DISCOURSE OF TRUMPISM: CREATIVITY AND STRUGGLE, A LINGUISTICS ANALYSIS

Saadia Rasheed[1], : Rabia Sohail[2]

[1]The University of Lahore, Lahore, Pakistan
[2]Institute of Liberal Arts, Department of Linguistics and Communications, University of Management and Technology Lahore Pakistan

ABSTRACT

This paper examines the creative and persuasive strategies, and struggle for power in Donald Trump's victory speech to uncover the hidden ideology of his discourse. The study is grounded in Norman Fairclough's assumption in critical discourse analysis (CDA) that "social determination and individual creativity are not the opposites they appear to be". For this purpose, the descriptive, relational, and expressive values of selected corpus are evaluated, revealing Trump's creativity and struggle in his discourse. The outcomes of the study suggest that political and ideological discourses may stimulate Trump's governing policy rather than express merely, a victory. Moreover, glimpses of individual creativity and determination for societal change can be observed in Trump's speech.

Key words: Discourse, political speech, politics and ideologies, new dream, great America

Introduction

In this era of late modernity, where most able or fit survives, struggle to maintain one's control and rule has a crucial role. Particularly, if there is a matter of political stakes of a country, almost every politician wants to grasp the public attention to achieve his/her hidden dogmatic agendas, using different strategies. The selection of words can have a huge impact on shaping public opinion in building power relationship. The active and appropriate use of language helps to accomplish socio-political goals, and most of the politicians utilize their discourse to make people trust their words and statements as language may have globalising impact. This idea has been built upon by (Magrini, 2015, n. p) that ideology and supremacy have unquestionably politically linguistic nature. Therefore, politicians need to win the trust of their masses, as it generates a guaranteed and assured relationship between the political figures and the community that is required for practical commitments (Giddens, 1991, p.3). Thus, this paper evaluates the specific ideologies of the elected American president, Donald Trump's victory speech to generate explicit system of beliefs.

Implications / Limitations

Although, Trump has delivered many speeches during his election campaign across the United States of America, this study focuses primarily on Trump's inaugural discourse. Certainly, it is an accepted fact that qualitative approach has its limitations, for example, the issues of partiality and prejudice in interpretation of the text. However, Sayer (2004) proposes the possibility of imperfection is unavoidable in doing critical discourse analysis and cannot provide complete multidimensional view of particular knowledge and may visualize the whole picture of the world. Thus, this study is socially context specific and its validity is dependent on context in which it is occurred. However, it does not suggest that the produced analysis is invalid because Sayer (2004 as cited in Galpin, 2014. p. 400) argues that researcher can always find the truth with the help critical evaluation and academic reasoning. Consequently, this paper aims to apply CDA as a revelatory and illustrative process that is on-going, vibrant and open to new frameworks and new material (Fairclough and Wodak, 1997, p. 279).

Objectives

Illustration of this inquiry may provide a keen cognizance of the use of discourse to uncover potentially veiled incentives in others, and ourselves, by pursuing specific discourses. By identifying some discourses in Trump's speech, the researcher can present a better understanding of how political leaders control the masses through inclusive and hidden ideological discourses and how they struggle for power relations. By identifying the hidden ideology and struggle for power in the discourse of so-called superpower which might be afraid of the emergence of another superpower in Central Asia (Hudson, 2016, p. 557), it can be understood how upcoming regime in America face or avoid this phenomenon. This study will be a valuable addition to recognise the significance of discourse in society, and societal relations between discourse producers and other people.

The critical discourse analysis of Trump's speech would help to attain following objectives:

i.   To observe different Cohesion and coherence in political discourse

ii.   To trace experiential, relational and expressive values of the words to build power relations through language

iii.   To discover creativity to gain power in political and global world

Research Questions

Q1. What are the deconstructive linguistic features particularized in Donald Trump's victory speech might specify his creativity and struggle for power?

Q2. What and how are the hidden ideologies inferred in his political victory speech to maintain his power through discourse?

