Discourse in Matrix of Power: The Textual Analysis of First Presidential Speech by Donald. J. Trump at White House in the Context of Norman Fairclough's Modal of Three Levels of Discourse

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ABSTRACT

This research study aims at the analysis of President Donald. J. Trump's political discourse (his speech) delivered at White House, America on Jan 30, 2018, by discussing it as *power discourse*. It focuses upon the linguistic and stylistic analysis of president's political discourse. Hence, the research probes into the detail analysis of how in his speech Donald has used different sentence structures, repetitions, ellipses, parallelism, political jargon, technical vocabulary, figurative language and many other linguistic features. Furthermore, the researcher has also analyzed his speech from the angel of discourse properties his speech exhibits. Since discourses are shaped by power and *positioning* of the socially conditioned status of the persons, the researcher argues here that his political discourse actually demonstrates Trump's power position and his ideology as expressed in his speech. Besides, Norman Fairclough's *modal of three levels or dimensions of discourse* (Description, interpretation and explanation) has been taken as a theoretical framework of this research study to analyze his speech. The research probes into the detail analysis of how he uses repetitions, ellipses, parallelism, political jargon, anaphoric and anaphoric references in his speech. This is a qualitative research in design and is based on the descriptive analysis. The interpretive analysis as a method has also been adopted to interpret Donald's speech in framework presented by Fairclough. The significance of the research lies in the fact that it contributes to the field of to the body of Stylistics, Critical Discourse Analysis, Political and Visionary Discourse and modern literary theory.

Key words: Political Discourse, Power Discourse, Text and Textuality, Positioning, Linguistic Features, Discourse Properties, Framing Move, Political Ideology

INTRODUCTION

Before proceeding further, it is pertinent to discuss the relation between language and society and the positioning of language in social context. Fairclough (2001) has opined about the connection between language and its relation with society and social phenomenon as: "Linguistic phenomena are social in the sense that whenever people speak or listen or write or read, they do so in ways which are determined socially and have social effects"(p.19). He further states in this context, "Linguistic is one strand of the social and whereas all linguistic phenomenon are social, not all social phenomenon is linguistic" (p.19). Hence, language in itself is a social process because it is produced in socially conditioned phenomenon. The social conditions are also important "in which texts are produced and interpreted" (Fairclough, p.21). For discourse analysts, language severs as text as has been hinted at by Norman Fairclough, a renowned discourse analyst. Text has been defined by Fairclough (2001) in his book *Language and Power, Second Edition* as:

A text is a product rather than a process…a product of the process of text production. But I shall use the term discourse to refer to the whole process of social interaction of which text is just a part. This process includes in addition to the text the process of production, of which text is just a part. (p.20)

The appropriate definition of text has also been presented by Michael Halliday and Ruqaiya Hassan (1976). Rodney. H. Jones in his book *Discourse Analysis* (2012) has quoted them. According to them:

The word text in linguistics to refer to any passage, spoken or written, of whatever length, that does form a unified whole….A text may be spoken or written, prose or verse, dialogue or monologue. It may be anything from a single proverb to a whole play. A text is a unit of language in use, it is not a grammatical unit, like a clause or a sentence. A text is sometimes envisaged to be some kind of super – sentence, a grammatical unit that is larg-

er than a sentence but is related to the sentence in the way that a sentence is related to a clause to a group and so on. A text is best regarded as the semantic unit: unit not of form but of meaning. (p. 140-141)

The researcher argues in this research that the political discourse of President Donald. J. Trump, serves as a text here and a text that has further embedded into it a structure that encompasses different stylistic techniques. As "a text does not consist of sentences; it is realized by, or encoded in, sentences" (Michael Halliday and Ruqaiya Hassan, p.141). So, the text of Donald political discourse is not only strings of sentences put together, it also has a structure as any text has a texture. "A text has texture, and this is what distinguishes it from something that is not a text. It derives this texture from the fact that it functions as a unity with respect to its environment" (Michael Halliday and Ruqaiya Hassan, p.141).

In light of the above definition of texture as given by the re known discourse analysts, it is argued that the traces of the use of political jargon, features of spoken discourse, different stylistic techniques and plethora of language features are found in Donald's use of sentence structure, vocabulary and spoken discourse. Above all his ideas have cohesive ties which serve as textual tapestry in his speech. The properties of texture: coherence, cohesion, references (anaphoric and cataphoric) and repetitions constitute his speech. The imminent analysis will show how they are embedded into his political discourse by giving his speech text- texture structure. His discourse falls into the category of face to face discourse. So, the study focuses upon the critical, political, linguistic, stylistic and textual analysis of president's political discourse framing it in a framework of M. K. Halliday's *notion of text* and Norman Fairclough's *modal of three levels or dimensions of discourse* (Description, interpretation and explanation).

RESEARCH METHODOLOGY

This research is qualitative in design and is based on the descriptive analysis of the political discourse by Donald. J. Trump. The textual analysis out of qualitative research paradigm has also been employed to do textual analysis of Donald. J. Trump's speech since his speech serves as a text here. So, the text serves as a primary data in this research. Besides, the interpretation is done by the researcher so is based on the self-analysis. The researcher has adopted the qualitative research methodology for collecting the data about the proposed research topic. Furthermore, the research papers and scholarly articles from online journals and notions of different discourse analysts have been utilized to support the arguments of the researcher. Norman Fairclough's modal of three dimensions of discourse (Description, interpretation and explanation) has been taken as a theoretical framework to do textual analysis in this research.

