"Make America Great Again": Construction of Ideology through Usage of Language

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Abstract—*The speech is the tool of charismatic leaders to promote their ideology to the millions of people. Discourse analysis (Zellig Harris) is a significant concept and it can also be used to analyse the spoken, written, sign and any semiotic event. The oration of the leaders has brought in many notable changes in the world. Since from the civilisation till to date, it has made a drastic change in the behaviour of the people. Donald Trump, the 45th President of United States of America won the election because of his speeches that are addressed the people in respective to their social, economic and political need. Now a day, the political campaigns are spreading virally in the online media platform and the speeches are being reached to many people. This spoken discourse analysis will help us in analysing the motive behind the successful oration. The paper seeks to analyze the construction of ideology in Trump's presidential campaign and victory speech. The spoken text will be analyzed through the context and semantic techniques to understand the usage of language in his oration*

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The language has been a medium in expressing one's thoughts and ideas to the listener. The thought of an individual and the language are interlinked, they can be known as 'mirror of mind' (Chomsky, pp-1). In western arena of politics, the transmission, reproduction and circulation of idea has attained its marvelous possibility through media (Tsakona). These ideas' that gets viral through new media and the political campaign has created interest among people irrespective of the boundaries. The study of the meaning can be gathered through the study of use in context (Chomsky, pp-23). The political campaigns by Donald Trump in presidential campaign and victory speech have a major role to do with his triumph as a President. Those speeches are appealing and can also be spotted as a path for his success. The usage of words and the oration techniques will be explored through this study. The research is a descriptive type of study where the presidential campaign speech and the victory speech will be analysed in accordance with discourse analysis. The paper proposes that Donald Trump's speech has the room to impress wider audience in promoting his ideology through the usage of literary tropes in most effective manner. The research

questions are how does coherence helps in creating expected effect in audience and what kind of identity did he refer himself before his spectators.

The study of rhetorical tropes are in discussion since Aristotle, their goals is to attract audience and persuade them (Tsakona).This research will answers to the questions which deal with the gestures, intonation, stress, and repetition and pronoun usage in a speech and coherence with spectator's effect. The orator's speech revolves around the reference, content of expression in proportion to the entities in the society. Ke Liu says that Critical Discourse Analysis is used to correlate the inter relationship among language, power, and ideology, it also explore the meaning in a discourse. (Liu & Guo 2016). According to Brian Paltridge, discourse analysis examines the text in relation to social and cultural context; it helps us to understand the effects of language usage upon social identity and relations. Extra textual context works in relation with the text and situation in which the text has been created and interpreted. (Maibauer, 2012, p-11)The victory speech by Trump was addressed in New York City before thousands of people. He draws a connection between him in relation with the social and cultural factor. In his speech for the presidential campaign, he defends his idea of America not being great all these years. He brings references from political, economic, and social scenarios to prove his points. He drastically shifts views from his ideology to his presidential duties.

In Introduction to Discourse Analysis Theory and Method, Gee says that "In language, there are important connections among saying (informing), doing (action), and being (identity)."(Gee,2014, p.2). Blommaert defines discourse as "comprises all forms of meaningful semiotic human activity seen in action with connection with social, cultural, and historical patterns and developments of use…" and he also terms it as "language- in- action" (as cited in Paul Gee et la., 2012, p.541). The social language involves "Who-doing-whats", it involves the language in relation to the valuing, believing, felling, linguistic symbols and etc… (Gee, 2014, p.63). In Trump's oration has constitutes of propaganda

for the upcoming years, through his speech which has the satisfying elements in relation to the linguistic symbols.

Burkhardt has proposed four techniques that can be used for understanding 'ideological reconstruction' and they are lexical-semantic techniques, sentence and text-semantic procedures, pragmatic text-linguistic techniques, and semiotic techniques (as cited in Wodak, 2012, p.527). There is "pragmatic marker" which is essentially connected to the context sensitivity. (Finkbeiner, Meibauer & Schumacher,2012, p-2). These pragmatic markers create responses among the audience.

Van Dijk, and Kintsch, 1983 argues that the discourse can be analyzed by using few strategies and they are formation of experience model, context model, situation model, genre selection, semantics, syntax and lexicon, expression and cross level. (2012). Givon and Lambrecht says that the w*ord order, topic functions, pronouns, definite descriptions, nominalization, passive structures and many other syntactic properties of discourse are variously based on the availability or accessibility of information in current situation and context models*(as cited in Dijk, 2012, p.593). Fairclough interprets discourse as three dimensions and they are text, interaction, and context. These three dimensions can be incorporated in the analysis to understand the construction of ideology.

