

Political Discourse Analysis on Trump's Ideology

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Abstract

This study belongs to Critical Discourse Analysis in sub-branch of Political Discourse. The analysis of this research uses the CDA theory by Norman Fairclough which is widely known as 3D model. Since CDA is closely related to ideology, this study investigates the ideology held by the text producer, speaker. The data used in this study is the speeches delivered by Trump in 2015 as the announcement of his decision to run in the US presidential race. Generally, there are two major topics in them: the dissatisfaction of the current government's work, especially in economical and political aspect, and the negative perception on Islam. These are considered as Trump's ideology. Based on the analysis, it can be inferred that Trump seems to have been successful in creating his discourse. He has successfully persuaded the audience to be on his side.

Keywords: *CDA, political speech, 3D Model, U.S., Islam.*

INTRODUCTION

Critical Discourse Analysis (CDA, henceforth), as part of discourse analysis, has recently developed quickly in abroad and has achieved great achievements for the past twenty years (Wang, 2010). This makes sense since it is a study focusing on the analysis of language use related to the social and political context which is covering almost the whole aspects of language use in relation with social and political matters. As defined by Fairclough (1995: 1), CDA is the analytical framework for studying language in relation with ideology and power and throughout as resource for people who are struggling against oppression and dominance in the form of linguistics. Fairclough points out that ideology is closely tied to the use of language, especially in social and political context. Furthermore, CDA functions to explore the relationship among language, ideology and power (Wang, 2010). Broadly speaking in the study of language, CDA is defined as the linguistics analysis of language use related to

socio-political context in which it functions to reveal the ideology unknown in the discourse.

The use of language in terms of political context draws the idea of the sub-branch of CDA namely Political Discourse (PD, henceforth). What make PD differs from CDA is by delimiting the subject matter of the analysis as being concerned with either formal or informal political context and political actors containing politicians, political institutions, government, political media and political supporters operating in political environment to achieve a certain political goal (Al-Faki, 2014). Accordingly, PD is used for CDA focusing on political matter. Understanding the term of PD, it is essential to learn politics through linguistics analysis (language) because as Al-Faki (2014) stated that discourse is never neutral to represent this world. Indeed, language is never neutral too because all language has binary structure that every noun, adjective and verb has its direct opposite (Jackson, 2014). Hence, language through discourse represents the speaker's perception or judgment on other people, events or actions.

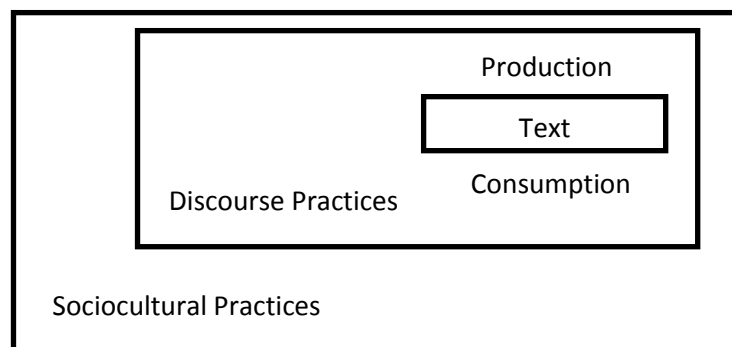
The object of CDA is public text and speech, such as advertisement, newspaper, political propagandas, official documents, laws, regulation and so forth. Among the pieces interesting to explore these days are Trump's speeches. In running the presidential election, he likes to create controversies. Surprisingly, this way has drawn attention from American citizens; he even won the pre-poll in several states in the country. This article aims to reveal Trump's ideology by employing CDA, especially PD related to the social and political context.

Other researches on the similar subject have been conducted by others. Wang (2010) studied the speched from Obama. Another similar analysis was also done by Sipra and Rashid (2010) on Martin Luther King's speech. Erdogan's speeches had also been analyzed by Bayram (2010). This article has different data and theory applied.

Critical Discourse Analysis

There are actually numbers of theory contribute in the field of CDA such as the one proposed by Sara Mills, Van Luween, Van Dijk, Fairclough, etc. Yet, each theory serves different focus and the theory proposed by Fairclough is the most applicable to this research because his theory mainly focuses on the economic and political interest since this research is a type of political discourse.

CDA theory proposed by Fairclough is called 3D theory because he believes that CDA is consolidated as a three-dimensional framework where the aim is to map three separate form of analysis onto one another: analysis of language text (written or spoken), analysis of discourse practices (text production, distribution and consumption) and analysis of discursive events as instances of sociocultural aspects (1995: 2). Its concept is pictured below.



The three pillars analysed in 3D model proposed by fairclough consists of textual analysis, discourse practices and socio-cultural practices. In textual analysis, Fairclough claims that a text possesses two fundamental social processes: cognition and representation of the world, and social interaction. Further, as Sipra and Rashid's point out (2013) that textual analysis is strongly linked with the analysis of language used by people in real life. While the second pillar, discourse practices, it deals with how text is produced and consumed. Simply, this pillar portrays how the ideology is carried by the text producer(s)

through the discursive practices in order to tie their ideology reflected through text with the hearer(s) perception. The last pillar is socio-cultural practices which reflect the ideology of the society (Eriyanto, 2001: 320). In a broader sense, this point explicates the social condition carried by the speaker/writer which later surely impacts significantly towards the text. These surely shape up how texts are produced and consumed.