Significance of the Research

This research would be a positive addition to Critical Discourse Analysis a subfield of Discourse Analysis. Within domain of CDA, Power Discourse and Political Discourse has

been focused, so this research would be fruitful for the researchers doing research in these areas in future. Besides, the analytical framework of Donald Trump's speech in White House delivered on Jan 30, 2018 will also be a helpful study for the researchers conducting research on Donald Trump during his political tenor in America.

Research Questions

The research study underhand focuses upon three major research questions which are:
- How Donald Trump's speech entails linguistic features?
- How Donald Trump's speech entails Discourse properties by appearing as a text?
- How his political discourse shows his power position in America by shedding light on his political ideology?
- How Donald Trump's speech can be analyzed from the framework of Norman Fairclough's modal of three levels or dimensions of discourse (Description, interpretation and explanation)?

Objectives

The research objectives in this research study are following:
- To discern linguistic features in Donald Trump's speech by considering it a text.
- To decode Donald Trump's speech at White House in context of his power ideology considering his presidency of America.
- To frame Donald Trump's speech in Norman Fairclough's modal of three levels or dimensions of discourse (Description, Interpretation and Explanation)

TEXTUAL ANALYSIS OF DONALD. J. TRUMP'S SPEECH AND HIS POLITICAL DISCOURSE

This section of the research study has been divided into three sections: textual analysis of Donald. J. Trump's speech, discourse in matrix of power: the ideology of power dominance through Donald. J. Trump's political discourse and finally, application of Norman Fairclough's modal of *three dimensions of discourse* on Donald. J. Trump's speech

Donald. J. Trump's Speech as a Textual Tapestry: Linguistic Analysis

This section would shed light on the proposed notion of the researcher that Donald. J. Trump's Speech serves as *text* from discourse analysis perspective. Here, the *textuality* of Donald's speech (text) has been argued. In this context, the foregrounding of the major linguistic features of his speech would be done to contribute to the fact that he has adopted various linguistic features and political discourse in his speech. Jones argues, "According to the linguist Michael Halliday (1994), we represent the world through language by choosing words that represent people, things or concepts (participants), and words about what these participants are doing to, with, or for one another (processes). All texts contain these two elements: participants and processes" (Jones, p.12). So, to discern dif-

ferent linguistics features and discourse elements in his text, the minute analysis of his speech has been done.

Analyzing from the perspective of linguistic and discourse features in his speech; the first thing to consider in his speech is *the narrative mode* which serves as framework of his speech. His speech is framed into narrative mood, grounded on lexical density since he has narrated most of the incidents in a matter of fact way while talking about the supremacy and political achievements of American government in prescribed time. From the infrastructure to the future projects, he has enumerated all the major targets achieved by the American government in a logical sequence using the narrative mode in his speech. While talking about the tax deduction, he states:

> We eliminated an especially cruel tax that fell mostly on Americans making less than $50,000 a year — forcing them to pay tremendous penalties simply because they could not afford government-ordered health plans. We repealed the core of disastrous Obamacare — the individual mandate is now gone (p.03).

The above written lines from the president's speech are explicitly written in narrative mode with past tense on the focus, as the past tense is usually adopted in narration. Likewise, the report of the majority of the past achievements has been delivered in narrative mode by him. The second important linguistic element discerned in president's speech is the emphatic use of *possessive pronoun 'we'* rather he has repeatedly used the word 'we' to address the audience (the imaginary audience and the present). The opening of the speech entails the use of 'we' where he states:

> We have faced challenges we expected, and others we could never have imagined. We have shared in the heights of victory and the pains of hardship. We endured floods and fires and storms. We endured floods and fires and storms. But through it all, we have seen the beauty of America's soul, and the steel in America's spine (p.01).

The repetition of the pronoun 'we' can be spotted in these sentences which has become a salient feature of his speech throughout. While talking about the new challenges Americans have to face the president has also employed the use of pronoun 'we'. But at the few places, he shifts his focus from the use of 'we' to the second person abruptly to give surprising turn to his audience, as it can be analyzed from the sentence "So to every citizen watching at home tonight… no matter where you have been, or where you come from, this is your time"(p.03). Here, in the last lines, while using pronoun 'you', he has taken a conversational shift on one hand and on the other hand, he calls to action the American citizens through this shift. The shift from the pronoun 'we' to pronoun 'you' in one sentence is important to mention here.

Besides, *the repetition* is the hallmark of the politicians' speeches. Hence, the repetition of the specific words, phrases and the sentences can also be noted in his speech. In the following sentence, the word American has been used repeatedly. "American heart, American hands, and American grit" (p.07) to stress national patriotism. Another apt example which can be taken to analyze the use of repetition in

president's speech is the sentence, "If there is a mountain, we climb it. If there is a frontier, we cross it. If there is a challenge, we tame it. If there is an opportunity, we seize it" (p.02). The repetition of the words 'if there- we can' as an expression have been taken the researcher to support the argument cited above. Another example of the repetition can be the sentence, "we are with you, we love you, and we will pull through together" (p.02).Furthermore, the structuring of short sentences in equal balance also causes rhythm and musicality to occur in these sentences. This element gives the musical note to these and many of his sentences. The sentence, "we are finally seeing rising wages" (p.03) also donates musical note to the listeners because of repetition of *ing* sound in it.

The narrative mode of Donald's speech implies *the use of third person absent* (he) and a direct shift from third person absent to direct address to third person present(name of the person).In the following sentences, this *pronoun – to- pronoun turn* can be noted.

