

ISMAMOPHOBIA IN AN AMERICAN STUDIES APPROACH AS SEEN IN DONALD TRUMP'S SPEECH DOCUMENTARY VIDOES

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ISMAMOPHOBIA IN AN AMERICAN STUDIES APPROACH AS SEEN IN DONALD TRUMP'S SPEECH DOCUMENTARY VIDEOS

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Abstract

Donald Trump's rhetoric in his campaign was markedly different, his speeches on Islamophobia and anti-immigrant rhetoric became a big issue. This article has aims to analyse Trump's speeches for protecting American people surrounded by the terror threat through an American Studies framework. This research was under descriptively qualitative research supported by an interdisciplinary approach of American Studies. Theory of Conservatism and theory of Discursive Psychology were used to analyse American experiences of Islamophobia as seen from Donald Trump's speeches of documentary videos as the primary data. The completion of this research shows that American conservatives in the era of Donald Trump were strongly enough and the discourse psychological approach was designed to persuade. This approach also contributes to revealing American identity and tradition. It is like American identity of conservatives who are proud of their nationality of Americans.

Keywords: *Islamophobia, Donald Trump, Conservative, Discursive Psychology*

INTRODUCTION

A phenomenon of Islamophobia is closed to related to impression of hate, anger, and fear. Fear is the main reason of Islamophobia associated with Islam, such as Mosque, Muslims, the Holy Qur'an, hijab, and other related Islamic issues causing on terrors. Such a fear, it is pointed to some practices like men with beard having Muhammad in the first name or simply the names that sound Arabic and different types of dress or clothes. That means Islamophobia rests in people mind then makes people have xenophobic attitudes of intolerance and hatred. This kind of behaviour can absolutely explode into an anger. Consequently, Islamophobia can manifest into violent acts. Muslims themselves are to be the target from the Islamophobes.

Perceptions and negative views towards Islam and Muslims have some similarities within Europe and America. And media has a significant role for exposing those ways. In Europe, it was to be the most controversy by publishing the satirical depictions of the beloved Prophet Muhammad in 2012. The magazine was familiarly called Charlie Hebdo magazine. Meanwhile in America, it was the 9/11 terrorist attacks along with the arising al-Qaeda and ISIS (Esposito, 2019). In addition, the tragedy of a mass shooting in San Bernardino and Orlando in 2016 was done by Muslim agents (Bakali, 2016). All those kinds

of phenomena which are mentioned above, Seemingly, Muslims have been presented as scapegoating towards those terrors.

American perceptions toward Muslims were negative because of the fatal attacks of American symbol in 9/11. This paper highlights on Donald Trump's campaign which was to be the hottest issue dealing with terrorism, media, and politics from 2015 to 2016 as Trump's rhetoric about terrorism. The styles of Trump's speeches in his campaign for the presidential election were greatly interesting because of their uniqueness. His speech demagoguery method for communicating with their followers' emotions had created the threat of terrors, finally damaged American society (Rubin, 2020). The era was known as Trump phenomenon (Hilberg, 2021). It could be, it was any strategy of conservative Trump for winning the election.

During presidential campaign, Trump claimed that the United States was under siege from refugees and immigrants that came from Mexican and Muslims. Muslim immigrants were to be a central issue during Trump's campaign for the American Presidential Election in 2016. It is a logical response because Islam is still assumed for some Americans as terrorists. Moreover Muslims are a minority and Islamophobia portrays an essential the reality of social life, mainly for Muslim immigrants. Pessimistic and optimistic are two choices for Muslims. Hence Islamophobia is available for the concept of advocacy in the public space and the movements of advocacy for valuing Islam and Muslims (Roose & Turner, 2019).

