

Discursive Strategies Used in Trump's Speech: Rally in Perry, GA, United States on September 25, 2021

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Abstract—This study is a Critical Discourse Analysis (CDA) with special reference to one of Trump's speeches called 'Perry, GA, United States on September 25, 2021'. The study investigates Trump's ideology, attitude and perspectives using Van Dijk's socio-cognitive approach (2006). It aims to show how Trump justifies his ideas. The paper claims that there is an important deliberation of political discourse in replicating and influencing the community. Analysing the speeches linguistically shows how Trump conveys or expresses his ideologies. The paper adopted van Dijk's model to examine the linguistic devices employed by Trump. Hence, the study found that discursive devices are present in Trump's speech. Based on data analysis, the study finds that Trump uses 15 discursive devices: polarisation (Us-them categorisation) (356), Norm expressions (68), Disclaimer (52), Repetition (38), Lexicalisation (29), Metaphor (19), Simile (13), Negative labelling (12), Exaggeration (7), Self-glorification (4), Comparison (3), Number game (3), Implication (2), Victimisation (1) and Actor description (1).

Index Terms—Critical Discourse Analysis, polarisation, Norm expressions, disclaimer, lexicalisation

I. INTRODUCTION

The discipline of critical discourse analysis (CDA) has gained significant attention in recent years, particularly in the study of language and its relationship with power dynamics. This paper aims at a discourse analysis of Trump's speech 'Rally in Perry, GA, United States on September 25, 2021'. This study investigates the types of discourse used in Trump's speech, including the most and least used types in Trump's language. Previous research has investigated discourse analysis types in Trump's language in several speeches and tweets (Subtirelu, 2017; Gil-Bonilla, 2019; Hamed, 2021; Kadim, 2022). However, despite the progress made in identifying different approaches to critical discourse analysis by different scholars, to the best of the researchers' knowledge, none of the previous studies studied 'Rally in Perry, GA, United States on September 25, 2021'.

Discourse research emphasises how language takes part in power or ideology, which influences how speakers communicate; discourse is also concerned with the conveyed meaning by the speaker as well as the impact of power on listeners. Waugh et al. (2016) pointed out that "discourse perpetuates social patterns like domination, discrimination, exploitation, dehumanisation, naturalisation" (p. 72). They also argued that these social patterns are usually hidden. However, Fairclough (2010) found that social change and social justice arise when "awareness, resistance, emancipation, and social action" (p. 5) take place. Therefore, CDA identifies what is right and what is wrong and, as claimed by Fairclough (2010) "addresses social wrongs in their discursive aspects and possible ways of righting or mitigating them" (p. 11).

A. General Definitions

CDA is an umbrella term to describe different theoretical approaches that study language and society to unveil patterns of power, dominance, and inequality. Discourse is a multifaceted package of immediate and chronology-related linguistic performances, which show themselves inside and through the societal contexts as subjectively related semiotic, oral or written indications (Reisigl & Wodak, 2001, p. 66).

Gill and Azhar (2018, p. 17) quoted Fairclough and Graham (2002, p. 188) who mentioned that CDA studies language as discourse and this reveals that "language is conceived as one element of the social process dialectically interconnected with others". Jahedi et al. (2014, p. 28; citing van Dijk, 1993, p. 250) claimed that CDA studies texts analyse "structures, strategies or other properties of text, talk, verbal interaction or communicative events play a role" and focus on the uneven power relations. Furthermore, it investigates real discourse that occurs in social communication, Jahedi et al. (2014, p. 28; cited Fairclough Wodak, 1997, p. 258) who claimed that "the ideological loading of particular ways of using language and the relations of power" that motivate them. CDA, as mentioned by Fairclough et al. (2011, p. 357), is a "problem-oriented" global research movement, it includes various approaches, each with a different hypothetic framework, analysis, techniques, and agenda".