Context models use language to adopt discourse to communicate situation in an appropriate manner. These context models also features the communicative role of a politician and they are dynamic in discourse processing (Dijk, 2012). Donald Trump's presidential campaign speech was given in Trump Tower, New York City on June 16, 2015. Victory speech was addressed on November 9, 2016 in New York City after winning the presidential election. Donald Trump speeches have an emphasis on the economic catastrophe and to make America great again, his statements are simple and emotional.

Trump's significant ideology revolves around employment, industrial development and economic growth. In victory speech, *we are going to rebuild our inner cities and rebuild our highways, bridges, tunnels, airports, schools, hospitals...And we will put millions of our people to work as we rebuild it.* In presidential campaign, *A lot of people up there can't get jobs, because China has our jobs and Mexico has our jobs.They all have jobs, (Presidential campaign)* a statement of unemployment is being uttered and he connects it with the real context that has been faced by the people of America. Gee attempts two works for the speaker and two works for the listener. A speaker needs to consider the receipt design and position design and for the listener it is situation meaning and response design. These designed works involves identities. (Gee, 2014, p-21-24). The listener screams among the crowd by saying "We want jobs", and "U.S.A" which are context-sensitivity statement. The speaker has situated himself in a position which has created a response among the crowd. His statements in victory speech, *It's time for America to bind the wounds of division, have to get together. To all Republicans and Democrats and independents across this nation, I say it is time for us to come together as one united people*, is a marker of unity in diverse opinion and opposition. He has also added a sense of humor which creates havoc in the crowd. These can be linked as a process of social context and interaction as mentioned by Fairclough.

As Fairclough has mentioned the discourse can be initiated by interpreting the structure of the text. The usage of pronouns goes hand in hand in creating the identity. "Identity is the way people see themselves in relation to the others in the society" (Meriel Bloor and Thomas Boor, 2007). The plural pronoun denotes to more than one people. Trump begins his ideology with 'you', 'we', and 'us' gradually he heads to 'I', which is a techniques that makes the people fall for his ideology. The love for the nation is indirectly guiding the listeners towards his ideology. These pronouns have played a prominent role in withstanding his ideologies. Most of his sentences connects the people initially and then it narrow downs. The victory speech, ends with the notion of promise, he says "I promise you that I will not let you down. We will do a great job", this statement is articulated in the end of the speech. In this sentence, he makes a gradual shift from objective narrative to subjectivity.

Ronald Carter defines two creative process and they are "Pattern forming" and "Pattern re-forming" .(Tsakona) In Trump's speech one can find the element of punning as 'Pattern re-forming' method. He criticizes Mr. Barack Obama, in presidential campaign, he says that *Our country needs a truly great leader...we also need a cheerleader...I think he will be a great cheerleader for the country. He was vibrant. He was young. I really thought that he would be a great cheerleader. He's not a leader*. Initially, he establishes the election process and the need for a leader; he puts forth Obama as a great cheerleader. He gradually demolishes the fact as Obama isn't a great leader. The transaction from positivity of a person to negativity of an individual has the punning elements.

According to Brian Paltridge, discourse analysis examines the text in relation to social and cultural context; it helps us to understand the effects of language usage upon social identity and relations. The victory speech by Trump was addressed in New York City before thousands of people. He draws a connection between him in relation with the social and cultural factor. "The U.S. has become a dumping ground for everybody else's problems". This statement has significance in the Americans' context. The unemployment problem that U.S. is facing currently is because of the abroad talented people occupying their jobs. This kind of idea has been promoted through this statement "America is for Americans". The speeches of the charismatic leaders are built around the context and situation of the countrymen. Trump has followed the same path of his fore runners.

This speech was addresses to Americans, So, the concept of nationality was brought in to bridge them together "America will no longer settle for anything less than the best." "Function words show how the content words in a phrase, clause, or sentence relate to each other, or how pieces of information fit into the overall on-going communication" (Gee, 2014, p.149).Trump has a catchphrase "Make America Great Again", which is prominent and dominant in his speech.