Research Methodology

Fairclough (2004) claims that an influential discourse policy allied with power association, "constitutes a particular genre, a particular way of using language in governing" (as cited in Galpin, 2014, p.400). However, social beliefs, actions and practices are mandatory to analyse the discourse, because it is an interactional process that cannot be viewed in isolation. Discourse is a social process because when we speak, read or write, our thoughts are largely influences by social beliefs. On the other hand language does not reflect the social processes, but also shapes those activities. For instance, political speeches contain familiar and disputed social terms known to everyone in the society. Thus, language and politics are closely connected at primary level. These illustrations of power and struggle can be found in conversation of political leaders. Since communal beliefs, interactional genres in a society and societal responses are depicted from discourse Fairclough (2013). Therefore, considering language as a form of social practice this paper investigates the production of text and its interpretation. It also examines the association between texts, and its shared societal conditions in Donald Trump's victory speech following Fairclough's

Fairclough's (1989) 3 D Framework for Analysis
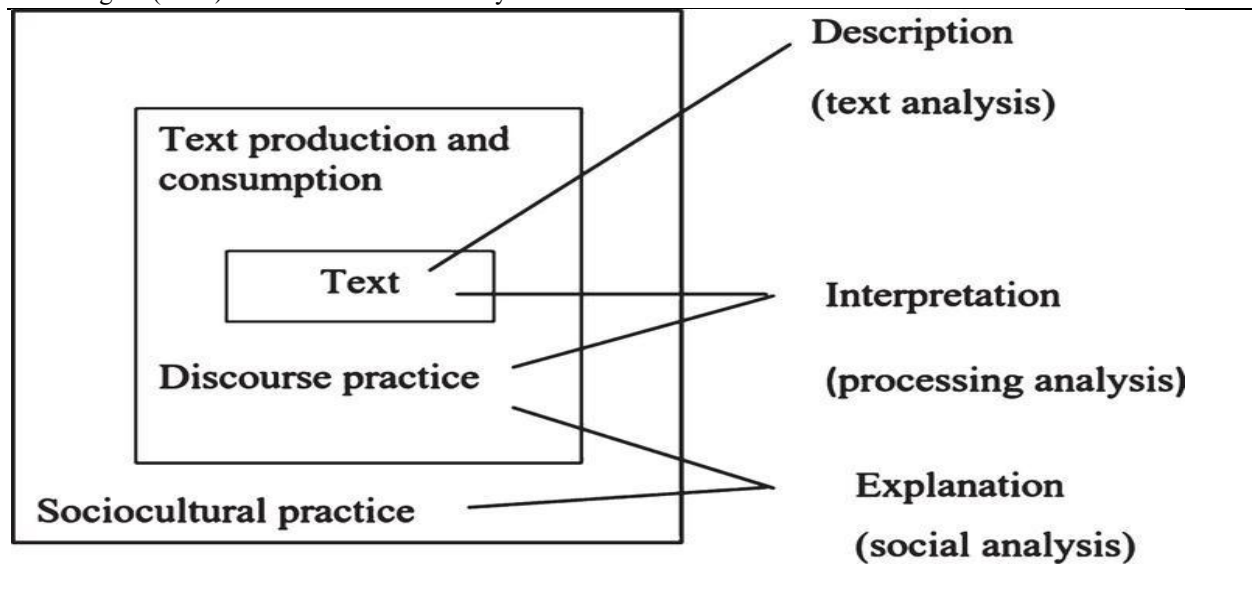
(1989, p.63) three dimensional critical discourse analysis model through qualitative approach of critical discourse analysis (CDA). Therefore, sample for this research is Trump's victory speech. The first phase in this model is description in which properties of text will be analysed. Second stage is mainly concerned with relationship between text and interaction, that is interpretation and at third stage relationship between interaction and social context will be explained.

Theoretical Underpinnings

Language is one of the most common forms of social behaviour, so ideologies of any society are closely linked with it. In addition, ideologies are also related to power structures. In other words, three of these are interrelated and interconnected. Because the ideological norms are rooted in particular power associations and these power relations are the means of vindicating social relations and transformations of power in any society (Fairclough, 1989, p. 3).