CDA is an area of critical linguistics that is based on Halliday's (1978, 1985) systemic and functional linguistics and ideological theories (Fairclough, 1993; Rogers, 2003). The primary objective of critical linguistics is to recover Kress et al. (1979) argued that "the social meanings expressed in discourse by analysing linguistic structures in light of their interest and wider social context" (pp. 195–196). Althusser's (1971) Marxist model of ideology has affected critical discourse analysis, which considers "ideologies not as a nebulous realm of 'ideas,' but as tied to material practices embedded in social institutions (how teaching is organised in classrooms, for example)" (Fairclough & Wodak, 1997, p. 261).

As mentioned by Jahedi et al. (2014; quoted Martin & Wodak, 2003, p. 6), they approve that the CDA approach is critical for "having distance from the data, embedding the data in the social, making a political stance explicit, and the way it looks at self-reflection as researchers doing research". Similarly, Fairclough (1995) stated that his discourse analysis approach is critical because it seeks to provide a clear analysis of relationships between textual properties and social processes that are not clear to listeners or readers, and whose effectiveness is dependent on this opacity (Fairclough, 1995, p. 97).

B. Aims and Questions of the Study

Discursive methods are recognized for their use in a multitude of discourse concepts, which are notably in political speeches, where they are regarded as one of the top persuasive strategies. This study provides a comprehensive understanding of one of the speeches given by Trump. Thus, the current study aims to explore the discursive strategies and categorize the most common ones according to the source domains proposed by van Dijk (2006). The researchers also investigated the reason behind using the discursive strategies used by Trump. The current research is based on the following questions:

1. What are the most frequently used discursive strategies used by Trump?
2. What are the main functions of the discursive strategies in Trump's speech?

C. Significance of the Study

This study is essential due to its efforts to provide an extensive analysis of conceptual discursive strategies as a method of persuasion in Trump's 'Rally in Perry, GA, United States' speech, which can be taken as a stepping stone for the researcher's work on discursive strategies. In addition, it analyses Trump's discourse using the Socio-cognitive Approach. This research intends to analyse how the former president of the United States preserves his primary objectives using discursive analysis to persuade Americans with his ideologies. Furthermore, the relevance of this study stems in emphasizing the intended meaning behind what he says.

II. LITERATURE REVIEW

Igwebuike (2018) studied the discursive strategies and ideologies in selected newspaper reports of the Nigerian-Cameroonian Bakassi peninsula border conflict. The researcher investigated the socio-political ideologies and discursive strategies used in the reports on the Bakassi Peninsula border conflict published by Nigerian and Cameroonian newspapers. Data include 127 examples of discourse strategies found in two Nigerian and two Cameroonian English-medium national newspapers. The results showed that there is a divergence of positive in-group and negative out-group ideologies. Seven types of discursive strategies were used, including slanted headlines, negative abelling, evidentiality, number game, hyperbolism, victimization, and depersonalization. The strategies include ideological preconceptions of positive self- and negative other-representations, which are prevalent in both countries at news coverage of the uncertain Peninsula.

Nasih and Abboud (2020) studied critical discourse analysis and political discourse, focusing on two Iraqi political speeches: Prime Minister Ayad Allawi and President Barham Salih. The purpose of this study was to investigate the speeches of Iraqi politicians and find out how they try to justify their ideas and persuade their audiences. This article assumed that political discourse plays an important role in reflecting and manipulating society. A linguistic analysis of speeches revealed the extent to which Iraqi politicians differ in their ideological communication and expression. The analysis showed that Mr. Allawi used more discursive means than Mr. Salih. Therefore, this study supports its hypothesis and objectives.

Kakisina et al. (2022) studied the manipulation as a discursive strategy in of Donald Trump and Jair Bolsonaro in COVID-19. The study followed van Dijk's (2006) framework to analyse the data. The findings, as mentioned by Kakisina et al. revealed that the manipulation in the speeches studied is conveyed through ideological polarization, discrediting the others, emotionalizing the argument, emphasizing the speaker's power, moral superiority, and credibility, and by offering almost unambiguous evidence of the speaker's beliefs and reasons. The researchers found that the strategy most used by both speakers is ideological polarisation. Polarisation is closely associated with certain ideologies and beliefs and can instil common beliefs and values in a community.

