

Political Discourse Analysis of Donald Trump Political Speech

Elisa Silviani Siregar
English applied linguistic,
postgraduate program
State University of Medan, Indonesia
elizz_windani@yahoo.com

Prof. Dr.Zainuddin, M.Hum
English applied linguistic,
postgraduate program
State University of Medan, Indonesia

Prof.Dr. Sri MindaMurni, MS
English applied linguistic,
postgraduate program
State University of Medan, Indonesia

Abstract—The objectives of the research are to identify the ideational processes find out in Donald Trumps Speech campaign and to identify which the dominant that used in Donald Trumps political speech on his campaign period. The research picked Donald Trumps last speech campaign 2016. Here, the researcher will focus on identifying the distribution of Ideational processes and which process used dominantly used in Donald Trumps speech campaign. The data were taken from Donald Trumps speech campaign transcript of the speech that downloaded from internet and analyzed. Based on the result of data analysis, it is found that the ideational processes illustrated in Donald Trumps Speech campaign are 6 types. They are Material process, Relational process, Mental process, Verbal process, Existential process and Behavioral process and from all the processes the dominantly used is Material process. It shows the speaker ambition is implicated on the speech.

Keywords- *ideational process; donald Trump; speech*

I. INTRODUCTION

A. Background of study

The analysis of discourse, as explain that the analysis of language is important in use[1], the time when discourse analysis emerged could be dated back to the 1950s [2] In an analysis of Trump's political views projected with his presidential campaign, present that Donald Trump, a man who has based his campaign largely on restricting immigration, in part by building a large wall along the border with Mexico and barring Muslims from entering the country, and restricting trade, by re-negotiating trade agreements and imposing tariffs on China and possibly other countries.”[3] Also said Trump's utter lack of preparedness and political experience, the only president who never have political background or at least military experience. [4]onthe article about political communication in the Trump epoch also clearly stated that Trump communicates with his audiences in a different way. He reacts to any news without political mediation and political correctness. He gesticulates with his answers and his face reveals his feelings. He is as harsh towards his opponents as he is warm and captivating to his followers. He uses love-hate language and he mainly communicates in a direct way, through social networks.

B. Scope of the Research

To avoid over complicating the issues and analysis, the focus of this study is to analysis Donald Trump's political speech based on Halliday's Systemic Functional Grammar, in terms ideational function to find out the formal features of the Trump's speech campaign.

C. Research Questions

The research questions is :What are ideational analysis illustrated in Donald Trump's Speech campaign ?

D. The objective of the study

The objective of these research is :
To find out what are the ideational Experientialfunction analysis illustrated in Donald Trump's Speech campaign.

E. The significant of the study

This analysis is very important for better understanding about political discourse analysis. Hope that this paper will be useful for:Making the readers know more about the political discourse analysis. Moreover, we can have a better understanding of the political purpose of speeches and expanding the reader's knowledge about Discourse Analysis and also helping the readers who do not know about the six types of Experiential Function.

II. LITERATURE REVIEW

A. Metafunction

According to [5], every language has three meta-functions namely: ideational, interpersonal and textual. The three metafunctions together give rise to three strands of meaning in a clause: clause as representation, clause as exchange, and clause as message. The three strands of meaning further split in form and wording in the lexico-grammar with its meta-functional related systems of transitivity, mood and modality. Under the ideational meta-function, [5] explain that the speaker or writer embodies in language his experience of the phenomena relating to the real world and this includes his experience of the internal world of his own consciousness, his reactions, cognitions and perceptions and also his linguistic acts of speaking and understanding.

The ideational function considers transitivity and voice, in which transitivity consists of the six processes called material, mental, relational, verbal, behavioral and existential. The voice component consists of activation and passivation of clauses. Ideational function falls into two categories: experiential function and logical function. [6] said experiential function has three main elements; *Process*, *Participant* and *Circumstance*. In this paper, the author will specifically analyze the experiential function process that used by Trump on his campaign. This is very important for better understanding about political discourse analysis.

1) *Process*

Process is central to transitivity. Process type is the resource for sorting out our experience of all kinds of events into a small number type. According to [7] state that process centre on that part of the clause that is realized by the verbal group, but it can also be regarded as what “going-on” is represented in the whole clause. There are six types of processes that can be identified [5], namely: Material process, Behavioral process, Mental process, Verbal process, Relational process, Existential process.

Process is realized by verbs. Traditionally verbs have been defined as “doing words”, but as the above list indicates, some verbs are not doing words at all, but rather express states of being or having.

a) *Material process*

Process of doing is what we call material process. This process refers to physical experience of human being such as reading, dancing, eating, and etc. So, material process is process about doing, about action. Action involves actors, or participants. Material process has two participants, they are actor and goal. The entity who or which does something is the Actor. There optionally is an entity to which the process is extended or directed. This entity which may be done to is the Goal.