Consequently, language plays the prime role to gain social control and power, in terms of its usage for specific socio-political purposes. Language connects with the society by the means of ideology and develops power relations.

The sphere and practices of politics are fundamentally discursive, and the political perception is based on particular ideologies which are mostly reproduced by discourse. The concept of ideology is widely used in the media and the social sciences. However, it is a vague term and its usage is rigid and negative. For Marx-Engels, ideologies are 'false consciousness' that may have the ability to mislead proletarians to indoctrinate false concepts about their existence by those who have resources and authority (Van Dijk, 2006, p.728). Ideologies play a major role to legitimize and naturalize power by those who are in power. Consequently, these dominant ideologies acquire the shape of hegemony (Gramci, 1971). This is supported by Bourdieu and Thompson (1991) who study social conditions of discursive and figurative power of discourse producer, and call ideologies, symbolic power or symbolic violence. Alternatively, a conflicting view is expressed by Van Dijk (2006, p.728) who does not completely classify ideologies with power groups. However, he argues that dominated groups may have ideologies of conflict and opposition.

Language is then central to gain the attention of public. This beyond the sentence and socio-contextual use of language is called discourse (Fasold 1990, p.65) and it can be analysed in this perspective through critical discourse analysis (CDA). To analyse a political discourse, there is a need to elaborate political discourse first. As its name describes, political discourse is the wording of politicians in speech and writing and political organizations, such as prime ministers, presidents and parliament members and leaders of political parties (Van Dijk, 2014, p.12). In socio-political context, the position of discourse is vital such as it may be used to make laws, policies and regularise legislation. The use of language in relation to power is the focus of political discourse. So political language, political speech, political discourse are the terms that are interchangeably used to describe that kind of language. Moreover, the term political language is introduced to influence power by representing prestigious political psychology. This view is also supported by Chilton (2003, p.4) who claims that there are two aspects of traditional study of politics and discourse study of politics. It can be analysed as struggle for power between authoritative persons and the people who are being influenced by this power. On the contrary, it can be visualised as institutional cooperative performances of society. This is further illuminated by Fiarclough that "social practices 'mediate' the relationship between general and abstract social structures and particular and concrete social events; social fields, institutions and organizations are constituted as networks of social practices" (2013, p.4). The concept of power lies within the ideology of politics that is why Feldman & Landtsheer suggest that "the langue of politics is the language of power"(1998, p. 3).Political language has been proposed by social science as propaganda to influence and impose the political and state authority to lead masses and to make their opinion (Van der Meiden, 1988, p. 58).This is not accepted by ((Feldman & Landtsheer, 1998, p. 3) who argue that political language critically focuses on communication and its forms rather than propaganda which only persuades less dominant and less influential ways in which peoples' beliefs are predisposed in society. This may be because of inconsideration of social-scientific realities under the umbrella of propaganda. Moreover, the politicians may not be successful until or unless they use language as a decisive resource of communication. Political language can be perceived in oral as well as in written discourses such as negotiation, speeches, debates and discussions, and laws, documents and agreements respectively. It can also be observed in media discourse such as, newspapers, radio and television. Inter and intra party discussions, election campaigns and political slogans, pamphlets and political speeches, all are the instances of political language. Consequently, politics can be labelled as a manipulator of discourse for political actors who scuffle for power to accomplish social, political and economic goals.

The subjects of this research are the elected American President, Donald Trump who seems to be socially determined and creative to articulate discourse for transforming masses. Trump's address portrays the picture of upcoming scenario of his future regime. Hence, politics is an ideological field of social sciences, and political cognition is interlinked with ideological process (Van Dijk, 2006, p.732), ideological associations, discrepancy, and correspondences may be observed in both speeches. Subsequently, pervaded ideologies in their addresses provide the base for political policies and decisions.