> Ashlee was aboard one of the first helicopters on the scene in Houston during Hurricane Harvey. Through 18 hours of wind and rain, Ashlee braved live power lines and deep water, to help save more than 40 lives. Thank you, Ashlee. (p. 1-2)

What is observed in these sentences is the narration of the story of Ashlee to the audience as if he is no more present amid audience, then at the end; he has directly paid thanks to Ashlee who is present in audience. It is strategy adopted by him to balance the attention of audience. The same happens at in the following example where shift from third person absent to third person present has been adopted.

> Corey is an all- American worker. He supported himself through high school, lost his job during the 2008 recession… Corey plans to invest his tax-cut raise into his new home and his two daughters' education. Please join me in congratulating Corey (p.04).

Another notable discourse strategy adopted by Mr. President dominantly in his speech which is of paramount importance is the use of *present progressive tense*. He has repeatedly used this stylistic technique to emphasize the code of action; the Americans machinery is taking for the welfare of its country. The following sentence provides an appropriate example of this when Trump utters, "and we are serving our brave veterans, including giving our veterans choice in their healthcare decisions" (p.05). The coming sentences of this section of his speech, also characterize the repeated use of this progressive tense i.e., "we are appointing," and "we are defending" (p.05). This is a deviant linguistic use from the standard use of language as in standard language the much use of progressive sentence is not usually found.

However, Donald's speech also entails the use of 'rhetoric strategies', out of these rhetoric strategies is the use of *three successive sentences, words and phrases* which politicians are in habit of using in their political addresses. His speech is replete with this language move. In the sentence "We will do it with American heart, American hand and American grit" (p.07), the successive use of the triple expressions refers to

the previously proposed technique. The sentence, "my constant concern is for America's children, America's struggling workers and America's forgotten communities" (p.09) also hints towards the use of triple expressions successively in one sentence. Subsequently, this use of *thrice set words* also foregrounds the emphatic tone he has adopted throughout his speech. This strategy is used to put emphasize on the things, actions and political ideology. There are other examples of this three successive expression strategy which the following sentences will present.

"If there is a mountain, we climb it, if there is a frontier, we cross it, if there is a challenge, we tame it. If there is an opportunity, we seize it" (p.02)

"We are with you, we love you, and we will pull through together" (p.02)

"We are building a safe, strong and proud America" (p.02)

"Our challenges, our interests, our economy…" (p.11)

In these sentences, the triple words, expressions and sentences have been used which is the feature of politicians' language.

The next linguistic feature orchestrated in Donald's spoken discourse is the use of *political jargon* in his speech… another rhetoric strategy. To document this maneuvering, his few sentences can be analyzed. The words like *terrorists, Congress, legislation, my administration, challenges, reforms, pillars, territory, the terrible crises, the nuclear weapons, the dangerous defense sequester, our nation etc.* are nonetheless the words out of political jargon administrated by Donald. However, this political jargon is maintained with persuasive style of the speaker at numerous places, which is another important feature of political discourse of Donald under analysis. Persuasive language is used to put emphasis on the key words and key concepts by leaders, and political authorities. This style is used generally to make the listeners convince of one's achievements, arguments and ideas. In the sentence "we must modernize and rebuilt our nuclear arsenal" (p.12) political jargon has been used in persuasive style. Donald evokes the masses by calling them to action in the short sentence when he says, "Rebuild America's strength and confidence" (p.11). Similarly, the sentence "so let us come together, set the politics aside and finally get the job done" (p.11) is also uttered in persuasive tone. These sentences are also littered with political jargon.

Connected to this use of political jargon is the presence of the political *claptrap* in his speech which is the running element of the political jargon. *Political Claptrap* is a term which is analyzed by the discourse analysts in the speeches of the political leaders. Characteristically, this is actually a feature of political speech where the politicians in order to gain the attention of the masses, use the language which is based on pretentious vocabulary monitored by the speaker to get applause from the audience. The sentence "If there is a mountain, we climb it, if there is a frontier, we cross it, if there is a challenge, we tame it. If there is an opportunity, we seize it" (p.02) can be quoted as the finest example of this political strategy here, since the exaggeration to assert authority can be noted in these sentences. The sentence "we all share the same home, the same heart, the same destiny and the same great American flag" (p.04) has been used to trigger the patriotic zeal of the Americans and is also authentic example of political claptrap.

The use of *synecdoche* (a semantic term), has also been noticed in his speech. At several places, plethora of references are used which is actually the utilization of synecdoche (the use of the part to represent the whole, a class of metonymy). In the sentence "Administration has already taken swift action" (p.01), Donald has used synecdoche. Instead of using American administration, only the word administration has been used to convey the idea of American administration. Similarly, the Senate and Congress words have been used in diverse sentences to present American Congress and Senate. From the sentence "We have seen the beauty of America's soul and the steel in America's spine" (p.01) America's soul and America's spine are actually synecdoche.

Moreover, in the sentence "Apple has just announced its plan to invest" (p.04) *metonymy* has been used. Instead of using Apple mobile company, only the word 'apple 'has been used by the speaker. While doing so, Donald contextualizes that referring to a part; the listeners will understand what the speaker wants to refer to. As metonymy is a figure of speech which is the use of a part of a thing or concept to refer the whole and the complete so, it usually seems to be the part of political rhetoric. The activation of schema of the listeners is needed to infer the meaning from such words. This primacy of utilizing this literary technique lends poetic and literary aura to his political discourse. Another appropriate example would be the use of words Toyota and Mazda in the sentence, "Toyota and Mazda are opening up a planet in Albama" (p.06).