Besides Muslim immigrants, Islamophobia can also be connected with the issue of terrorism and media roles. Some characteristics of Muslims, such as veiled women, Men's beard, and an Arabian look lean to people to dwell on Islam with terrorism. Those physical looks influence people to give negative connotations in interaction, mainly aftermath the terrors of 9/11 (Fitriyani et al., 2015); (Murti, 2019); (Taramundi, 2015). The phenomenon of Islamophobia leads to the existence of global islamophobia (Hafez, 2020). In America, Christians tends to give low appreciation toward Muslims (Jung, 2012). Psychological researches on terrorism have also done by some scholars (Moghaddam & Sardo, 2020); (Corner & Gill, 2019); (Bajo et al., 2018).

Islamophobia can also not be separated from the media roles. Media is as means for creating propaganda. Media has potential to influence people about their perceptions of the news. Aftermath the tragedy of 9/11 and other terrors, Islam is blamed for the scapegoat. Islam and terrorist are like two sides of a coin. It pushes Muslims in negative connotations (Munnik, 2018). Islamophobia is also racism and discrimination against Muslims affecting the prosperity for Muslims' generations to label as both American and Muslim (Hummel et al., 2020).

In this study, we uniquely investigated the Islamophobia issue under the American elite, Donald Trump for winning his presidential election as seen in the framework of American Studies. This article explores Trump's ideology of conservatism from his delivering speeches for campaign. His slogan "Make America Great Again" portrayed his proud of being American to be the super power nation again. It is undeniably true because Trump was a Republican who had a strong nationalism.

Donald Trump, the strong presidential candidate in the election of 2016 was a Republican having a deep connection with conservatism. Conservatives

tightly keep their traditions. The experiences in the past is to be the sacred element of distinctively human. Conservatives believe that good society is from the long journey of American experiences carrying good values to the common society.

Donald Trump, in his rally campaign, brought conservative values by saying *"we're gonna, we're gonna be so strong nation again and so smart again"* –Trump's speech at Atkinson Hampshire. Trump clearly showed his goal that he wanted to make strong nation again as John Winthrop's principal 'City Upon a Hill' in the making of America to be a strong nation. In this sense, the group of Puritans' beliefs denote to the philosophical values which lead to make a good society. Donald Trump like most Republicans in America had strong belief to be conservative and to maintain his American traditional values. In this article, the traditional values such as nationalism, Protestant work ethic, and individualism were reflected in Donald Trump's speeches.

But in some cases, Donald Trump's statements could trigger a controversy among conservatives. He was not a real conservative. He has adopted policies that have conservative backing like lower taxes, but his politics were all about himself for winning the battles (Goodheart, 2019). The controversy one of his speeches was about the ban on Muslims' immigrants from moving into America. Trump had released security policy to limit movement of certain majority Muslims and the authorities should be looking at mosques. This statement was awful because mosques were put at the centre of possible terrorist attacks.

Islamophobia in Trump's presidential campaign was a big phenomenon. He used it as any strategy for campaign to mobilize American voters. Choosing Islamophobia as his campaign strategy proved resonant and effective for winning the election. Here, Trump's speeches were to be an interesting issue. This article is under American studies, hence it recapitulates the characteristic of American Studies. It is an interdisciplinary approach. Besides the discipline of sociology supported by the Theory of Conservatism, it also embraces to psychology by using the Theory of Discursive Psychology.

The issue of Islamophobia during the presidential election campaign of 2016 was passionately debatable. By using discursive psychology, it has a function to get good understanding about the speech (Goodman & Perry, 2018). The words, statements, and talks dealing with the Islamophobia issue from Donald Trump's speeches, mainly the ban of Muslims' immigrants and terrorism can be understood by seeing the arguments—pro and cons.

However, the discussion of Islamophobia is still focused on the effects and the experiences for Muslims. This study tries revealing Islamophobia seen from the framework of American Studies and based on the Trump's speeches as a conservative. Finally there is a need to examine Islamophobia and Trump's speeches correlated with the analysis of American Studies through the theory of Conservatism and the theory of Discursive Psychology.