Nang (2015) studied the similarities and differences in the discursive strategies used by Vietnamese and American journalists in economic news. In this study, van Dijk's (2003) framework was used to identify 26 discursive strategies in the economic news of two newspapers, Economic.com and Tuoitre.vn. The study analysed 200 samples (100 English samples and 100 Vietnamese samples). Analysis of discourse strategies showed that Vietnamese journalists use all 26 discourse strategies to express their ideas and ideology, whereas British journalists use 25 discourse strategies except

empathy. As a result, news discourse is not without uncertainty, and economic news in English and Vietnamese shows that strategies such as number games, authority, lexicalisation, metaphor, connotation, hypothesis, and exaggeration are most common in economic news. There are similarities in the sense that they are effective and important. Examples were found in both languages, namely: history as a lesson, repetition and metonymy. The least used discourse strategies were apparent concessions, paradoxes, euphemisms, irony, counterfactuals and comparisons.

Ibrahim (2018) studied critical discourse analysis techniques in political discourses from selected Arab regions, using Van Dijk's (1995–2006) model for data analysis. The purpose of this study was to investigate how politicians use and abuse social power in their speeches. The analysis showed that in al-Abadi's speech during the Kurdistan referendum on September 25, 2017, most of the techniques related to the semantic, argumentative, and rhetorical levels were in line with his ideology. It was used to convince the audience of the policy. Data analysis showed that al-Abadi used the most critical discourse analysis techniques at the semantic, argumentative and rhetorical levels. As a result, various techniques such as illustration, openness, consensus, hyperbole, metaphor, euphemism, polarisation, compassion and lexicalisation were used to convince the audience of the speakers' ideological views on the Kurdistan referendum.

III. THEORETICAL FRAMEWORK

Van Dijk's socio-cognitive approach to CDA emphasises the cognitive interface between discursive and societal structures and analyses how discourse strategies are manipulated by speakers to create polarity (in-group preference) and (out-group disparity), revealing ideological changes in the representation of events and participants in the conflict. Implicit ideology is at the heart of CDA, which aims to clarify the ambiguous relationship between discourse practice, social practice, and social structures. Linguistic analysis is a methodical study of language and how it is used in different contexts. Van Dijk's (1991, 1995, 1998, 2006) socio-cognitive approach, which focuses on the cognitive view of discourse.

The theoretical framework applied to this study was Van Dijk's (1995, 2006) approach which advocated the selection of ideological classifications to determine the essential constant between 'negative other-representation' and 'positive self-representation'. According to the framework, positive self-representation and negative other-representation are semantic macro-ideological strategies used to establish differentiation between 'good' and 'bad', 'us' and 'them', as developed by the 'ideological square'; Van Dijk's (1995, 2006) model.

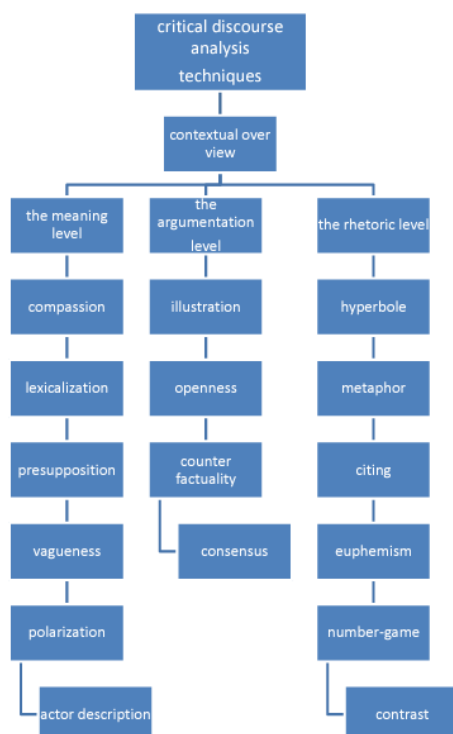


Figure 1. The Model Adopted From van Dijk's (1995-2006) Work, With Some Modifications