The most of the references used in his speech are *a demonstrative which is* another predominate linguistic feature in his text. The use of 'this' in the short sentences is the use of demonstrative pronoun. Besides, there is much use of the demonstrative 'that' in his discourse as in the sentence "that is what our country has always been about" (p.15). These are used to focus the attention of the listeners or readers to the facts he is presenting.

One can also trace *the use of adverbials* in his speech as in the sentence, "Tonight I am calling out the Congress to produce a bill" (p.07). Conversantly, the word 'tonight' here is the use of adverbial but the point to notice is the 'positioning' of such adverbials which has been done, to put emphasis on particular words. The sentence "so tonight, I am extending an open hand to work with members" (p.09) also exhibits the use of adverbial tonight." Here, to put emphasize on tonight, he has shifted the position of this word from the end of the sentence to the start. This 'positioning' is crucial, as it sets the mood of his intentions. The detail discussion about the use of the adverbials will be discussed in power discourse section later on.

The use of modals and auxiliaries can also be found in Donald's speech. His speech comprises of the words 'have' (auxiliary) 'will', 'must' and 'can' (modals). The sentence, "we must modernize and rebuild our nuclear arsenal" (p.12) stresses the course of an action with the word must. The next sentence, "we will work to fix bad trade deals" (p.07) entails the use of 'will' another modal. There are numerous such examples to be found in his speech.

Another important language feature which comes to forefront is the use *of technical vocabulary* in his discourse about everyday speech. The researcher argues that it is the demand of his political discourse. The sentence "I halted government"(p.06) and the expression "the patients with terminal conditions"(p.06) entail the use of the word *halt* which is inappropriate to be used with government machinery and the word 'terminal' out of motor highway vocabulary is used at place of emergency, which is a medical term and is associated with patients. The few similar examples can be presented where Donald has experimented with language.

The figurative language, the use of *personification and alliteration* as the stylistic techniques can also be spotted in Trump's speech. In the sentence "we saw strangers shielding strangers" (p.01) the *triples sound* is the use of alliteration. Similarly, it is also found in the words like "safe, strong and proud America" (p.02). The use of personification can also be noted in the sentence "unemployment claims have hit a 45 year low" (p.03) here unemployment acts as if it is a living entity to claim its rights. Another appropriate example of personification is of Toyota and Mazda acting like living human entities in the sentence, "Toyota and Mazda are opening up a planet in Albama" (p.06).

Nevertheless, Donald's sentences are replete with *excessive nouns and adjectives* even in their short structured sequence. The sentence, "we face rogue regimes, terrorists groups, and rivals like China and Russia that challenge our interests, our economy and our values" (p.11) present this fact. The next example is the sentence, "we will build gleaming new roads, bridges, highways, and waterways across our land" (p.07). In both sentences, the multiple nouns and adjectives in one go has been used to put emphasize. The use of *modals and auxiliaries* can also be found in Donald's speech. His speech comprises of the words 'have' (auxiliary) 'will', 'must' and 'can' (modals). The sentence, "we must modernize and rebuild our nuclear arsenal" (p.12) stresses the course of an action with the word must. The next sentence, "we will work to fix bad trade deals" (p.07) entails the use of 'will' another modal. There are numerous such examples to be found in his speech.

His speech has been sectioned into different portions since it talks about all the major fields of American life and Government. Elena Buja has stated in her research paper as:

> Some analysts, among whom we can mention Grimes (1975) and Hinds (1977), have come to the idea that the partitioning of discourse into smaller chunks, each on a separate topic, depends on the change of setting (time and place) and on the change of theme (the person or thing that is being talked about)(264).

Discourse Features in Donald. J. Trump's Speech

After analysis of his speech from stylistic point of view, in this section of the paper, Trump's speech has been analyzed by taking it as a piece of discourse. The researcher argues that it serves as *text* from discourse analysis perspective. Here, the *textuality* of Donald's speech (text) has been argued. Donald's speech also entails the *Anaphoric and Cataphoric references* which as stated earlier in the discussion,

give text its texture. *Anaphoric and Cataphoric references* are important features of *Discourse Analysis.* Fairclough argues that in analyzing the text, there is one tie which is of primordial importance that is reference (p.142). Reference is classified by the discourse analysts as *Anaphoric and Cataphoric references.* "This anaphoric function gives coherence to the sentences, so that we interpret them as a whole. Together, they form part of the same text" (Fairclough, p.141). So, they are what the texture consists of. They are important in giving cohesive link to the text. In the following short extract the use of anaphora is explicit.

> For decades, the open borders have allowed drugs and gangs to pour into the most vulnerable communities. They have allowed millions of low wage workers to complete their jobs and wages against the poorest Americans (p.08).

The use of pronoun 'they' in the second sentence refer to the words 'the open borders' in the first sentence which is the use of *anaphora.* Another example of this anaphoric reference is the sentence, "We heard about Americans like firefighter David Dahlberg. He is here with us too" (p.02). He in the sentence refers back to David Dahlberg, being an anaphoric reference. Opposite to anaphora is cataphoric reference which does not refer back rather it proceeds to refer ahead. The short extract "One of the toughest people ever to serve in his house…a guy who took a bullet, almost died, and was back to work three and half months later: the congressman Steve Scalise" (p.02) entails the cataphoric reference as the introduction of a guy leads towards his final identity in exposure of his name at the end.