Information saliency is denoted by stress and it's a psychological concept. "An intonation unit" is all the words that precede a pitch glide and the words following it over which the glide continues to move (fall or rise) (Gee, 2014, p. 151 and 152). Tone conveys meaning at the level of word and intonation conveys it's meaning at sentence level or discourse level(Zsiga, 29). Stress is prominent among syllabus in which they are longer, louder, higher-pitched. (Zsiga,31) In presidential campaign, "We/ don't/ have/ victories any more", he stress, every word to make an emphasis on it. In victory speech, "We will have great relationships. We expect to have great, great, relationships", in this statement the word "Great" has been repeated twice as an attempt to emphasis on the fact. Alliteration has the ability to make the sentence to remember for a longer period of time. "I will bring it back bigger and better and stronger than ever before" ,/b/ is the sound which is alliterated in the sentence. In presidential speech, he repeats the statement, "They beat us all the time", "Our enemies are getting stronger and stronger, and we lost thousands of lives, thousands in Iraq", "We have wounded soldiers, who I love, I love. They're great, all over the place, thousands and thousands of wounded soldiers", "And remember the $ 5 billion website? $ 5 billion we spent on a website, and to this day it doesn't work. A $5 billion website". "We will do very, very well, very, very well". these are few traces in his speech which has the element of repetition in terms of economy, these kind of repetition emphasis on the truth speaking factor of the speaker. In the above statement, the word "very" has been used four times in a single statement.

"The forgotten men and women of our country will be forgotten no longer", utters it in victory speech." No dream is too big, no challenge is too great". In presidential campaign he says, "Everybody thought that the deal was dead.", "Great state, great people." These kinds of statements are rhythmic and has the ability to make the people remember and they take away the idea. The rhythm and pattern in the statement is like a take away product which the people hold on to.

The Bostonglobe reviewed the language of 19 presidential candidates of 2016 election. The analysis was done using Flesch-Kincaid readability test which is used for grade-level ranking. The result was that Trump's speech can be interpreted by fourth grade- student and Clinton's speech level was in eighth-grade. (Viser, 2015) His articulation language is understandable and simple.

I'm meeting with three of them in the next week and they don't know- "Are you running? Are you not running? Could

we have their support? What do we do? How do we do it?" I like them and I here their speeches. And they don't talk China. When was the last time you heard China is killing us? They are devaluing their currency to a level that you wouldn't believe.

This stanza contains 71 words and among them approximately, 61 words are monosyllabic, 12 are disyllabic, and 2 are tri syllable words. He doesn't use lofty language. The sentences are constructed where the core idea is the last word. His utterance has this ability to make the people remember his idea. An extract from presidential campaign is taken,

When Mexico sends its people, they're sending people that have lots of problems, and they're bringing those problems with us. They're bringing drugs. They're bringing crime. They're rapists. And some, I assume, are good people

The final words are important and crucial in his speech. The above lines has "us, drug, crime, rapist, people" as its last word which actually conveys the meaning of the whole sentence. His last words are crucial and they contain important idea. "The appropriate anaphoric connection is a matter of inferring which most closely with the reader's contextual knowledge of the world…it's a matter of discourse interpretation" (Widdowson, p.44).It is used as an effective and emphasizing tool. Like Martin Luther King Jr. in which has used anaphora in his speech "I have a dream"…"One hundred years later", "Now is the time" and " we cannot be satisfied" and lot more can be seen in his speech. Similarly, in presidential campaign speech, the statement"Our Country has tremendous potential" can be related to the victory speech where he uses. "Tremendous potential. I've gotten to know our country so well. Tremendous potential" In both these speeches, the five syllable word is common and that is "tremendous". similarly he uses many words in his narrative. Satirical statements were also used in the speech "Obama is going to be out playing golf. He might be on one of the courses" This statement speaks about the irresponsible politicians on their duties; he brings this to strengthen himself as a responsible person for the post of President. "Our country truly needs a great leader", where he addresses himself as a true leader. His speech has well knitted the content with anecdotes, political scenario and economic situation of the country. The coherence can be seen through his body gestures, intonation, stress, repetition, alliteration and parallelism. His two speeches have cohesion, coherence and approachability. This has made possible by Donald Trump in crafting the language in an effective way. The people response can be clearly stated through their response of their statement "U.S.A".This part of connection is considerably the bridge between the connection and text.

Trump's political speech had the effect in the spectator and they were in accordance with that of his rhetoric method. It had its unique impact on the country than any other politicians. The content also plays a vital role in establishing

its idea but it should correlate and cohere with that of its context. The politics widely rests on the articulation of speech when the candidate proposes. His speech can be dissected and analyzed in further manner to know the importance of its usage and value. These discussed rhetorical techniques, which usually appeals to emotion of an individual. In Trump's speech he initially introduces the problem of the nation, further adds his policies and ends with the notion of America. Donald trump's rhetoric style also has flaws which can be mentioned effectively, his inauguration and political campaign can be analyzed.

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