According to van Dijk (2006), macro-ideological strategies are discursive tools aimed at enhancing 'our'/'their' bad characteristics and, as a result, mark discourse ideologically. Van Dijk suggests several discursive strategies to achieve positive self-representations and negative representations of others as 'actor description', 'compassion', 'lexicalisation', 'openness/ honesty', 'consensus', 'counter factuality', 'contrast', 'citing', 'categorisation', 'euphemism', 'evidentiality', 'example/illustration', 'generalisation', 'hyperbole', 'lexicalisation', 'metaphor', 'self-glorification', 'number game', 'polarisation', 'presupposition' and 'victimisation' (pp. 61–85).

IV. METHODOLOGY

The data analysed is from Trump's speech 'Rally in Perry, GA, United States given on September 25, 2021'. A script of the speech analysed in this paper is found on the (<https://www.rev.com/blog/transcripts>) website. The speech was analysed using van Dijk's model. The data were subjected to CDA to uncover the discursive strategies used by Trump. The 15 discursive strategies deployed by Trump in his speech are Us-them categorisation (356), Norm expressions (68), Disclaimer (52), Repetition (38), Lexicalisation (29), Metaphor (19), Simile (13), Negative labelling (12), Exaggeration (7), Self-glorification (4), Comparison (3), Number game (3), Implication (2), Victimisation (1) and Actor Description (1).

Van Dijk's (2006) socio-cognitive framework of CDA, which emphasizes the cognitive boundaries between discourse structures and social structures, is used to investigate how discourse strategies can be employed to manipulate, control, and make a polarization of in-group favoritism and out-group derogation, in addition, to show differences in ideologies in how politicians represent events and groups. The study of implicit ideology is at the heart of CDA, a theory that tries to clarify the ambiguous connections that exist among different types of discourse.

Discourse strategies have many ideological perspectives. Ideologies are systems of beliefs shared by society that affect the personal cognition, beliefs, and attitudes of members throughout the act of understanding and creating discourse. Ideologies are often socially developed and frequently result in various mental representations. Based on van Dijk (1995), mental images or representations are frequently articulated along the 'Us' vs 'Them' aspects, where members of a particular group will typically choose to express themselves or their group favorably compared to other groups in a derogatory manner. Similarly, the in-group and out-group schemata serve as the underlying stereotypes or biased representations of news reporters' social cognition.

To explore and clarify the contrasting aspect that represents 'Us' toward 'Them', the study employs van Dijk's approach of analyzing discourse strategies in Trump's speech. Additionally, it examines the formally constructed linguistic structures used to emphasise polarised group activities and perspectives. The importance of groupness (or shared belief) in conflict discourse, as well as the need for political speakers to show favouritism and prejudice in their speeches, highlight the relevance of van Dijk's approach. The framework adopted here helped the researcher to identify and classify the discursive strategies used by Donald Trump in his speech to manipulate his audience.

V. DATA ANALYSIS

This section provides an extensive and organized look at Trump's discursive strategies in addition to his ideological aims in the discourse. The analysis uses 15 ideological discursive strategies provided by van Dijk (2000, 2006). The strategies are arranged for discussion by importance and significance, the analysis provides adequate examples cited from (rev.com) to demonstrate the ideology-based role of the discursive strategies used in discourse. The 15 discursive strategies deployed by Trump in his speech are polarisation (Us-them categorisation) (356), Norm expressions (68), Disclaimer (52), Repetition (38), Lexicalisation (29), Metaphor (19), Simile (13), Negative labelling (12), Exaggeration (7), Self-glorification (4), Comparison (3), Number game (3), Implication (2), Victimisation (1), Actor description (1).