Discourse and Critical Discourse Analysis (CDA)

Discourse is an umbrella term that can be defined with various perspectives including social, contextual and cognitive phenomena. According to Anderson and Mungal it is an integrated use of language with paraphernalia to endorse specific socially situated identity (2015, p. 808). Critical discourse analysis is one of the approaches to analyse text and talk. It focuses on discourse and on relations between discourse and other social elements such as how discourse depicts ideologies and power relation. Thus, the study consists of an analysis of the discourse of

Trumpism, the political position associated with Trumpism, the leader of the American Republican Party who arbitrarily becomes President in 2016, swiping away all the predictions. The idea is to display the political change that can bring considerable change in discourse, and to sketch the famous features of Trumpism.

Trumpism

Before the start of working on analysing Trump's speech it is necessary to contextualize the theme of the study, the discourse of Trumpism by outlining the political context of Trumpism. According to Collins dictionary Trumpism is defined as anti-establishment political policies and the dynamic recreation of American national interests. It can also be stated as offensive statements endorsed by Donald Trump.

On the other hand, (Tomkiw, 2016) claims that neither Trumpism constitutes a set of policies, or an ideology nor it secures coherence or consistency in political context, rather it considers disrespect for what its adherents deem to be political correctness. A counter argument might be that Trump in spite of its ideological licentiousness he remains truthful to a fundamental set of beliefs. These ideas do not only show his relationship with right-wing, but also signify his exit from Republican orthodoxy (Tarnoff, 2016). Tabachnick's (2016) approach would be more appropriate to understand the phenomenon behind Trumpism that comprises off our characteristics: celebrity, nativism, the outsider phenomenon and populism. It departs itself from current political policies and limits the political actions decisively for the right wing. Consequently, Trumpism is a fundamental response of the masses who have fundamental economic problems and political failures. It is deep-seated since that it sets apart itself from political power structures giving the impression of outsider and calling politics a nasty stuff. An inconsistency could be observed in Trumpism when it gets strength from the positions of an insider (of politics) as well as an outsider (of politics). Trump, being a billionaire insider, knows how to confront and tackle the establishment to achieve his goals. To do so, Trump had to generate new policies, a new political plan and his own renovated political base. Trumpism has been characterized as a particular kind of American populism composed of an explicit patriotism, economic nationalism, along with an ambiguous commitment to the mediocre and an antagonistic but undetermined approach to foreign policy. The ability to transform from the cultural capital of celebrity into political capital, anti-immigrant sentiment with conspiracy theories about foreigners and threatening attitude for the established power structure are the main elements of Trumpism. This vocalization of these political elements is fetched in the restructuring of Trumpism discourse.

Trump has deconstructed his opponents' political discourse, and struggled to enforce his own restructured discourse such as racist remarks and revulsive emotions about Muslims, and segregation of immigrants. All these processes of Trump's speech may be best explained by delineation of the relationship between the people and their leader.

Study Sample and Data Collection

The elected American President, Donald Trump's inaugural address has been considered as sample of data. The transcript of speech is accessed from CNN online news.

For this study, sampling of data is purposive. Only relevant instances from the speech are analysed due to the constraint of time. There are many speeches in electronic and print media, but only victory speech is selected for two reasons. First, it may depict the idea of approaching new American dream that may have global impact across the globe. Second, it also represents the struggle to achieve power through discourse.

Ethical Consideration

The selected data have open access, and no consent was mandatory from the custodian/s of the resource material. Second ultimate care has been taken into account in analysing the relevant aspect of the text by reading, watching and listening the discourse from multiple resources to check the validity of the particular material.

Analysis of the Data and Discussion

In the paper the findings are considerate collectively to develop an inclusive understanding of the of the content addressing the research questions. Thus, Hsieh, E. Shannon (2005), a conformist content analysis purposes a better understanding of categorised data during data exploration (as cited in Hashemnezhad, 2015, p.60). For this purpose, three-dimensional approach of discourse analysis is used considering discourse as a discursive practice. Text is analysed, the process of production and text interpretation are examined in socio political perspective developing the concepts of subjects. An analysis is produced on the discourse of Trumpism. Not only, the links between production of the text and social determination are investigated, but also creativity of the discourse is discussed deconstructing and reconstructing following Fairclough (1989, p. 170).