METHOD

Type of Research

This research was under descriptively qualitative method supported by American Studies discipline with the characteristics of an interdisciplinary approach as a consequence. According to Denzin & Lincoln (1994) that personal experience and life story interview describing problematic flames and deep meanings for individual's life could be analysed by qualitative research. Moreover, Cooper (2012) suggested that the questions both how and why were the most suitable one to describe and understand the phenomenon.

Source of Data

A major characteristic of qualitative research is to get a descriptive focus. The scripts of speeches along with pictures (if necessary) are used to substantiate and to understand the issue. The primary data of this research was from Donald Trump's speech documentary videos related with the case of Islamophobia. Those documentaries, mainly were from 2015 to 2016. Meanwhile, the secondary data were collected through the method of tracing process by seeing timeline of the event of Trump's speeches correlated with the issue of Islamophobia. Meanwhile, the secondary data were from the new articles, e-books, and other online data sources.

Theoretical Framework

This research was a product of American Studies, so it adopted the main stream of an interdisciplinary study from Henry Nash Smith (1980). It covered two disciplines, such as sociology and psychology. Theory of Conservatism and theory of Discursive Psychology were used to analyse and make a synthesis among them toward the phenomenon of Islamophobia in the era of Donald Trump. Furthermore, Islamophobia was any phenomenon in America which had consequences the impacts to other nations. Hence this research also used the concept of trans-national mind from John Carlos Rowe (2012).

Method of Collecting Data

In the process of collecting data, there were some terminologies having the correlation with theme—Islamophobia, conservatism, and discursive. Data organizing contained three linked sub-processes: data identification, data classification, and data drawing or verification. These data were organized by descriptive-narrative started from the description of Islamophobia phenomenon to conservatism and discursive psychology. And finally it was the description of the Islamophobia as seen in Trump's speeches. The next step is classification. It deals with the classification among Trump's speeches from 2015 to 2017. It was used to make a categorizing the result of identification into the unit of analysis as reflected in the objectives and the problem formulation as well as the main focus of Islamophobia in Trump's presidential campaign and his first year of administration. The last step was verification or drawing. It copied the result of the identification and the classification.

Method of Analyzing Data

After organizing the data of research, data analysis was the final step from three collaborative steps in doing qualitative research. The researchers used

was derived from the long journey of American civilization with its great values and accepted by American people. Trump's conservative ideology was debatable among scholars. Was he a true conservative? This research also challenges the assumption. It notes that there are three characteristics of conservatism during Donald Trump's campaign and his first administration.

1.1. Strong Nation

Strong nation is a value for conservative, as Barry Morris Goldwater said in the Republican national convention acceptance speech in California 1964. This value has been embedded in the Republican's mind that America is a strong nation over the world. Donald Trump also represented this value into his journey of campaign.

Extract 1. Strong nation

1. To all American tonight, in all over cities in all over towns
 2. I make this promise: we will make America strong again,
 3. We will make America proud again,
 4. We will make America safe again,
 5. and we will make America great again. God bless you
- (Donald Trump's speech in Cleveland, 2016)

There are some significant notes in this extract. Trump made promise to American people, mainly in Cleveland (line 1), 'strong again' (line 2), 'proud again' (line 3), 'safe again' (line 4), and 'great again' (line 5). The hidden meaning of the words was used by Elites to ask American people be a strong nation and a unity from its people (Brandt, 2020). On the behalf of People during the campaign, it is often used by the elite to influence voters. Trump's slogan 'Make America Great Again' expressed his proud of Americanist. As a Republican, he tightly kept traditional values of a super power country for protecting American and other nations. The next extract was from Donald Trump's speech in Mount Pleasant, South California 7 December 2015

Extract 2. Great country

1. Thank you. Thank you so much. We start by paying our great respects to Pearl Harbor.
 2. We don't want that stuff
 3. We don't want World Trade Center
 4. We don't want that ever happening to us again.
- (Donald Trump's speech in South California, 2015)

