



Donald Trump's Political Speech: A Critical Issue "us vs them"

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Abstract

Politics is always linked to activities that have an impact on government or societal action and policies. A speech can be an effective tool for many reasons, and every speech, especially one meant to persuade, must be rhetorical. Given that Donald Trump has the potential to be a strong force for the American economy, a persuasive speech like Donald Trump's aims to persuade the audience to adopt his proposal by presenting a fair claim and offering facts to back it up. The objective of this analysis is to determine how Trump use speech about a key problem (the American economy) to convey a "us versus them" message. In this study, two approaches to analysis were used: Fairclough's CDA (2013) and Van Dijk's (2008). The outcome demonstrated power in his speech and demonstrated the closeness between Trump's administrations; additionally, his speech persuaded the people to accept his speech. As a result, the speech reflected both negative and positive aspects in lauding his administration's accomplishments.

Keywords: *donald trump political speech; cda; power; ideology*

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1. INTRODUCTION

Politics is always associated with activities that have an impact on the government's or society's actions and policies. One of the purposes of politics is to utilize power to influence other people's conduct. Politicians need a political strategy, and the method used varies depending on the goal. Political strategy is concerned with many different perspectives, where the basic strategy is the method invented and used to achieve the goal. Political strategy is an important tool for campaigns and elections. The political strategy proposes a path to success when society understands the backgrounds of candidates and the reasons why they vote for them. Campaigning and elections require the use of political strategy.

The political approach proposes a road to victory when society learns the backgrounds of candidates and the reasons, they vote for them. A speech campaign is the most basic strategy since it allows society to learn about the personalities of candidates. Society believes that by using speech, the candidate is standing beside them, thinking the same thing. This strategy has the potential to be accepted by society. When they are able to gain sympathy, they quickly ascend to power (Van Dijk, 2008; Arbain et al., 2016; Nur et al., 2016).

Furthermore, in order to attract as many volunteers as possible, becoming a candidate for President necessitates giving a great speech at every rally. This strategy will make their election more likely. Many interesting things happen in the speech that become political strategies. As a result, Trump's controversy makes analyzing his speech entertaining. Despite numerous blunders, he is currently the most popular presidential candidate. The politician must be skilled in public speaking because language is utilized not only for communication but also for presenting and molding arguments. Because political discussions are founded on views, they are considered ideological.

Meanwhile, Dijk (2008) claims that the major purpose of political discourse is to manipulate or control people's thoughts. Despite the fact that many studies have been conducted on Trump's discourses, this research looks at how Trump has utilized his political power to promote his ideological positions on three significant global concerns. The investigation's major purpose is to understand how Trump utilizes speech to create a "us versus them" mindset. According to Van Dijk (2008) of Critical Discourse Analysis, "ideologies are not usually exclusively expressed and reproduced in discourse and

communication, including nonverbal semiotic messages such as pictures, photographs, and movies."

Meanwhile, according to Fairclough (2003), ideologies are representations of aspects of the world that can be shown to contribute to the establishment, maintenance, and change of social relations of power, donation, and exploitation. Critical discourse analysis views ideology as a mode of power, in contrast to various descriptive views of ideology as social groups' positions, attitudes, beliefs, perspectives, and so on, without regard for the relationship of power and domination between such groups.

According to Fairclough (2013), discourse and society have a dialectical relationship. This implies that societal structures shape discourse, while discourse embodies societal values and beliefs. Simply put, discourse reflects the linguistic choices that are made in order to represent and sustain reality. According to Holmes (2013), there are aspects of social meaning in language that are distinguishable in its lexical and syntactic structures and that are articulated when we speak and write. Such characteristics, he adds, are inherent in all discourses.

Furthermore, Lillis (2007) observes that, while a critical topic of analysis, it is an extremely vague concept, and anyone attempting to analyze it will encounter a plethora of differing definitions. Lillis (2007) distinguishes two types of ideologies: specific and general. Ideology serves a purpose and is used by specific individuals and factions. Various political and cultureless (for example, racism, socialism, liberalism, fascism, communism, libertarianism, anarchism, and so on), schools or doctrines, and political alignments are examples of such ideologies (e.g. conservative, progressive). Fairclough (2013) believes in hegemony. He emphasizes that such an analysis model looks at how language is used to express the dominant group's interests.

CDA studies the social environment to investigate the sociopolitical conditions that shape speech in order to analyze how power structures are produced and judged. Thus, CDA can be utilized to describe, interpret, assess, and critique social life through speech. CDA investigates the interactions between discursive practices, texts, and events, as well as larger social and cultural structures, relations, and processes (Fairclough, 2003).