Method

The data analysed in this research is a speech delivered by Donald Trump. The speech was taken from YouTube.com which was uploaded in 17 June 2015. The speech was the first speech given by Him containing the announcement of his running in USA presidential election in 2017. The speech was chosen because it is the most-watched and most-comments-appealing which attracted more than 2 millions viewers. The description of the data is shown below:

Features	Points
Length	51:15 min.
Words	8.748
Sentence	689
Clause	1.078

Result and Discussion

Textual analysis

The first analysis applied to the data is textual analysis which in this part, the theory, especially transitivity analysis, proposed by M.A.K Halliday would be applied to it. This comes without no reason because it is Halliday's Systemic Functional Grammar (SFG, henceforth) widely considered to be the main foundation of CDA as well as other theories in pragmatic (Wang, 2010). As stated

by Morley (2000: 4) that Halliday's SFG has been marked by its recognition that all language take place in the context of social situation, regardless its form, that the context contributes in shaping and establishing the nature and meaning of language used, and language's account conversely therefore include reference to that context of use.

The SFG proposed by Halliday actually consists of three functions namely Ideational, Interpersonal and textual function which are bound up as Language Metafunction. However, the function used in the analysis is limited to Ideational function since this function serves really "Textual analysis" where it observes the component of the text. Furthermore, Wang (2010) claims that transitivity represents the Ideational function in the text.

Ideational meaning at clause level is represented by the categories of activities reflected by the verb in it. There are 6 major processes proposed by Halliday: material, mental, verbal, behavioral, relational and existential. Below is the finding of the processes in Trump's speech.

Types of Process		Number		%	
Material process		398		36,92	
Mental process		204		18,92	
Verbal process		97		9,00	
Behavioural process		21		1,95	
Existential process		11		1,02	
Relational process	Attributive	347	261	32,19	24,21
	Identifying		86		7,98
Total		1.078		100	

Transitivity figures the speech

From the figure above, we can see that material process is the one used most, 36,92%, followed by relational process, 32,19%, and then mental process, 18,92%. These dominant processes are analyzed further below.

Material Process

As has been defined on the table 2, Material process is the process of doing or physical action. The process is usually signalled with verbs expressing an action, either concrete or abstract. This process is built up by three components which are Actor (Subject), Material process (Verb) and Goal (Object).

Actor	Process	Goal
I, We, Our	Make, come, throw, rebuild, do, happen, terminate, etc.	The General Patton, Iraq, Iran, Barrack Obama, a lot of great deals, an amazing job

From the table 4, we can see that the most-used actors containing in the speech are I, We, and Our. Those choices are not actually selected randomly. The use of actor I reflects the ideology that he is the best person to lead America with his plans and policies. While the use of actor We and Our is believed to persuade the audience that either he and the audience are in the same level and the same position to build a better USA. Fairclough in Al-Faki (2014) further says that when the pronoun “we” is used by the leader as part of the led, it assimilates the leader to “the people” possibly as a humbling tactic. In addition, the choice of this actor can also mean that he (if get elected as USA’s president) will not be reluctant to work together with the citizens to make America great again. In terms of Material process use which is mostly used process in the speech, according to Wang (2010) Material as a process of doing is a good choice to address the audience about what the government have achieved, are doing and will do in different aspects of affairs. In addition, “the process can also arouse the American people’s confidence towards the president and his government

and to get their support in policies or measures in the following four years.” For example,

I will find (Material process) — within our military, I will find the General Patton (Material process) or I will find General MacArthur (Material process), I will find the right guy (Material process). I will find the guy (Material process) that’s going to take that military (Material process) and make it (Material process) really work (Material process). Nobody, nobody will be pushing us around (Material process).

Relational process

As shown in the table 2 that Relational process is a process of “being”, it actually comprises of two modes, which are Attributive and Identifying. Attributive Relational process defines the status of an object possesses or things it belongs to, while the second one shows the value of two entities involved in the sentence.

Attributive	Identifying
We have a disaster called a big lie: Obamacare.	He is not a leader.
He was vibrant.	That’s the big league.
The American dream is dead.	Yemen was a great victory.

Table 5. Transitivity on speech’s Relational process

According to Wang (2010), Relational process is a good choice of type process used in the speech because it functions to explain the complex relationships between some abstract items because it sounds definite. Furthermore, the process accounts for a large proportion in these addresses to elaborate the relationship between the existed ideas or traditional idea with the speaker’s beliefs. Yumin in Wang further points out that the elaboration can make the Trump’s reasoning naturally and unconsciously accepted and it makes the required sacrifice in the speech willingly taken by the audience. In a simple sense, relational process can be employed as the process to bind the paradigm or

points of view the American citizens; they grasp a new paradigm the speaker holds. This results to the new ideas built in the package of the speech will be more easily accepted by the audience. Moreover, this strenghtens the claims and next-policies Trump has made and make it seem sensible.