Within *reference,* the element of *co-reference* is established. The words 'drugs and gangs' in the first sentence and 'they' in the second sentence act as identical in *reference* meaning by they refer to the same thing. "The two items are identical in reference or co referential" (Fairclough, p.142). Their co-referentiality is actually what gives this text or part of speech a cohesive tie. So the text has cohesive ties: reference, conjunction, ellipses are actually the cohesive ties which are also ambivalent in his speech. Fairclough has asserted that "the concept of the tie makes it possible to analyze a text in terms of its cohesive properties and give a systematic account of its patterns of texture" (Fairclough, p.141).

Cohesion and coherence are the important features of any text according to discourse analysts. Donald's speech entails *cohesive ties* as many chunks of piece of his speech demonstrate but there is no overall coherence to be found in his speech according to the researcher. Since his speech is basically meant to be delivered, so it is difficult to maintain coherence in it. The following passage is the example of cohesive piece of writing where cohesive links have been used to give connectivity to the flow of thought.

> So, every citizen watching at home tonight… no matter where you have been, or where you come from, this is your time. If you work hard, if you believe in yourself, if you believe in America, then you can dream anything (p.04).

The use of 'so', 'no matter', 'if- then', are the cohesive linkers here. The following sentence is also an appropriate example of cohesion, "As we rebuild our industries, it is also

time to rebuild our crumbling infrastructure" (p.07). The word 'as' is connectively linked with the use of the words 'it is also'.

Much use of the words *so* and as (connectors) at the start of the sentences act as cohesive linkers in his sentences as it is in the sentence, "As America regains its strength, this opportunity must be extended to all citizens" (p.08) and the use of 'so' in the sentence "So today, I am keeping another promise" (p.13) can be spotted. Talking about the coherence, as a discourse text analysis property, it can be argued since the speech is in chunks and sheds light on different thematic concerns, is not coherent as a whole. Rather coherent ideas can be spotted in individual passages related to one topic.

Donald. J. Trump's Political Discourse as Contrivance of Power Position

The notion of discourse analysis that text 'constructs' reality is applicable here. The de-coding of Trump's political discourse constructs the type of social reality. On the other hand the research study projects the notion that his speech demonstrates his power position. Fairclough (2001) has proposed the notion that there is always power behind multiple types of discourse meaning by there are different types of discourse related to different social professions and hierarchies which exhibit power through their agents or discourse producers. There is power in media discourse, medical discourse, political discourse, class discourse, and even standard language emerges as a power discourse. According to him, power relations are also to be found among men and women, young and old and "between social groupings in institutions" (p.28).

Fairclough (2001) in his book *Language and Power, Second Edition* asserts that "having access to prestigious sorts of discourse and powerful subject positions enhances publicly acknowledged status and authority…thus professional skills act as emblems of personal achievement" (p.53). In the light of this statement, the notion can be put forth that the prestigious status of Donald Trump gives him access and power to 'position' his discourse in parameters of power. "The question who has access to which discourse and who has the power to impose" (p.52) as put by Fairclough (2001) is answered by foregrounding the power position of Donald Trump through his discourse.

As the discussion in last section unveils the repeated use of Pronoun *we* by Donald so, his use of pronoun *'we'* is indicative of his power holding position. The use of pronoun 'we' refers to the authoritative use of language as the members of royal family use the pronoun 'we' in their language instead of using the pronoun 'I'. While talking about the state and state apparatus, he uses 'we' but he addresses American audience by calling them 'you'. This 'positioning' of the words 'you' and 'we' shows his administrative and political power as president of the world's greatest empire America. In the sentence, "We will work to fix bad trade deals and negotiate new ones" (p.05) the word 'we' refer to administrative body, which is in authority to enforce law, constitutions and introduce the new infrastructure to political, social and economical American setup where the president stands as a supreme ruling authority. A look into the use of such pronouns is mandatory. Following are the few of the sentences to analyze this notion and linguistic strategy.

> Over the last year, we have made incredible progress and achieved extraordinary success. (p.01)
> We are building a safe, strong and proud America (p.02)
> We slashed the business tax rate from 35 percent all the way down to 21 percent. (p.03)
> We are appointing judges (p.05)
> We are defending…. (p.05)
> We build the Empire state building in just 1 year. (p.07)
> We are proud that we do more than any other country to help the needy, the struggling…. (p.09)

This type of utterances in his political discourse reinforce the above written argument by Fairclough regarding prestigious sort of discourse. This prestigious discourse enhances the status and image of Donald Trump as a savior and a visionary who wishes to materialize the American dream into action. This type of sentences and promises bespeak of his ideology as a man in authority. Besides, it is his political position which has elevated his discourse and has positioned it in parameters of power. The use of pronoun *'I'* is also indicative towards power discourse.