All examples provided can be found at <https://www.rev.com/blog/transcripts/donald-trump-perry-georgia-rally-speech-transcript-september-25>.

A. Description, Us-Them Categorisation

Actor description was used by Trump only once, while Us-them categorisation was used 356 times. According to van Dijk (2000, p. 222),

Others are as prevalent as the expression of polarised cognitions, and the categorical division of people into in-group (Us) and outgroup (Them). This suggests that especially also talk and text about immigrants or refugees [are] strongly monitored by underlying social representations (attitudes, ideologies) of groups, rather than by models of unique events and individual people. Polarisation may also apply to 'good' and 'bad' sub-categories of outgroups (as is the case for friends and allies on the one hand and enemies on the other). Note that polarization may be rhetorically enhanced when expressed as a clear contrast, that is, by attributing properties of Us and Them that are semantically each other's opposites.

The actor descriptions are obvious in Excerpt 4. The data reveal the polarisation strategy of '**we/our** versus **them/your/they**'; as seen in excerpts 1,2,3 and 4:

At (03:37) Trump referred to Democrats, in particular Nancy Pelosi and Ralph Warnock.

Excerpt 1: We have great, great people running. Many of **them** are right here. I love Marjorie. With **your** help, **we**'re going to take back the House and send Nancy Pelosi back to San Francisco where she can work very hard to bring back a city which she has helped to very much destroy, just like **they**'re destroying **our** nation. **They**'re destroying **our** nation. **We**'re going to fire **your** ultra-left-wing Senator Ralph Warnock, and elect the great Herschel Walker to the United States Senate. And **we**'re going to take back **our** country from these lunatics.

At (04:23) Trump referred to The Democratic Party and Joe Biden.

Excerpt 2: You look at what's happening in these Democrat-run cities. Violent gangs or drugged-out vagrants are taking over **our** big cities, **our** once great cities. Corruption is rampant. The senior ranks of **our** military have

been politicized. **Our** leaders are issuing unconstitutional executive mandates and **our** country is being turned into a migrants' camp. That's what **we** are.

At (08:24) Joe Biden and his administration.

Excerpt 3: One thing is certain, this would never, ever be happening if **I** were **your** president and **we** should have been **your** president. 75 million votes. When **I** was in the White House, illegal aliens knew that if they broke **our** laws and trespassed across **our** borders, **they** would be caught, **they** would be detained, and **they** would be thrown out of **our** country very rapidly. So they didn't come. **They** didn't come because it was not worth the trip and then **you** have to go back. It wasn't worth the trip.

At (19:51) Trump was referring to Joe Biden.

Excerpt 4: Joe Biden is not merely a threat to our national security. He's actively demolishing it before our very eyes. Biden triggered millions of illegal aliens to rush our borders in the middle of a global pandemic, in the middle of the pandemic. Where's your mask? Where's your mask? Where's your mask?

The oppressed (Trump and his fans) are the 'in-group' and those who oppress them are the democrats 'the outgroup'. This shows that 'the positive self-presentation and negative other-presentation' found in the speech, controls the discourse of power abuse. This polarization is rhetorically to compare in-groups and outgroups. as seen in excerpts 1, 2, 3 and 4. The categorical division of people into in-group (US, we, our, I) and out-group (THEM, he, they, you); positive self-presentation and negative other. Actors in discourses are described according to the discourse producers' ideologies. Actor Description is used to describe in-group members neutrally or positively and out-group members negatively (van Dijk, 2006, p. 736). Trump used Actor Description to describe Joe Biden (out-group member) negatively.

B. The Number Game

Trump used number game in his speech only three times. Van Dijk (2006) emphasises that numbers and statistics are used to represent facts against opinions and impressions. He added, "Arrivals of immigrants are usually accompanied by numbers, also in parliament. The same is true for the costs of immigrants" (p. 738).

At (43:27) Trump referred to Biden as well as the extreme left.