Description: The linguistic structures of the text

Fairclough and Faircluogh proposes that "Textual analysis is a necessary part of discourse analysis and of discourse-based interpretive political analysis" and the contribution of cultural- political understanding and discourse analysis (DA) studies could be enhanced by the incorporation of textual analysis (2015, p. 10). Thus, the analysis of this paper originates by exploring the meaning of text and its organisation. In other words, the "texture of the text" may have the ability to withdraw multiple perspectives of the given text such as experiential values of words, ideologically challenges presented in the text, rewording of vocabulary, meaning relation among the words, relational value of the words, and significance of expressions and metaphors (Pinto, as cited in Galpin, 2014, p.401). The linguistics analysis also includes grammatical features, types of processes, normalizations and sentence structure. In addition, relational value of grammatical features such as, modes, relational modality and expressive modality, use of logical connectors, interactional conventions and complex sentences used by Trump are also analysed in this paper (Fairclough, 1989, pp.121-135). Before the start of linguistics analysis of the discourse the relation between people and Trump is necessary to elaborate.

Relations: Mr Donald Trump and the public and the relational values in the text

A speech is an interaction between audience and the addresser and this interaction becomes more complicated when it goes on air to millions of people through electronic and print media such as newspapers, radio, television and internet. The study of textual evidence, such as use of pronouns; I, you, and we, is required to comprehend the relational values through vocabulary between addressee and addresser. This also depicts the relational assertions made by Trump in his speech.

Use of Pronouns

Trump uses pronoun we both inclusively and exclusively. The inclusive use of 'we' such as "we will begin the urgent task of rebuilding our nation", "we are going to fix", "we will embark", "we will deal", "we will seek" and so on is relationally significant because it represents his addressee as well as him in a same situation. 'We' here refers collectively to all Americans and integrates Trump with people when he says "we will double our growth". Moreover, there is also coercion in using pronoun we, that make people to be clarified to do work for making America great again, such as, "We are going to fix our inner cities and rebuild our highways, [.......] hospitals. We're going to rebuild our infrastructure, [.....], second to none. And we will put millions of our people to work as we rebuild it". (See appendix 1, lines 27-29)

Trump's abundant use of 'we' in every next sentence shows his belief on collective efforts to make America great again. Also, the unclear use of 'we' is marked in Trump's discourse of his victory speech because its use is not obvious in term of inclusion and exclusion. For instance, Trump says, "We have a great economic plan", in this sentence it is not clear whether we is being used to refer collectively and exclusively for state or whether it includes all people in the state. This uncertainty allows Trump to let people decide, what the duty of his government is and what the responsibilities of people are. But it successfully provides Trump, an edge to show relational value of being in the same boat as a common man. It conforms the public to the leader, or the leadership to the masses (See appendix1, lines 20-50).

In Trump's discourse the pronoun you, refers to general public. Mostly, it occurs in lines (61)-(67) and (99)-(103)in appendix 1.Its use is significantly relational as compared to the use of indefinite pronoun 'one'. If you is replaced with one the whole relational value of the discourse will be changed. For example, the replacement of pronoun **one** in lines (99)-(103), "I promise **one**, I will not let one down. [....] **One** will say so many of **one** worked so hard for us, with **one**. **One** will say that was something that **one** were [......] thank **one** very much". (See appendix1)

It can be observed in the above sample pronoun 'one' destabilizes the meaning of people in general while pronoun you gives harmony and unity in the masses speech. Moreover, pronoun one demonstrates a way of saying I, giving the self-centred approach (Fairclough, 1989, p. 191). In this way by using pronoun you Trump passes his solidarity, perceptions and ideology to public. "You will be so proud of your President. You will be so proud", Trump's these words show his self-centred hidden approach to substantiate people, that they have rightly elected him.

This ideology is also palpable in the whole discourse by profound use of pronoun I such as Trump expresses audience with pride that, "I've just received call from Secretary Clinton. Personal pronoun 'I' refers to the speaker of the utterance, as well it designates the narrator's interactional position and social identity (as cited in Bramley 2001). In another instance he says," I will be the president of all Americans" that proposes and establishes

his power and authority to public. An alternative suggestion is that if power is innate in all social relations, it leads to disbelief in authoritative power of social customs, principles and relations and this process creates problem for political leaders" (Herzog, 2016, p. 280). It means the unfair and unwanted use of power may generate anarchy and make the situation worst.