Some conservatives believe that back to our great history as a super power country will push us to be nationalists. In this case, Trump portrayed himself as conservative. He showed that America had been back to be a super power country by learning from bad experiences. It will not happen again in the future (line 2, 3, and 4)

1.2. Protestant Work Ethics—American Dream and individualism

Hence conservatism is often associated with some traditional and established form of religion. Hence most religions are essentially conservatives and seemingly some conservatives lean to be religious people. In our

assumption, there are two reasons for answering the statement. First, the evangelical spirit has been and remains as important part of the American heritage. It was derived from missionaries like Roger William. And Christian-Protestants are still dominant in America recently. Second, conservatives mistrust reason, they often rely on irrational. They just don't believe totally with the use of reason. While reason is thought useful for certain minor tasks, conservatives look instead to elements beyond their own control such as institutions, authority, tradition, and religion for answers to the most serious difficulties.

In this case of Trump, mainly his speeches in the documentary videos, we found that some speeches were dealing with the concept of individualism. It is about how we can be responsible by ourselves. It is a character of humans which affects humans in their acts and decisions. Moreover, it prioritizes themselves and dedicates their lives to protect and to achieve their own goals. It also denotes to the possessiveness on self-reliance and the profits on themselves. In his campaign rally in Atkinson 2016, Trump poured the values of individualism into the following statement

Excerpt 3. Individualism

1. *We're fighting to unlock every American community and every American family and hope and pray and yearn for a better future.*
2. *I am asking you to dream big,*
3. *because with your vote we just, can you believe this, four days away*
4. *We're four days away for the change you've been waiting for your entire life.*
5. *I'm ready. I'm ready.*

(Donald Trump's speech in Atkinson, scene 01.20.50-01.21.22) (VoA, 2016)

Not surprisingly, Trump stressed on the value of belief in the Christian work ethics, such as praying, togetherness in family or group, and individualism (line 1) '*American community and every American family and hope and pray*'. He stressed on hard work to get a better future. Americans also kept their traditions of American Dream. Any dream that they had to bring about it (line 2) '*I am asking you to dream big*'; '*can you believe this*' (line 3); '*you've been waiting for your entire life*' (line 4); '*I'm ready. I am ready*' (line 5). He also poured the values of individualism '*We're fighting to unlock every American community*' (line 1). Trump had a goal to unlock the potential of American having a meaning to give more chances for American to be independent individual by their own power. The efforts to pursue the dream in contemporary multiethnic society familiarly called American dream, it encompasses the diversity of aspirations and ways of life. There is no single American dream but rather a latitude of American dreams (Hauhart, 2016).

In his speech, Trump also stated that '*we are fighting for citizen who believes that government should serve the people, not the donors and not the special interest*' (Trump Speech in Atkinson, 2016). Trump stressed that the victory of American people in the election was people's privilege no any interfere with the donors and groups. Hence he was not going to allow a special interest or even donor to control the government to be mutually fair for American and did not make any American to sacrifice the rights all prices. In his Inaugural speech, Trump used the concept of invited behavior to show how he could unify

the multicultural contemporary society to be one command. See the following his speeches.

Extract 4. American Dream

1. *We are one nation, and their pain is our pain.*
2. *Their dreams are our dreams, and their success will be our success*
3. *We share one heart, one home, and one glorious destiny*
4. *The oath of office I take today is an oath of allegiance to all Americans*
(Donald Trump's Inaugural Speech in 20 January 2017) (ABC News, 2017)

2. Discursive Psychology

The second theory is the Discursive psychology Approach. It examines practically by how people can accomplish psychological arguments, such as intent and emotion within talks and texts, till ends (Molder, 2015). It also covers from the speaker with his language which produces in specific understanding and interpretation from his speech. Donald Trump speech documentary videos are as the primary data which can be a revisioning of psychology concepts, such as his emotions, attitudes, and beliefs.