> "I have directed my administration to make fixing the injustice of high drug prices one of our top priorities" (p.06)
> "I am calling on the congress to produce a bill that generates at least$1.5 trillion for the new infrastructure investment" (p.07)
> "I am proud to report that …." (p.12)
> "I just signed an order directing Secretary Mattis…." (p.13)

The use of pronoun *I* in these sentences establish the authority and position of the speaker on one hand and presents an important feature of the power discourse on the other hand. Donald has positioned his discourse in this way to show his social, political and economical power. His words and sentences are in fact *the speech acts.* They position the actions through his statements. Stephen Baffour Adjei argues in his research paper about positioning as: "the concept of positioning has been an influential frame of thought for conceptualizing context and culture in social interactions" (p.02). Adjei further argues:

> It can be argued that people's discourse and positioning in social interactions reflect, to a large extent, the available interpretative repertoires or discursive practices embedded in their given context, and can be understood by aggregating their belief systems, values and socio-cultural experiences over a period of time. (p.02)

The concern of the researcher here is to talk about the *positioning* of Donald's political discourse in social and *power* parameters and *positioning* of his self in *power position*. Both are significant in discourse analysis perspective as it is said:

> Speakers in discourse position themselves by drawing on their experiences of culture, religion, beliefs and values, construct their versions of social reality. It is important that in the analysis of discourse of research participants, the discursive context within which people take positions is critically examined in order to have a

fuller appreciation of what is said or not said about a given psychological phenomenon (Adjei, p.02).

He further argues that "sense of positioning in discourse is not static; it fluctuates and can easily be altered to suit the discourse environment, time, space and circumstances" (Adjei, p.02).

The excessive use of *adverbials as topic-shift markers* can also be noticed in Donald's speech. The researcher has contextualized his use of adverbials at the beginning of the sentences as the indicator of his positioning of his power position as if president intends to focus on time, (day, events and dates) and place dimensions. So, the use of adverbials is the strategic move taken by him in his power position establishment. There are numerous sentences where he has used adverbials in the beginnings. "Longacre (1979) stated that the markers that indicate temporal shift, especially in narrative discourse, are adverbial expressions. Thus, adverbs appearing at the beginning of a sentence can represent possible topic-shift markers" (Buja, p.264). Following are the examples of adverbials used in different sentences in Donald's speech.

> "Tonight, I want to talk about what kind of future we are going to have" (p.04)
> "In America, we know that faith and family, not government and bureaucracy are the center of the American life" (p.04)
> "Here, tonight are Steve Staub......." (p.04)
> "For the last year, we have sought to restore the bond of trust between our citizens and their government" (p.05)
> "In Detroit, I halted Government" (p.06)
> "For decades, open borders have allowed drugs and gangs...."(p.08)

In the above written statements, the use of *adverbials of time and place* can be discerned. Besides, the adverbials i.e. over the next few months (p.09), in recent months (p.09), in recent weeks (p.10), last year (p.12), in 1996 (p.14), finally (p.14) have also been used at the beginning of the sentences. There is much use of adverbials of Here *tonight and today* in his speech, which the researcher associates with his power discourse. They are discourse markers in power discourse. These words are used to put emphasis on the time of action (the deliverance of speech) and enact the power position of Donald Trump as the president of America. The researcher argues that through this type of discourse his power position has been shown to the world.

There are few words which act as *framing move* of Trump's language throughout his address to American audience. *So* and *Here* serve as *the framing move* of Trump in his speech, which comes to forefront as his peculiar style of initiating his political discourse. The repetition of the words *Here tonight and So* can be noted in his speech.

Fairclough considers "language as a tool for getting things done" (p.96). The clause "please join me in congratulating Corey" (p.04) by Trump, brings into the mind notion of *perlocutionary act* out of *speech act theory* where the performativity of Trump's words has been observed. Nevertheless, there are few words which appear as *framing move* in Trump's speech. the repetitive use of the words *So* and *Here* serve as *framing move* in his speech, throughout his address to his American audience. The sentence "here tonight is one

leader in our effort to defend our country" (p.09) is an appropriate example of this point.

Analysis of Donald. J. Trump's Speech in Context of Fairclough's Three Levels of Discourse

This section deals with analysis of Donald. J. Trump's Speech in framework of Fairclough's three Levels of Discourse: *Description, Interpretation and Explanation.* "The relationship between text and social structures is an indirect mediated one. It is mediated first of all by the discourse which the text is a part of because the values of a textual features only become real, socially operative; if they are embedded in social interaction" (Fairclough,p.117). After analysis of his speech from stylistic point of view, in this section of the paper, Trump's speech has been analyzed by putting it in framework of Fairclough' s three Levels of Discourse.

Description

The first level, according to Fairclough, focuses upon the choice of *vocabulary* (experimental, relational and expressive value of the speaker's words), *grammar and textual structures* (Fairclough, p.93). The first area focuses upon the use of vocabulary by the speaker as what kind of words (formal or informal), what metaphors, euphemistic expressions are used by the speaker. Is there any repetition (rewording), over wording is used in the text? Are there any words which are ideologically contested and finally what expressive, relational and experimental values words have? Trump's speech is predominantly outlined by its repetitive tone as he has used much words repeatedly to put emphasize on his political ideas and to stress the importance of political matters. The detailed discussion has been done in previous section of the paper regarding this discourse property.

The first domain vocabulary presents three types of values; *Experimental Value, Relational Value and Expressive Value. Experimental Value* deals with the notion that "some words are ideologically contested...the focus of ideological struggle, and this is sometimes evident in a text"(Fairclough,p.95). The idea denotes the idea of collocation where one word has different meanings in different contexts. In words of Fairclough:

> The word behaviour collocates with sick and healthy, giving an ideologically specific scheme for classifying behaviour. In other cases, it is the metaphorical transfer of a word or expression from one domain of use to other (p.95).

To analyze the expressive value of the words of President Trump, the short clause "Americans are dreamers too" (p.09) can be taken as an example. The word dreamers collocate with lazy, unrealistic and idealistic people but what Trump means to convey through this word is the ambitiousness of American people; they are pursuers of *American dream* (a philosophy).