Experiential, relational and expressive values of the words in Trump's speech

According Fairclough (1989) to experiential value is understood in terms of producer's natural or social experience, whereas relational value shows the relationships. Expressive value is the formal feature of the text that can help to evaluate subjects and their societal identities. In this case, Trump is a social actor and producer whose speech is analysed with reference to these terms. Following is the finding and discussion of the text from the speech of the newly elected American president reflecting his ideology.

"….Complicated business. Complicated. I've just received a call from Secretary Clinton. She congratulated us. It's about us. On our victory, and I congratulated her …….. Her service to our country". (See appendix 1, lines 1- 2)

Trump's inaugural speech starts with thanking to their voters and the persons who helped in electoral campaign and tags politics metaphorically a "complicated business". He unusually collocates business with complicated. This portrays his in- depth thinking pattern about politics in contrast to what he is supposed, as a superficial thinker. A high degree of wording, that is the over wording of the words "complicated business" depicts pre occupation with some aspect of reality which may be the indicator and focus of ideological struggle in his life (Fairclough, 1989, p. 115). After that Donald Trump thanks his predecessor Hillary Clinton and praises her for tough fighting, and he reassures his gratitude by repeating ''I mean it".

Trump's address profoundly encompasses the major meaning relations; synonymy, hyponymy, and antonymy. A synonym refers two or more forms with closely related meanings whereas antonym is the opposite meaning of a word (Yule, 2006). For example, Trump uses the terms 'together', 'unify' and 'united' people which are loosely synonyms, many times in his speech. These words are used again and again to motivate public to work collectively to make America great again. The words 'incredible' and 'great' are used to accentuate his victory synonymously. 'Bind' and 'division 'are antonyms to eradicate the boundaries among   people. It seems Trump tries to reconcile people's spirit to be united by comparing and contrasting both aspects of realty. He emphasizes people "to come together as one united people". He utilizes the term 'movement' that demonstrates hierarchal relationship between campaign and movement. Since the meaning of campaign is included in the meaning of movement.

There are some words in Trump's address which create social relationship between public and him. For instance, he recognizes all Americans as a single entity regardless of their "races, religions, backgrounds, and beliefs". There he contradicts himself to his previous speeches where he consistently gave racist remarks. Trump highlights that, "I will be the president for all of Americans" whether they have voted for him or not, underlining the hidden power ideology to reshape people's mind in his favour inclusively. "All such words "races, religions, backgrounds", have relational values with other values. For instance, avoidance of use of racist vocabulary exclusively and the inclusion of all social actors may show reshaping of his own beliefs as oppose to which appeared in his election campaign in the forms of different discriminatory remarks.

In term of Fairclough (1989, p. 190) the success to avert the racist vocabulary has relational value assuming that it can provide the mutual base for him and his audience.

The modal verbs show the relational value in the text in terms of Trump's position as a producer of the text as a political leader. These relational values are meant for relational meaning and they express the obligation by the modal auxiliaries, such as have to, have got to and should. Trump has used modal 'must' only once in his speech inclusively, as well as exclusively, when he says, "We must reclaim our country's destiny and dream big and bold and daring". By the use of pronoun we here Trump gives responsibility to people and the use of must shows his personal authority. On the other hand, it also shows Trump's commitment to sate duty. There are also a few instances of have to in Trump's address, such as; "Now it is time for America to bind the wounds of division, have to get together" and we have to do that. We're going to dream of things for our country, and beautiful things and successful things once again". (Appendix 1, line 8,)

The use of 'have' to determines obligation implied in the discourse that is not necessarily based upon just his authority, but also implicitly refers to the situation and circumstances in which people need to efforts. The need of collective struggle to draw out America from economic crisis and wave of terrorism may be inferred from the above excerpt of Trump's speech. Similarly, when Trump articulates, "I also have to say, I've gotten to know some incredible people. We have to do a great job", he shifts the charge from the government to masses. Trump also utilizes modal 'can' to show people's and his ability and probability of working together, such as when he utters,

"We can work together and unify our great country". In above all instances Trump's avoids to use the modal 'must' that can be a symbol of his modesty. Hence the inconsistent use of modals determines the conflicts between Trump's authority and his reticence.