It enables us to explore the construction of meanings in human interaction. In our daily activities, we can not hide with discourse analysis, even we are positioned as discourse analysts. Here, Trump's speeches would be understood not as indication of a speaker holding a conservative attitude; rather, it would be seen as a social action that was performed in a particular context with particular consequences.

In the following paragraphs, the researchers give extracts of Trump's speeches along with the discursive psychology analysis dealing with the phenomenon of Islamophobia and covering some cases, both Muslim Immigrants and terrorism.

2.1. The Ban of Muslim Immigrants

Muslim immigrants had become a hot issue during Trump's campaign rally from 2015 to 2016. They were assumed as terrorists since the terror attack of 9/11, 2001 and America announced official war against terrorism. Consequently, it made America change its security policy both domestic and international affairs. Since the security threat increased, discussion on migration transforms was to be national security issues, mainly in the form of reduced and tightened restrictions on immigrant's entry. Donald Trump viewed immigration as serious threat to the public safety, mainly in America and could create a serious economic pressure in America. Trump in his speech took place in Manchester, 2016, aimed to counter radicalization and Islamic radical terrorist by renewing America's immigration policy.

Extract 5. Muslim Immigrations-1

1. *When I am elected, I will suspend immigration from areas of the world when there is a proven history of terrorism against the United States, Europe our allies, until we understand how to end this threat.*
2. *After a full, impartial and long overdue security assessment, we will develop responsible immigration policy that serves the interest and values of America*

(Donald Trump Speech in Manchester, New Hampshire on June 13, 2016)

In this section, Muslim immigrants are posed as a severe problem from the reference of 'terrorism and threat' (line 1). Trump added an extra potency to his word. It was a serious issue from which Trump claimed 'we will develop responsible immigration policy' (line 2). Trump offers protection on behalf of the entire nation 'that serves the interest and values of America' (line 2). Thus, Trump is able to present support for protection of American people as a functional response to the issue.

Trump himself as speaking on behalf of the whole country, but the action of taking 'when I am elected' is placed as being himself. The next reference of 'we will' (line 2) serves to Trump as a normal American for speaking to everyone. In addition to the reference to 'security assessment' and 'serves the interest and value' which gives a specific moral character commendable of protection. For Trump, it is a matter of protection towards American people from terrors.

Returning to Trump's speech, towards the Islamophobia he showed his fear of terrors from Islam. He aimed to renew America's immigration policy especially against immigrants that affiliated with Islamic radical terrorist.

Excerpt 6. Muslim Immigrations-2

3. So remember this. So listen. Donald Trump is calling for a total and complete shutdown of Muslims entering the United States until our country's representatives can figure out what the hell is going on
4. We have no choice
5. We have no choice, ...
6. ... As part, think of that, as part of the global jihad.
7. They want to change your religion.
8. I don't think so. I don't think so. I don't think so.
9. Not going to happen. As part of their global jihad.

(Donald Trump speech in Mount Pleasant, South California, 7 December 2015)

Trump would create tight rules and would not allow people that have the same radical thoughts as terrorists do from entering the United States. Trump in his speech shows that the campaign has just begun and it will end until the goal is completed. In fact, the goal isn't posed as the ban of Muslim immigrants, but the point is Trump's idea of security, 'shutdown of Muslims until our country's representatives can figure out what the hell is going on' (line 3), 'we have no choice' (line 4) and (line 5), and 'Not going to happen. As part of their global jihad' (line 9). Trump positions himself as speaking on behalf of all American citizens, signal the use of 'we' (line 3 and 4).