It is further communicated in this domain that "verbal performances are rated in terms of facility, efficiency and social impact" (Fairclough, 96) because "the structure of vocabulary is ideologically based" (96). In Trump's speech

such use of words can be pointed out which are the focus of ideological struggle and they perform *verbal performances* like *Speech Acts*. The clause "please join me in congratulating Corey" (p.04) by Trump, brings into the mind the emergence of notion of *per-locutionary act out of speech act theory.* The word *please* seems to be equal to the word, *hereby I declare,* which the speaker says to let the act be performed by the force of his words in speech act theory. Hence, the performativity of his words is observed as Fairclough too considers "language as a tool for getting things done" (p.96).

Furthermore, talking about the relational value of the words at textual level, Fairclough has presented the notion that" text producers often adopt strategies of avoidance with respect to the expressive values of words for relational reasons" (Fairclough, p. 97). Fairclough intends to talk about "the meaning relations between words" (Fairclough, p. 96), concentrating on text. It means such positioning of words is adopted to avoid negative impact. He has mentioned the use of euphemism and formality (the formal use of language) in vocabulary. The primacy of formal language can also be discerned in Trump's speech. His praise of Staff Sergeant Peck prompts one to notice his use of formal tone when he says, "Staff Sergeant Peck: All of America salutes you" (p.12). His congratulation to Corey Adams is another fine example to quote here. His sentence "please join me in congratulating Corey" (p.04) presents his formal and honor giving formal way with his masses.

Trump has also used formal language in his speech to foster his formal social relation with his audience. Formal language guarantees respect for the addresses status, position, social standings and shared relation. Third domain is the expressive value of words as, "the expressive value of words have always been a central concern for those interested in persuasive language" (Fairclough, p. 99). Discourse types and expressive values of the words are connected. The particular words have expressive value in one type of discourse but might not have in other type of discourse. Analyzing the choice of vocabulary of Trump in his speech let the researcher present the notion that the suitability of the vocabulary in political discourse has been observed by him as his words are prone to express their expressive value. The use of political jargon by him as mentioned above is the appropriate property of vocabulary adopted by him because his selection of words are positioned in text to maintain their expressive value.

The second domain of this level is related to the *grammatical level* which is concerned about what type of sentences is used by the speaker? And are the sentences used in active or passive mode? What type of pronouns and modals (expressive modality) has been used by the speaker and finally how words and sentences are linked (use of connectors) together?

If Trump's speech would be analyzed under grammatical level of this modal, the analysis done in section one would need to bring into mind where discussion of use of pronouns and modals, the sentence structure of his speech, the presence of cohesive linkers on level of sentences and passages, has been done. Both active and passive type of sentences is used by Trump in his speech. The overall mode of the sentences type is declarative which he has adopted in his speech.

Third domain *textual structure* entails the element of turn taking in conversation, the monitoring of contribution of others by the speaker and finally what large scale structures does the text have? There is no turn taking scenario in this speech since Donald trump is the sole speaker here. The second point presents *the use of tags* in the speaker's language to demand assurance, negation appreciation and approval from the audience. There is no *tags* attached to Trumps speech as his speech is framed into declarative mode, in his authoritative mode he has declared the state of affairs to the public. The notion of large scale structures of the text, while applying on the speech of Trump, is negotiable, as his speech is also formulated on the levels of causes, effects, high lightening of the most important part at the start, and gist of the state of the affairs.

Interpretation level

"The stage of interpretation is concerned with participants' processes of text production as well as text interpretations" (Fairclough, p.118). Fairclough has even further categorizes this level of interpretation by talking about the basic components of this stage. Fairclough has presented six domains: two context domain and four levels within domain of interpretation: Surface of utterance, Meaning of utterance, Local coherence, and Text Structure.

First of all, the interpretation level entails the textual features of a text. Hence, analyzing Donald's speech in framework of this level, the textual analysis of his speech has been done. His speech has texture and that speech (text) traces the use of political jargon, figurative language, linguistic features and discourse properties (repetitions, argumentative style, tripartite statements, cohesion and coherence, references, positioning of theme) etc.

In the surface of utterances, the first point is about the speakers' knowledge of the use of the language: language partaking "Phonology, grammar and vocabulary" (Fairclough, p.119). This is the simple level, it needs no particular elaboration. Meaning of utterances, being the second segment of interpretation level takes the analyzers to analyze the meanings of the spoken discourses and texts, the simple and the connotative meanings. "Interpreters here draw upon semantic aspects of their MR-representations of the meanings of words…. Work out implicit meanings to arrive at the meanings for the whole proposition" (Fairclough, p.120). While analyzing his speech in framework of this domain *(surface utterances)*, it is argued his speech (utterances) comprises of language properties: grammatical, lexical and phonological; phonological element will not be pondered upon here since this area is not the concern of the researcher in this research study. In this context, the first section of the paper where the detailed stylistic analysis of linguistic, and discourse properties of president's speech has been done, is actually, the co-relevance of textual properties of Trump's speech with Fairclough's notion of interpretation level of discourse.

Going a step ahead, the meanings of utterances as proposed by Fairclough takes the readers into the pragmatic analysis of the utterances which is the second segment of interpretation

level in Fairclough's framework. While doing the pragmatic analysis of Trump's speech, Donald's speech considering the strings of words (utterances) has been decoded in political context. The researcher negotiates that his statements present the different aspects of the American politics and administration. His each sentence presents one reality steeped in social context. His description about his present state of American administration be speaks of his power ideology and political position so his utterances are decoded in political context by the researcher in the discussion before. Hence, the researcher is justifying the decoding of the utterances as proposed by Fairclough in his framework.