Excerpt 5: The unemployment rate for black Americans increased to a very, very high 8.8%. With me, they were way down and going a lot lower.

Numbers and statistics are one of the most important means to boost the credibility of the argument. They are the major means to emphasise objectivity, which represents factual information against subjective opinion and comment.

In Excerpt 5, Trump means to increase the credibility of the argument. He aims to emphasise objectivity which represents factual information against subjective opinion and comment. Hence, one of the best moves toward objectivity is to use numbers and statistics to give the impression that the argument is credible.

C. Norm Expression

According to van Dijk (2006), Norm expression is the expression of what/how something should or should not be done (p. 738).

Excerpt 6: One thing is certain, this would never, ever be happening if I were your president and we **should** have been your president. 75 million votes. When I was in the White House, illegal aliens knew that if they broke our laws and trespassed across our borders, they would be caught, they would be detained, and they **would** ... They didn't come because it was not worth the trip and then you **have** to go back. It wasn't worth the trip.

Excerpt 7: They're in big trouble, the riders of those horses. Most people **would** say they were doing one hell of a job, right? Don't you agree? They're in trouble, **can** you believe it?

Excerpt 8: I don't believe they believe in our nation. Next year, Warnock and every single one of these far-left lunatics **must** be routinely and resoundingly and decisively defeated. They **have** to be defeated. You're not going to have a country left. If you want to have a country left, you **must** elect no Democrats.

In the analysis, norm expressions were found 68 times. Trump used norm expressions to tell the listener what 'they' should or should not do, by using modal verbs 'can/can't', 'should/shouldn't', 'may/might', 'have to/ don't have to', 'will/ will not', 'would/ wouldn't' ... etc.

D. Disclaimer

According to van Dijk, a disclaimer is seen as an ideologically-based strategy to demonstrate positive attributes of an entity and then present a denial of the attributes using terms like 'but', 'yet', or 'however'. "Disclaimers briefly save face by mentioning our positive characteristics, but then focus rather exclusively, on their negative attributes" (2006, p. 736).

Excerpt 9: I don't know if Joe is exactly involved. I don't know. I don't know. I don't. **But** somebody is really screwing up our country and destroying our country.

Excerpt 10: Oh boy. And he's a great guy and a great patriot. And when he takes that back off, he goes into his shirt and he probably goes back to his accounting office, **but** we love you. You're great, and we appreciate your support. Really great. We appreciate it. Great guy. Great guy. **But** even sleepy-eyed Chuck Todd of NBC News was recently forced to admit that Biden's open borders and his policies are acting as a magnet attracting illegal

aliens from all over the planet. **Yet**, despite this obvious disaster, radical Democrats in the house and Senate continue to push for mass amnesty.

Disclaimers were used 52 times; Trump used terms like ‘however’, ‘but’, and ‘yet’. These terms were used by Trump to deny opposing feelings against another group to focus on others’ negative qualities.

E. Repetition

Repetition is where speakers repeat the same words or phrases numerous times to make an idea clearer and to hint to the audience that the message of the speaker is important. Repetition was used 38 times in Trump’s speech. Using repetition as a persuasive method is most powerful when the audience is not paying close attention.

Excerpt 11: like **they’re destroying our nation. They’re destroying our nation.**

In Excerpt 11, Trump wanted to show the listeners how important his message is, that Democrats, in particular Nancy Pelosi and Ralph Warnock are destroying the nation.

Excerpt 12: We’re having people coming into our country **that we do not want. We do not want.**

In Excerpt 12, Trump referred to not wanting immigrants, repeating it twice to persuade the listeners that immigrants are not welcome in the country.

Excerpt 13: They have a lot of problems in Haiti, and it’s very sad, but we’re bringing people into our country that it’s just a **terrible, terrible, terrible** situation.

In Excerpt 13 Trump wanted to grab the attention of the audience by repeating the word ‘terrible’ to show them how important his message is.

F. Lexicalisation

It is the use of semantic features of words to portray something or somebody positively or negatively (Rashidi & Souzandehfar, 2010).