Example : My brother has written a book

b) *Behavioral Process*

[8] state that behavioral process of physiological and physiological behavior, like breathing, snoring, smiling, looking, listening, watching, and pondering. Syntactically a behavioral process share characteristics of mental, verbal and material process. In behavioral process, there is one obligatory participant. It is behavior and is typically a conscious being (like a senser in the mental process clause). [5] points out that the boundaries of behavioral process are determined: we can recognize the following kinds as typical :(near mental) process of conscious, Used represented as form of behavior, (near verbal) verbal process as behavior, Physiological process is manifesting states of consciousness.

c) *Mental Process*

Mental process is the process of feeling, thinking, and perceiving. Semantically a mental process involve sense, which is inside the human or conscious being that is believe, fear, and etc. In mental process the participants are Senser and Phenomenon. [5] says that the Senser is the conscious being

that is feeling, thinking, or seeing. Phenomenon is that which is thought, felt, or perceived by the conscious senser. Mental process has two participants, they are senser and phenomenon.

d) *Verbal Process*

Verbal process is process of saying or of symbolically signaling. There are three participants in verbal process: Sayer : the doer of the action, Receiver : the one whom the verbalization is addressed, Verbiage : a name of the verbalization itself. [8] state that the sayer receiver and verbiage has different meaning and function. Sayer is the participant responsible for the verbal process, who encodes a signal source. It does not have to be a conscious participant (although it typically is), but anything capable of putting out a signal. Receiver is the one to who, the verbal process is directed, or the one to whom the verbalization is addressed. Verbiage is a nominalized statement of the verbal process, a noun expressing some kind of verbal behavior, a name for the verbalization itself (statement, answer, question, and story).

e) *Relational Process*

This kind of process involves states of being, including having. It can be classified according to whether it is being used to identify something or to assign quality to something. Relational process can be divided into two sub-categories. They are Identifying Process and Attributive Process. Identifying process has two participants, they are Token and Value. Attributive process has two participants, they are Carrier and Attribute.

f) *Existential Process*

Existential process is process of existence. It presented that something exist or happen. Existential process is expressed by verbs of existing: ‘be’, ‘exist’, ‘arise’ and *the existent* can be phenomenon of any kind. It also represents experience by posting that ‘There was/is something. It is easy to identify a clause contains existential process, as the structure involves the use of the word “There” that has no representational meaning; it does not refer to a location. The only obligatory participant is existential process is called as existent. Frequently an Existential clause contains a distinct circumstantial element of time or place.

Example : There is a book on the table

There are some students here

2) *Speech*

Speech is the production of meaningful utterances in language. The other opinion says that speech is an act of delivering a formal spoken communication to an audience. However, speech is related to speaking ability in front of public. Speech is consisting of three important parts; there are the beginning, the middle, and the end. The beginning is called an introduction of speech. An introduction should be interesting, to the point and not too long. The beginning tells the audiences about she/he will say in that speech.

The goal of the beginning is to catch the audience’s attention and interest and reveal the topic of the speech. There should be a few main points and avoid having too many topics and make them strictly relevant to the purpose of the speech.

The middle is called the body of the speech that explains about the main point of the speech. In the body, the speaker speaks about each point in detail. Some evidence or information will be needed to support the main points. The end called the conclusion of the speech. In concluding the speech, it's part of speech in summarizing the major points of the topic. This should sum up all of the key points of the topic what want to speech.

3) *Political speech*

Political speech is always relates to activities that makes influence actions and policies in government or society. One of the aim of politics is involves the use of power to another by affecting their behavior. In politics, people needs political strategy and the method to do it is varies depend on the purpose. Political strategy deals with many perspective strategies where the basic strategy is the way of the purpose invented and used to obtain the objective [10] Political strategy is crucial tools for campaign and election. Political strategy proposes a pathway to success when the society understands the background of candidates and reasons for them to vote for.

Basic way to do it is use speech campaign because society will knows personality of candidates by sharing their thought. By using speech, society feels that the candidate stand beside them and have the same thought. This strategy can gain society sympathy. When they are able to obtain sympathy, the succession in gaining power soon come through.

Regarding the important of speech in politic, the politician should have the ability to speak since language is a means of communication, a means of presenting and shaping argument.

4) *Political speech rhetorical*

Every speech must be in rhetorical way because the purpose of rhetoric is to persuade others through argument by appealing to their emotions, in order to sway their thinking. Aristotle employ three of rhetoric, also called the Aristotelian Triad: ethos which refers to the character or presence of the speaker, pathos which refers to the role of an audience in a rhetorical situation, and logos which refers to the logic of the argument [11].

The more rhetorical the more sympathy arose and they gaining power. Regarding the three elements of the rhetoric, political speech do not only pay attention deeply on the language itself but also make it suitable in the context and consider in the arising power.

A speech can be powerful tool for many reasons and every speech especially that have purpose to persuade must be rhetoric [12] The common goal in persuasive speech as in Donald Trump speech is to influence the audience's view on his idea so it comes with a reasonable claim and offering a proof in support of the statement. He used various strategies in gaining power and the way he delivers his ideology is part of his desire to become U.S President where the idea to makes America great again is the central topic of his speech.

III. RESEARCH METHODOLOGY

This section discusses the method and procedure that are used to solve the problems of the study. The writer has written some theories in the previous section in order to describe research design, subject and object of the research, data collecting method, and data analyzing method.