Moreover Trump would also control the number of immigrants who came to America to prevent from growing of radical thoughts of spreading. He used the term 'global jihad' (line 6 and 9) to trigger anti-Muslim sentiment. Trump suggested that America should not accept Muslim immigrants and refugees to America. He continued saying that those who searched refugee and shelter in the United States have intention of causing destruction and implant the fear in the American public. And Islamophobia is defined as anti-Muslim racism

Trump's speeches were full of orientations to psychological classifications such as 'reactions', 'sensed', and 'pain' which are created to react. Trump did not recommend what he 'really' felt, but instead they could do things. In this case, he used this emotion jargon in an shot to spur the American people, which

he was speaking for the ³ of Muslim immigrants. Trump shared the pain to people on the statement '*I don't think so. I don't think so. I don't think so*' (line 8). Not only, Trump spoke as ordinary American, but also he shared his feeling with them.

2.2. Terrorism

Yet after Trump's approval of stereotypes and Islamophobic behavior and rhetoric, Muslims were faced serious threat and discrimination. They were linked to terrorism. Political rhetoric was one of factors contributing to anti-Muslims hatred and discrimination. It was Islamophobic policy under Donald Trump's first year administration by implementing the National Security Act. This policy impacted major Muslim countries such as Libya, Yemen, Sudan, Iran, Syria and Somalia, because each of these countries was considered as sponsor of terrorism.

¹⁰tract 7. Terrorism

1. *We will defeat Islamic terrorism just as we have defeated every threat we ⁸ave faced at every age and before*
 2. *My administration will aggressively pursue joint and coalition military to crush and destroy ISIS.*
 3. *International corporation to cut off their funding, expanded intelligence sharing, and cyber warfare to disrupt and disable their propaganda and recruiting*
- (Donald Trump Speech in Youngstown, scene 00.25.41-00.26.11)
4. *We will unite the civilized world against radical Islamic terrorism which ⁹we will eradicate completely from the face of the earth*
- (Donald Trump Speech, 20 January 2017)

Trump aimed at eradicating radical Islam terrorism in the United States, one of them by tightening immigration policy (line 1). He assumed that every Muslim could be a terrorist. He would do operation against terrorists by doing collaboration with American allies to get radical Islamic terrorism away from the United States (line 2). In psychological aspect, Trump feared the radicalism of Islam—'will defeat Islamic terrorism' (line 1), 'will aggressively pursue joint' (line 2), 'to disrupt and disable' (line 3), will eradicate' (line 4). In fact, According to Scarcella, Page, and Furtado (2016) that radicalization is any kind of vocal opposition dedicated to some values of liberal, rule of law, and democracy. It is a myth blew up by digital popular media as a vehicle for Elites and policy makers to explore the process by which a terrorist is made. ISIS itself recruited for anyone who wanted to combat on behalf of its ideology.

Islamophobia was a part of public imagination. Islamophobia has a function to mobilise people in support of particular issues and over time becomes the catchword of a social movement. Muslims in America were shocked, upset, sad, and traumatized after the policy was implemented. Trump had no doubt to exploit it for political interest and this was one of the factors that won him to become the president of the United States. Islamophobia was no longer campaign strategy, but it became official policy. This policy was absolutely made as a step of protecting national security.

CONCLUSION

American studies has the main characteristics of an interdisciplinary study to analyse about America and its people. This research finds that American phenomenon of Islamophobia could be studied through two disciplines—sociology and psychology supported by Critical Discourse Analysis. Donald Trump used the term of Islamophobia as a strategy for winning his campaign in The United States presidential election of 2016. Election is to be a great moment for major catalyst in the growth of Islamophobia in America. The first result shows that Donald Trump's speeches were greatly influenced by his ideology of a republican adopting conservative philosophy. Some of conservative values, were such as strong nation, Protestant work ethics, and traditional individualism. Trump's policy for national security triggered the escalation of Islamophobia in America. And the last result, the discursive psychological approach showed a number of advantages to analyse Islamophobia correlated with Donald Trump's speech documentary videos. Some statements from Trump in his speeches are actually to give great influences toward American voters to choose himself as the president by issuing the national security from the dangers of terrorism and radicalism. This approach also helps the researchers to get good understanding about American culture and society. And The approach of trans-national framework in American studies can be an alternative issue for other researchers in the future.

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