To avoid the negative impression, the text producers formulate stratagems of circumvention to express values of words for interpersonal reasons (Fairclough, 2004). Hence, Trump's use of the term Complicated business for politics is a euphemism which is replaced for a more conventional way of avoiding negative values attached to politics. In the next few moments, Trump reverses himself by calling political stuff nasty and tough. The metaphorical use of the word 'wounds' for division shows Trump's understanding of the negative impact of discrimination in society.

In terms of analysing people/audience's position in Trump's speech the role of coordination is very important. Some of the coordinate constructions in the text unambiguously highlight the characteristics attributed to American people. For example, Trump remembers those people who did not vote by saying, "I'm reaching out to you for your guidance and your help so that we can work together and unify our great country". He embraces them preferably and does not bother about their choice of not selecting him as a president. On another occasion he stresses, "I will harness the creative talents of our people, and we will call upon the best and brightest to leverage their tremendous talent for the benefit of all" (lines 34-35). Trump sums up his people as talented, ambitious and responsible who can help him to fulfil his dream of great America. By the same token, Trump asks for his people's strong support and encourages them in this way, "You've all given me such incredible support, and I will tell you that we have a large group of people" (Appendix 1, line, 65). These assertions and characteristics enlist anticipated potentials for people as subject position of audience. Another view is held by Lakeoff (2106) who argues that Trump's sentences are fragments and run of and he pauses after subordinating clause.

Since Fairclough (1997) claims that texts are inherently intertextual, his model of (CDA) entails the concepts of intertextuality as an essential part of it (Moloi & Bojabotseha, 2014, p.417). Thus, to represent the intertextual context of the text the study of negative sentences is also crucial. There are also some features in the text that show wrangle between the discourse producer and her adversaries such as negative sentences. Negative sentences are one of them. The intertextuality of the context can be observed through negative assertion which arouse and discard analogous positive assertions in the discourse. For example, Trump disproves his opponents' idea about his political strength, when he declares, "Not so small. Look at all of the people that we have. Look at all of these people". Here he reformulates his challengers' wording 'not so small' in his favour presenting his power. As well here, Trump lets people identify his opponents and the context in which he gives these remarks. In another occasion he proclaims that he will be the president of all American, such as, "For those who have chosen not to support me in the past, of which there were a few people". There is also a hidden ideology of power in this declaration that most of the public has supported him in election and his opponents are in minority. It is perceived in Trump's discourse that not all the negative sentences have negative meaning. For instance, when Trump promises his people, "I will not let you down" in fact, he shows his sympathy to masses. His people may assert positive   and interactive potential in this negative statement.

On the other hand, emphatic assertions are abundantly used in Trump's discourse, which are contradictory to those of negative sentences in the sense that they reject the negative assertions. For instance, "We have to get together (line.8), we have to do that (line.43), we have got tremendously talented people" (line.67). All these instances are attributed to intertextual context in which text producer; Trump is urging and motivating people to get together with their immensely brilliant potential. Similarly in next samples,

"I also have to say, I've gotten to know some incredible people" (line.91) and "we have to do a great job" (line.98), Trump leaves to the audience to recognise the identity represented with pronoun 'we' on the ground of their societal understanding.

Interpretation

After detailed description of production of the text Fairclough suggests to reconstruct the process of production to understand the problems Trump has to face and what solutions will he give. Furthermore, Fairclough also argues that in an ideal situation interpretation of the audience should be there to reconstruct the interpretation process so that it would be clarified whether Trump's discourse works for people or not. But his study does not include audience's information; rather it will be complemented by the information available by Trump's text choices to interpret the production process (1989, p. 200).