Third domain of interpretation level is *local coherence*, meaning by to extend the data from the utterances to formulation of the complete passages, and the coherence between passages. It bespeaks "of local coherence relations within the part of the text."(Fairclough, p.120).With coherence, cohesion is also observed even without the cohesive ties. When there is talk about cohesive ties, it opens the way for pragmatics analysis of the utterances and sentences. Analyzing Donald's speech in this parameter, coherence can be traced in his speech since it is designed in this way that it partakes of coherent utterances. Though his speech comprises of chunks, Coherence at level of sentences has been traced which ultimately leads towards the topic coherence which his overall speech does display. Thus hierarchies of coherent relations are formed in his speech.

The next component of six domains is *Text Structure and Point*. "The interpretation of the text structure is a matter of working out how the whole text hangs together, a text global coherence. This involves matching the text with repertoire of schemata" (Fairclough, p.120) and *'the point'* is the topic of the text to which the whole conversation and discussion of the text is related. As the detailed analysis of Trump's speech has been done in the first section of this paper so it is negotiated that Trump's speech has the properties of a text, entails coherence and cohesion and finally it does create a web of relevant topics hitting the main *point; American Administration.*

Now the next domains are the situational and intertextual contexts, out of six domains of interpretation level. Situational context is of paramount importance here regarding Trump's speech. Now it will be investigated that how far trump's speech presents vistas of social reality by presenting social setting and institutional setting. In this domain, Fairclough has talked about the involvement of situation and discourse. Situation includes the type of activity going on, in what type of context, who is involved, in what relations participants are, what is the role of language in ongoing activity (Fairclough, p.122). In a nutshell, Fairclough has propounded the importance of social/situation context and the discourse and ultimately the relation between two. If Trump's speech has to be analyzed in this notion, so it can be said that the activity involves is obviously a political segregation; it is being the political address to the American people by their president. The political relevance of the historical moment cannot be overlooked. The American masses and American political cabinet is involved in this political gathering. On the other hand, Trump, being

a political leader of his nation, they share power relations because Trump is in authority and the American masses are his subordinates.

The question as what is the role of language in on going activity needs elaboration because the analysis has shown that political jargon has been used by the president to assert his political supremacy over American masses. In his political discourse he has used such vocabulary and adopted such linguistics strategies to position his authority. So, his discourse his, nevertheless, power discourse. In every context, the role of language is of prime importance because language presents ideology of its speaker, which determines his position in a particular social phenomenon.

Third stage: explanation

"The relationship of discourses to processes of struggle and to power relations is the concern of the third stage of the procedure, explanation" (Fairclough, p.117). He further propounds:

"Explanation is matter of seeing discourse as part of processes of struggle, within a matrix of relations of power" (p.135). Power relations determine discourses; these relations are themselves the outcomes of struggles and are established by those with power… any discourse is shaped by institutional and societal power relations and contributes to institutional and societal struggles" (p.136).

The sentence "any discourse is shaped by institutional and societal power relations and contributes to institutional and societal struggles" (p.136) is the core point to discuss here. As the above written statement goes, it is obvious that any discourse is shaped by the power position of its speakers. This is the point where the previous level has ended. Trump's discourse has been analyzed on the parameters of his political position. If he would not have been the president of the world's greatest empire America, there would not have been such authority in his verbal communication. Even though the verbosity of his few statements can be judged but there is no doubt his discourse is classified as power discourse because of his power position. He has enumerated his political achievements and agendas for the years to come in argumentative style. This point gives the readers a chance to peep into the above written statement.

The crux of the thesis statements is two points; First is that Trump's discourse demonstrates his political and power position. His *use of pronoun we and I, the adverbial Here Tonight* and *positioning of few words* to channelize his discourse strengthen this notion that he has used his political address (language) as a tool to present his political ideology. Secondly, as the above statement goes, it is obvious that his discourse exemplifies his struggles to maintain his power position. The overview of past and present achievements through his discourse are in fact his social struggles which are mandatory to establish situational and institutional relations (between he as a president and his American masses) hence supporting Fairclough's key idea that "Power relations determine discourses" (p.136).

CONCLUSION

The framework of this research paper is three fold. The researcher has tried to negotiate the textuality of Donald trump's speech at White house by analyzing it as a text as defined by the discourse analyst M. K. Halliday's *notion of text.* In the first section, stylistic analysis has been done of Trump's speech on the premises of pointing out the linguistic features, figurative language and discourse properties in his speech. In the second section, the point has been discussed that Trump's speech is an expression of his power ideology, classifying his discourse as power discourse. The discourse features have been pointed out in his speech by the researcher as how his speech is embedded into cohesion and coherence framework, laden with anaphoric and cataphoric references and framing moves and the performativity of his words to the fact that it seems to be a piece of political discourse. Contextually, the use of adverbials, pronouns shifts, repetitions, short structured sentences and use of political jargon has been discussed. In third section, by taking Norman Fairclough's *modal of three levels or dimensions of discourse (Description, interpretation and explanation)* as a theoretical framework of this research study, his speech has been put under analysis by applying the aforementioned three levels of discourse. The key ideas expressed by the researcher in three different levels and their connectivity with the analysis of speech has given a thematic relevance to the overall framework of this research paper.

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