Excerpt 14: I don’t know. I don’t know. I really don’t. But **somebody is really screwing up our country and destroying our country.**

Trump’s opinion about Joe Biden at (06:46) is that he is destroying the country.

Excerpt 15: In particular, **your incompetent and strange ... There’s something wrong with this guy. Your secretary of state. Raffensperger. Raffensperger. I’m telling you, I think there’s something wrong with him. ... Your terrible lieutenant governor who’s no longer running because he knew that he wasn’t doing a job... He’s been a complete and total disaster on election integrity.**

At (37:07) Trump addressed the Republicans in Georgia, specifically Brian Kemp, Georgias governor, and lieutenant governor, as well as Secretary of State, Raffensperger in a negative way as **incompetent and strange, something wrong with him, You’re terrible, He’s been a complete and total disaster on election integrity ...** he used lexicalisation to express his own opinion about the lieutenant and to attack the lieutenant’s face.

Excerpt 16: **The same guy, the same face, that same watermelon-shaped face... He didn’t know what the hell I was talking about. He thought I was crazy.** Eric ... And these are good kids. **They work their asses off for the country.**

In Excerpt 16, Trump attacked Adam Schiff’s face by addressing him negatively as ‘**The same guy, the same face, that same watermelon-shaped face**’. He expressed his opinion as ‘**He didn’t know what the hell I was talking about. He thought I was crazy**’. Eric ... And these are good kids. **They work their asses off for the country.**

Lexicalisation was used by Trump 29 times in his speech. Donald Trump used lexicalisation to express a personal opinion or a point of view about someone or a group.

G. Metaphor

According to Shakoury (2018) “Metaphor is the comparison of two things or phenomena which bear no resemblance to assign the attributes of one to another” (p. 30).

Excerpt 16: They don’t believe in America first. They don’t believe in America’s first policies. **The world is eating our lunch.** They’re laughing at us. They watch what happened in Afghanistan, and they think we’re weak and stupid.

In a way to show how weak Biden and his administration are, at (15:12), Trump wants to deliver a message that the country in Biden’s era is very weak and that the whole world is unjustly devouring Americans’ property.

Excerpt 17: He’s doing nothing to hold a Chinese Communist Party accountable for **unleashing the virus upon the world.**

At (30:42) Trump used the term ‘**Unleashing the virus**’ to open the audience’s imagination to think that the virus is one of the most dangerous monsters in the whole world. Trump implied a comparison between the virus and a monster to show the audience that Joe Biden is very weak and that he can’t rule the country.

Excerpt 18: **Main streets are being boarded up. Murders are through the roof.** You look at what’s happening in these Democrat-run cities.

Trump blamed the Democratic Party and Joe Biden for letting immigrants in at (04:23); wanting to symbolise the unstoppable threat of immigration, he referred to refugees as murderers who are waiting to commit crimes.

H. Simile

According to Ngan (2015) ‘similes refer to the way to draw comparisons between two unrelated and dissimilar things. Similes draw resemblance with the help of the words “like”, “as” or “such as”’ (p. 10)

Excerpt 19: But even sleepy-eyed Chuck Todd of NBC News was recently forced to admit that Biden’s open borders and his policies are acting **as a magnet attracting illegal aliens** from all over the planet.

At (12:21) Trump wanted to show that Biden’s policies attract strangers just like a magnet attracts iron fillings.

Excerpt 20: It’s one of the reasons we don’t get the support we should from a lot of very good Republicans, but **they’re not as brave as they have to be.**

At (26:58), Trump wanted to show the difference between his era and Biden’s era. He aimed to say that the president of the US must be stronger than Biden. The simile was used by Trump 13 times in this speech.

I. Negative Labelling

According to Igwebuike (2018), labelling is “a linguistic process of identifying and describing a person or group of people with specific labels or tags. Positive or negative labels are ascribed to people depending on the perceived social attitudes associated with the people or group”. (p. 157)

Excerpt 21: This Millie is **an idiot**. I got to know him. **He’s an idiot**. Okay.