Following Fairclough (1989, pp. 146-52) framework interpretation starts with the situational context. For this analysis the Trump's victory in American presidential election is evident of the text and in terms of what is happening, the activity is newly elected president's political address to public that is broadcast in a multimodal way,

such as radio, television, internet and print media. Two main subjects are participating in this activity speaker, addressee or hearer or viewer. There is also the role of media persons as well as politics and political leader. The audience is vastly socially and politically diverse in nature and Trump, the speaker is an aggressive, flummoxing, extrovert and narcissist personality (McAdams, 2016). For focusing on intertextual context it may be assumed that Trump knows to assess his audience in term of their understanding. He might be able to distinguish and decide his discourse in front of audience. In term of relations Trump's discourse is embodied in the framework of social relationships between political leaders and the community as former president have before. It can be noticed that Trump imposes his authority on the audience for achieving state goals. For this purpose, Trump combines various relational features of discourse, with authoritative political discourse. Such as use of pronoun 'you' to show solidarity with masses and on the contrary, use of 'we' to speak on the behalf of people to show authority, for instance, "We will begin the urgent task, we are going to fix, we will put millions of our people to work, we will also finally take care, we will double our growth and we will deal fairly" (See appendix1, lines 20-39). Consequently, discourse comprises of authoritative expressive elements of a traditional political text as well as modality features showing Trump's humbleness.

Lastly, the position of the audience as subjects is discussed. The incompatibility in this study is between the assumptions about the public and Trump's traditional political commitment such as, rigorous patriotic commitment for his country, with the promise of great America. Further characteristics of Trump's construction of public are represented as subject position as political leader. Usually people want their leader strong, influential and conclusive. For this they also approve the leader's use of solidarity with them. They allow him/her to articulate their wishes, anticipations, worries and much more. Thus, Trump's reconstructed discourse constitutes populism including nativism that makes people to support him.

Explanation

As discourse is a sociolinguistics and institutional process not only, it regulates ideological foundation of power, and struggle for power, but also it is determined by societal power relations. Therefore, to explain Trump's conquest speech it is required to investigates it at micro and macro levels. Trump's discourse is based on institutional complexity because it has multiple dimensions such as, political parties, political institutions including Parliament, governmental and administrative institutions and the media as a means of transmitter of his discourse. The political discourse consists of struggle between political parties to get their support and political power, and in this case explicit struggle for Trumpism, the structuring of a new political consent may be observed. The discourse of Trumpism has remarkable impact on power to control and normalize power relations through its persuasive and influential strategies to shape the ideologies. Trump's discourse may be beheld ideological and determinative because it articulates solidarity, power and authority between public and trump, in the sense that Trump as a political leader and the public as his supporters.

Thus, the combination of solidarity and authority are now traditional features of political discourse, but their effects on genuine social relationship between political leaders and public are not always as established. Since sometimes politicians are not able to show real companionship with all the community sectors nor is it always as realistic as it is supposed. So, Trumpism is the result of relationship between theoretical influence of social identities of an aggressive, extroverted, narcissist, patriotic and determined (McAdams, 2016, p.1) leader and of the people. Trump has introduced a new kind of leader himself with traditional, individual distinctiveness of authority, toughness, racism and aggression. These features actually help him to have the support of common people, specifically females who are more attracted by these qualities (Wang, Li, You, Zhang, Niemi and Luo, 2106, n.p). Taking into account these characteristics, Trump has established a harsh and belligerent style of leadership, he has strengthened the position of the right wing in American politics. Consequently, Trump and the Trumpites may be positively created a social ground for the modest eccentricity to bringing transformations in the fate of his country and in the lives of his people (Dorf, 2016, p.74).

Conclusion

The multidimensional analysis of Trump's discourse provides the ground to conceal his ideology, creativity and struggle for power in his speech. Trump's discourse may be considered ideologically creative and determinative. The creativeness of his discourse is characterised by his social ideology because individual creativity is shaped by societal relationship (as claimed by Fairclough 1989, p.193). In fact, individual resourcefulness is an intra-social phenomenon conditioned by the societal norms which is profoundly found in Trump's discourse and

which make him superior and conquered than his opponents. Similarly, social norms and relationships are shaped and articulated by particular use of language to achieve socio-political goals.

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