *"thousands"* to show that sympathy towards his country and show the other as bad, starting with money that IBAMA spends and the soldiers whom are wounded during the Obama ruling era. Then he twists the image and says that he loves his soldiers because they are scarifying their soul for USA and shows the sympathy towards the wounded one. He insists on Obama's administration and shows him very weak and idiotic in ruling his country describing them like *"horrible"*, *"disaster"*, *"no clue"*, *"big lie"*, and *"useless"* to create a full bad and negative image to the audience. He also uses generalization to show the negative image about the states of America and shows how they are bad and this election will save these states if they choose the good president which means he is the saver or the one who will solve all the problems. Here he uses negative self-representation by blaming Obama again. Trump starts again with the ideology of using positive representation of in-group and negative presentation of out-group, by showing again Obama very weak and also talks about Care act and names it as Obama care and declares that the system of healthcare is very poor and he accuses him being powerless so if they vote for him he will develop this system. He manipulates the mind to create positive impression in the mind of the audience. Trump always mentions himself as a good and successful leader opposite to Obama. Obviously

he promotes himself in front of the people to emphasis the positive self-representation. He said that he is a good and successful leader if he is elected and will prove *"successful"*, and *"wonderful"*. The manipulations are though extremely explicit and very clear by using *"we"* and *"our"* which means he is one of the American people and he loves his country and all of American people are in same level. He promises them to do many things like he bring back American former glory and make it great again. He uses a hyperbole strategy *"I will be the greatest jobs president that God ever created"* to create a kind of positive image by saying that he is the best and the successful president ever created by God, by promising the people to find the solution to the all problems and make all American people find a job by motivating them with the chances if they elect him. Trump mentions the number *"\$1.3 trillion"*. This number means America which the greatest country on the earth owes to China. The negative picture was to create in the mind of audience. Because of Obama's administration America became weak. In the contrast China and Japan became strong. Trump insists on using his ideology by using bad or negatives words like *"stupid"*, *"clueless"*, *"bad negotiator"* and *"traitor"*. Trump insists on using them to show Obama as weak, stupid and traitor. These words are adjectives to make people confuse and agree that Obama's administration is really very bad and the worst administration ever. Trump uses a metaphor like verb *"ripping"*. It doesn't mean ripping itself but which mean destroying or destructing everything. Here trump says that China became a threat which will destroy everything in America built. It has become a great danger for the economy for the policy for everything. He wants to send a message that Obama's administration is very bad and silly. He said that the infrastructure of China like bridges, schools and roads are very silly in comparison

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to American's. Trump starts with new speech concerning the military problems by focusing on these sensitive topics. He said that China is so developed country because she built new and powerful military island in middle of the south china sea and has become a great danger to America because USA doesn't build like. This weakness has emerged because of the authority headed by Obama. He uses negative words like "massive", "scary" and "bigger problem" to show the danger. The idea was used to make the people favorable to him. Trump tries to change their attitude towards this bad administration and he wants to say they will not protect you because China became a great danger more than ISIS. He starts with the ideology of positive and negative representation by using a simple sentence like "nice person". He describes himself as a good and clever and nice president also he refers to himself as powerful man because of the audience. He exaggerates by using hyperbole "a lot of money" to show off and to show himself as a rich and also to create a positive image about him and he also wants to say that he spends and gives his money for the poor people as charitable institution. We can feel that by his speech as he wants to say that he is very powerful and also he dominates the campaign, and if he wins in his election as the next President of America, he will prove the best ever. Trump goes on promoting himself before the audience and gives more detailed information about that. He talks about himself positively in front of people to keep a positive image in the mind of the audience. He refers to himself as a powerful man, a dominating man and successful leader in all histories of the world. He uses the simple sentence like "I'm really proud of my success. I really am" or he uses a hyperbole "tens of thousands of people" to show for the audience the number of people that they get a job and how he is a success and proud to help his people he means American people. He continuous to talk about himself and

proudly says that he will save the American people especially the young ones by building a wall between Mexico and America to save their lives and save their country from illegal immigration and all this happen if they will elect him. Trump talks about the heavy loan and the bad states of Obama's administration. He used a number of loan "\$18 trillion" to emphasis the weakness and the bad administration of president Obama. He further ads that American lives are like bubble which may explode anytime because of the bad administration. He uses this ideology to encourage the people to do the change by themselves and if this administration remain like this their lives will be worst. When he finished his speech he asked the people to elect him and describes the present administration in negative words like "sadly, dead dream" and draws a beautiful and positive image about himself mentioning words like "bigger, better, stronger, and great." Finally, he emphasizes his speech with persuasive words or energy if they elect him and he will lead them to the victory.

6. Conclusion

Here the analysis shows as

1. The findings show that Donald Trump or any candidate to the leadership of USA always decrease the value of previous administration, he always talk in negative to Obama
2. He is proud to be American and he presents himself as a successful leader if he elects.
3. He expresses the ideology about China, Mexico and illegal immigration by showing them bad, dangers.

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