2. METHODOLOGY

Fairclough (2003) stated CDA is used as the theoretical framework in this study. Fairclough claims that each of these dimensions necessitates a distinct type of textual content analysis (description), processing evaluation (interpretation), and social analysis

(explanation). The data was also evaluated using Van Dijk's thematic theory. To discover the ideology underlying the work, the themes and specifics are presented using the speaker's background and a theoretical perspective. Furthermore, the method only offers information in specific case studies, and broad conclusions are just informed assumptions. It can also be used to look for empirical evidence to back up such research hypotheses (Luttrell, 2010). The source of the data is Donald Trump's campaign speech. The data is then analyzed using assumptions, worldview, and the potential use of theoretical lenses to investigate the issue, as well as studying the research problem.

Van Dijk's thematic theory was used to examine the data. To discover the ideology underlying the work, the themes and specifics are presented using the speaker's background and a theoretical perspective. The data came from <https://www.vox.com/2018/9/25/17901082/trump-un-2018-speech-full-text>. The information is used in an analysis of Trump's political speech to determine how Trump has used discourse to portray a "us versus them" mentality in terms of the economy (the American economy). The data is used in a political speech to capture the audience's attention and persuade them to take immediate action on the issues raised.

3. FINDINGS

Donald Trump has the potential to be a positive economic force in the United States. During his campaign, Trump vowed to spend a lot of money on initiatives that would create a lot of jobs in construction, steel production, and other areas. Trump's economic ideas include universal tax cuts for individuals and significant corporation tax cuts ranging from 35% to 15%. He also promised to repeal regulations that he believes burden businesses and impede job creation (Adams & Cox, 2016). According to Golshan (2016) Trump's speeches have successfully instilled in his audience "fears of joblessness, worries about the United States losing its status as a major world power, [and] concerns about foreign terrorist organizations."

"Today, I stand before the United Nations General Assembly to share the extraordinary progress we've made," Donald Trump said in his first speech. In less than two years, my administration has accomplished more than almost any other administration in our country's history."

Trump began his speech by openly discussing his administration's remarkable progress and accomplishments, particularly its economic accomplishments. As a means of endorsing in-group ideology, he frequently used the pronouns "I" and "my" in reference to himself and his administration. Before addressing his accomplishments, Trump used the

plural pronoun "we" to link himself with the American people. He asserted that much had changed in the history of the United States in less than two years.

Furthermore, when referring to his administration and comparing it to Obama's, Trump used the possessive phrase "my administration" and the comparative "more than." By doing so, Trump emphasized the positive aspects of "us" (his administration). He also emphasized "us" by using phrases like "extraordinary progress" and "in less than two years, my administration has accomplished..." Furthermore, in order to scrutinize the Obama administration, Trump emphasized negative aspects of "them" by saying "more than almost any administration in our country's history." Trump also emphasized the benefits that his administration has provided to the American people through positive self-presentation. He also attempted to present himself positively by discussing the solutions he provided when the American nation was confronted with issues such as the economic collapse and terrorism.

"America's economy is booming like never before," says Donald Trump in his second speech. We've added \$10 trillion in wealth since my election. The stock market is at an all-time high, and unemployment claims are at a 50-year low. Unemployment among African Americans, Hispanic Americans, and Asian Americans has reached its lowest level ever recorded. We've added over 4 million new jobs, including 500,000 in manufacturing."

Trump used the verb "booming" to draw attention to the improvements in the American economy since his election in 2016 to highlight the positive aspects of "us." Furthermore, Trump used the phrase "since my election" to directly blame his administration for the "economic boom." Trump bolstered his speech with numerous examples of his accomplishments, such as "stock market growth" and a "decrease in jobless claims." Trump referred to the American people's diversity and unity, stating that economic development includes reducing African, Hispanic, and Asian American unemployment.

Finally, he used the word "we" to express unity with the American people, with whom he has shared the success of creating 4 million new jobs, half of which are in industrial sectors. Meanwhile, Trump has dismissed the role of the previous administration. This can be interpreted as a reduction of positive aspects of "them," as Trump's failure to mention the Obama administration's efforts created the impression that the previous administration did nothing for the American people.

Donald Trump Speech (3): "We have passed the most significant tax cuts and reforms in American history." We've begun construction on a massive border wall and significantly

increased border security. We have secured record military funding of \$700 billion this year and \$716 billion next year. Our military will be more powerful than it has ever been."