A. *Research Design*

This research used qualitative approaches because qualitative approach does not only investigate about what, where, and when, but also why and how the problem appeared but also the method produces information are only in the particular cases studies, and the general conclusions are only informed assertion. It also can be used to seek empirical support for such research hypotheses [13]

The source of the data is Donald Trump campaign speech. Then, analyze the data by using

B. *Data and Data source*

The data on this research is Donald Trump's speech campaign and the source of data is the transcript of the speech that downloaded from internet.

C. *Technique of collecting data*

In collecting the data, documentary technique is used a suggested by [14] Documentary was used since the data of this study is written or text based, especially transcript of the political speech campaign. The data was taken from the video of Donald Trump's speech campaign that shared in YouTube channel. The data are collecting by writing the transcript of the speech.

IV. DATA ANALYSIS AND FINDINGS

A. *The Data Analysis*

In this, the data were collected by downloaded the full speech transcript of Donald Trump from internet. For the data analysis in this paper, all the sentence of Trump's speech was analyzed based on the kinds of process in transitivity system. The analyzing was focused to find out the kinds of process used in Donald Trump's campaign Speech. The clauses of sentences were used in bold and italic to make easy to analyze. Then, they were given the kinds of process label. In abstracting, the data were considered theoretically or separately and transformed into tables, and then displayed data and conclusion drawing were made.

B. *Kinds of process that used in Donald Trump campaign speech*

There are seven processes that used in Donald Trump's speech campaign. They are Material, mental, relational, behavioral, verbal, and existential process. Material process refers to physical experience of human being, mental process is used to show the process of sense. Relational process is used to identify something or to assign a quality of something. The behavioral is used to describe the behavioral physical signs. The verbal process is used to express the message orally. The existential process is used to show the existence.

The kinds of transitivity process that used in Donald Trump's speech and total amount of the usage can be seen in the table 4.1

- [10] Lincoln, Y.S., & Guba, E.G. (1985). *Naturalistic Inquiry*. Beverly Hills, CA: Sage Publications.
 [15] Miles, M.B., Huberman A.M, Saldana. J. (2014). *Qualitative Data Analysis*. USA: Sage Publications
 [11] Muthy, D. Madhavi Latha. (2014). *A Study on Aistotle "shetoic.eseach* Journal of English Language and Liteatue (JELAL) Vol.2.Issue.4. KY Publications.
 [12] Nguyen, Kenny dkk. (2016). *CeateMemoablePesentations That eel In You Audience*. Big Fish Pesentation.

TABLE 4.1 The kinds of Process are used in Donald Trump's speech

Name of processes	Number of the Process	Percentage of the process
Material	130	64.67%
Relational	30	14.92%
Mental	24	11.94
Verbal	5	2.48
Existential	5	2.48
Behavioral	7	3.48
Total	201	100%

Finding

A total of 201 clauses are found in this president's speech campaign address and all the six process types are found to have occurred in the address. As shown in Table 4.1.1, the material process is the most frequently used process type with a total occurrence of (64.67%), followed by the relational process (14.92%), the mental process (11.94%), the verbal process (2.48%), the existential process (2.48%), and the behavioral process (3.48%).

V. CONCLUSION

The study in the research has applied the transitivity system in analyzing American President Donald Trump's Speech campaign Address. The quantitative analysis has proved the transitivity system in SFG an effective method in encoding and decoding this political public speech. Some major findings of the study are summarized as follows.

(a) All the six processes types were found to have occurred in the address. The material process was the most frequently used process.

REFERENCES

- [1] Brown, G & Yule, G. *Discourse Analysis*. Cambridge: Cambridge University Press, 1983.
 [2] Bloor, T. and Bloor, M. 1995. *The Functional Analysis of English: A Hallidayan Approach*. London: Arnold. Co-published New York: Oxford University Press.
 [3] Crockett, Zachery. (2017). *Donald Trump Is the Only US President Ever with no Political or Military Experience*. Retrieved <https://www.vox.com/policy/politics/2016/11/11/13587532/donald-trump-no-experience>.
 [4] Bogdan, R. C., & Biklen, S. K. (1998). *Qualitative research for education: An introduction to theory and methods* (3rd ed.). Boston: Allyn and Bacon.
 [5] Halliday, M. A. K. (1994). *An introduction to functional grammar* (2nd ed.). London: Edward Arnold.
 [6] Saragih, A. (2006). *Discourse Analysis*. Medan: Universitas Negei Medan
 [7] Naz, S. and Alvi. (2014). *An Analysis of Obama's Speech Ending IaQWa, Febuary 27, 2009: A Halladian Approach*. *INTEDISCIPLINAY JOURNAL OF CONTEMPOAY ESEACH IN BUSINESS*. VOL (4) NO 8.
 [8] Gerot, L. and Wignell, P. 1994. *Making Sense of Functional Grammar*. Queensland: Gerd Stabler, AEE Publishing
 [9] Keyes, Dick. (2008). *Image & Reality in Society*. Greatham: UK.