Mental Process

Mental process deals with the human’s sense such as feeling, thinking, recognising, etc. This process involves three aspects which are Senser (the subject experiences the phenomenon), Mental process (the action) and Phenomenon. For example,

No	Sentence (Clause)
1	I still hate to see
2	They wanted to do a great job
3	We don’t know anything about that.
4	Do you really think that these people are interested in Yemen?
5	... because our leader doesn’t understand the game.

Table 6. The transitivity of sample speech on Mental process

Human’s sense is always tied up with the emotion. In this case, the function of human sense employed in the mental process is also to tie the emotion of the audience. In line with that, Wang (2010) also says that mental process as a process of sensing functions to appeal the audience’s inner heart and connect them with the speaker’s political beliefs and ambition. Hence, the audience’s emotion of promotion and willingness to devotion will be aroused. This can be clearly seen that through this process the speaker aims to connect the audience’s emotion with his emotion through the speech about his beliefs and political ideas.

Discourse Practices

Discourse practice is the process of text production, distribution and consumption (Fairclough, 1995: 2). This makes sense because as Eriyanto (2001: 316) claims that a text is produced through discursive practices where it will determine how text is produced. Meaning, How the Discourse practices contributes towards CDA can be tracked from the text producer and text consumer.

Trump is a successful businessman who can be proven through the properties and wealth he owns. Actually, he not only owns concrete properties, but he also has the ownership and broadcast rights for the three largest beauty pageant contests in the world namely Miss Universe, Miss USA and Miss Teen USA Pageants. In addition, he is also a writer of his "Trilogy" biography book and a star of television reality named "The Apprentice". From this point, we can see that Trump is a great businessman and this brings paradigm that he is good in managing things.

From the speech, we can see that Trump mostly talk about business and things dealing with business. He talks about how to be a president should posses a high-skill of make a deal. He even dispraises current USA president, Barrack Obama by saying that Obama does not have a good skill of making a deal. Further, he also talks about how an industry (Ford) contributes to the nation and how to solve the barrier when it comes. Then, if we saw deeper on the speech, we would find that either explicitly or implicitly, many things he strongly believes would work if the process of making the deal ran well. This is undoubtedly inevitable to see that he is perfectly able to drive the Americans to be in his side. From this point, the good skill of making deal he possesses also signals his cleverness in observing to whom he is talking to.

Since discourse practices function to tie the textual analysis and sociocultural analysis, this pillar can not be separated with the textual analysis done before. in the textual analysis, Trump is said to have successfully persuaded

the society to agree upon what he said. He successfully employs the characteristic of persuasive text by constructing the text well through a good strategy of Halliday's transitivity well. Broadly speaking, the text is well built as a form of discursive practice.

Sociocultural Practices

According to Eriyanto (2001: 322), there are three levels of sociocultural analysis in a discourse which are Situational, Institutional and Social. In situational level, discourse analysis considers the context of the text when it is produced. Institutional level deals with the political and economical interest of the current social issue. The final level namely social level, it deals with the social condition including political system, economical system and the culture of the society in general.

There are actually two major points on Trump's speech which are presumably to be his main ideology. Those two major points are about American political affairs, either domestic or international, and Islamic status in the US. In situational level, he responds towards the situation in the Middle East. He gives claims that the US involvement in Israel-Palestine war was insane. He claims that there were no benefits in keep interfering the political situation takes place in the Middle East. Even, he believes that it just brought loss to the country. Yet, it does not mean he was in the side of Muslim People. He even makes a controversial claims upon muslim by saying that Islam is the actor behind the 9/11 incident. He further even plans to ban muslim from entering the US. In order to strengthen his position, this is alleged to be a good idea to be the topic he brought because the US gives no interest to muslim and assumes that muslim is the actor behind any terrorism. In addition, this structure belief is actually correlating with social change level. Trump knows that the US citizens hate muslim. So by bringing the ideology of hating islam, it is easy for the society to understand and support him as the leader.

In institutional level, Trum is clever enough to ring the idea of the US political affairs, either domestic or international scale. Firstly, he gives a potray about the situation of what happened to USA economical condition. He explains that the current government has failed to bring the economical conditionn to a better situation. The evidence of this paradigm is his explanation about one of great manufactory that contributes so much to the country's economical live. He explains how it was lost and how he would to bring it back. The explanation about the US strategy in political matters is also highlited in his speech. He potrays the social condition of the jobless rate as well as the economical condition of the US compared to the other countries. The strategy in institutional level is scuccessfully brought by Trump to make the US citizens support him, either his ideology or political views.

Conclusion

The critical discourse analysis done to the data, in here the data is Donald Trump's speech, draws three general points. The ideology reflected in the speech by Donald Trump is the dissatisfaction of the current government's work, especially in economical and political aspect, and the negative perception of muslim. In transferring his ideology, Trump is smart enough to do that. He successfully combine the textual practices, discourse practices and sociocultural practices well. Saying, he is completely able to create a good dicourse. He is, from the analysis, success in persuading the US citizen to agree and support his ideology.

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