Similarly, Trump expressed concern for the unity of the American people in extract (3) by using the first-person plural pronoun "we" four times to indicate the in-group. This implies that Trump and the American people collaborated to enact significant tax cuts. Trump also used past tense verbs like "passed," "started," "strengthened," and "secured." This tone implies that the reformation of the American economy and security began the day Trump was sworn in. Trump went on to say that work on a wall along the Mexican border to keep illegal immigrants out of the country had begun. Trump also mentioned the 1.41 trillion dollars in guaranteed funding for the American army over the next two years.

Trump used the information above to highlight the positive aspects of "us" while emphasizing the negative aspects of "them." This tone portrayed the Obama administration's health-care system, taxes, and influx of Mexican migrants negatively. These negative aspects of "them" have weighed heavily on the American economy, resulting in job and security insecurity.

Donald Trump Speech (4): "In other words, the United States is a stronger, safer, and wealthier country than it was less than two years ago." We are fighting for America and the American people. And we are also standing up for the rest of the world."

Trump used the phrase "United States of America" 23 times during his speech to emphasize his country's critical role as the world's most powerful military power. Simultaneously, Trump used the term "United States of America" to remind his audience of the US's various global military, political, and economic roles throughout history. Furthermore, Trump used a slew of adjectives to highlight his accomplishments in order to emphasize the positive aspects of "us." He claimed that his country has grown stronger, safer, and more prosperous since he took office. He implied that the previous administration was unable to achieve the same goals by saying this.

In this way, Trump emphasized the negative aspects of "them." Trump used the pronoun "I" to distance himself from the American people and the previous administration when describing his personal successes over the previous two years. In this section of his speech, Trump used the pronoun "we" to convey a sense of unity between himself and the American people.

When he said, "We are also standing up for the world," he used the word "we" to express the connection between the United States and the international community. Trump's speeches show that his remarks on inclusion were primarily focused on how he plans to return the United States to prosperity by lowering taxes, as well as how he plans to simplify tax codes and regulations.

4. DISCUSSION

Based on the evidence shown above, one might conclude that Trump's ideology is gaining traction. Power is required for human survival and can be found in many parts of social life, from interpersonal interactions to commercial transactions to spiritual and political debates. Power is typically linked with politics, authority, and riches; however, power may also be described as the ability to influence the actions or decisions of another.

The power of Trump's speech lies in his use of adjectives to augment, describe, and glorify the accomplishments of his administration. Trump emphasized the ideology of the in-group with nine adjectives (extraordinary, accomplished, lowest, biggest, powerful, stronger, safer, richer, and less than), the majority of which are comparative or superlative adjectives. Trump also used seven key words (added, achieved, passed, started, strengthened, secured, and standing up).

As a result, Trump used the first-person plural pronoun "we" four times and the first-person singular pronoun "I" twice to demonstrate the closeness of Trump's administration to the American people. Finally, Trump used the possessive pronoun "our" three times in the first person plural to emphasize the unity of his administration and the American people.

From an ideological standpoint, Trump used 38 verbs to emphasize negative aspects of "them" while minimizing positive aspects of "us," while only seven verbs were used to emphasize positive aspects of "us." Trump's use of adjectives follows a similar pattern. Trump emphasized negative aspects of "them" while minimizing positive aspects of "us," while emphasizing positive aspects of "us" with nine adjectives. Finally, Trump conveyed his ideology through pronouns. He used "we" four times to emphasize positive aspects of "us" and "them" five times to emphasize negative aspects while minimizing positive aspects. Furthermore, Trump used the pronoun "I" twice, once to emphasize positive aspects of "us" and once to emphasize negative aspects of "them."

Finally, Trump used the possessive pronoun "our" three times to highlight positive aspects of "us" while downplaying negative aspects of "them," and four times to highlight negative aspects while downplaying positive aspects of "them." As a result, for a variety of

reasons, a speech can be a powerful tool, and any speech, particularly one intended to persuade, must be rhetorical (Nguyen et al., 2016). A persuasive speech, such as Donald Trump's, attempts to persuade the audience to accept his idea by making a reasonable claim and providing evidence to support it.

5. CONCLUSION

According to the findings, Donald Trump's speech demonstrated the closeness between Trump's administration and the American people, and his speech persuaded the people to accept his speech. However, there are both negative and positive aspects to this result, This demonstrates a favorable self-presentation in order to praise the benefits conferred upon the American people by his government He also attempted to position himself favourably by mentioning the remedies he supplied when the American people was confronted with issues such as economic collapse and terrorism. And, on the negative side, the American economy was shown to be unstable in terms of jobs and security. As a result, his speech glorified his administration's accomplishments.

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