At (26:09), Chairman of the Joint Chiefs of Staff, Mark A. Millie was characterized as an “idiot”; by using negative labels Trump wanted to attack Millie’s ideologies, showing his disrespect for him.

Excerpt 22: The Durham investigators at the Russia, Russia, Russia hoax was indeed a total **scam** made up by **crooked Hillary Clinton and the Democrats.**

At (32:08), Trump negatively labeled Clinton and the democrats; he labelled them as ‘crooked’, attempting to persuade the audience that they were liars and that they made up the investigation into Russian meddling in the 2016 US election.

Excerpt 23: **He’s a disaster.** They ignore... and just, he’s been **a real horrible...**

At (01:39), Trump characterized Brian Kemp as “a disaster” and “real horrible” because of the election integrity. He wanted to attack Brian Kemp’s face, and Trump used this device 12 times.

J. Exaggeration (Hyperbole)

Van Dijk (2006) defines hyperbole as “a semantic rhetorical device that discourse producers tend to use to enhance meaning within the overall strategy of positive self-presentation and negative other-presentation” (p. 738).

Excerpt 24: **Violent gangs or drugged-out vagrants are taking over our big cities, our once great cities.** Corruption is rampant. The senior ranks of **our** military have been politicized. **Our** leaders are issuing unconstitutional executive mandates and **our country is being turned into a migrants’ camp.**

At (04:23), Trump accused the Democratic Party and Joe Biden of bringing criminals to the country. Trump exaggerated that the migrants were taking America and turning it into a camp to show the audience how serious the situation was.

Excerpt 25: **They’re emptying their prisons into our country.**

Referring to immigrants specifically those from Guatemala, Honduras, El Salvador, Mexico, and the Middle East, at (08:56), Trump wanted to exaggerate immigration to produce a noticeable effect on the audience’s mind.

Excerpt 26: **Our country has gone to hell.**

At (20:36), Trump exaggerated by accusing the media, and Joe Biden of taking the country to hell, to show how bad they are and to convince the audience that Biden must leave.

Trump used hyperbole seven times as a device to exaggerate an event or a thing to produce a clear effect.

K. National Self-Glorification

As mentioned by Dijk (2006), discourse producers may try to positively represent their country by ‘positive references to or praise for one’s own country, its principles, history and traditions’ (p. 738).

Excerpt 27: **And I’ll tell you, when I was president, they respected us. They respected this country because they were ripping us off and we stopped it.** (15:12)

Excerpt 27 attempts to show how great America was when Trump was the president; Trump wanted to deliver to the audience a message that the history of the country was the greatest when he was a president. In this vein, it is worth mentioning that Trump used self-glorification to focus on the ‘positive-self negative-others’ idea by reminding the audience of his positivity to assure the audience that he was the man of the nation, as illustrated in excerpts 28 and 29 below.

Excerpt 28: **Under my administration, we ended catch and release. We shut down asylum for it. We struck historic agreements with Mexico and Central American nations to stop illegal immigration and we deported dangerous criminal aliens by the tens of thousands, including MS-13 killers. We got them out by the thousands. We built almost 500 miles of powerful border wall. And it was tough because we had to go through two and a half years of litigation against Democrats that were suing us, including Congress. We created the most secure border in the history of the United States of America.** (08:56)

Excerpt 29: **Under our administration, we accomplished four more years of everything. We took care of people at a level that nobody has ever thought possible. No president, and I say this, and I don’t get criticized, no president or certainly very few have accomplished what we accomplished in four years. We**

passed massive tax cuts and record-setting regulation cuts. We ended NAFTA and the NAFTA disaster, the worst trade deal ever made, and replaced it with USMCA, that's Mexico and Canada, who were both doing big numbers on our country but not anymore. (42:23)

Trump used self-glorification four times as a device to convince the audience that he did the country a favour when he was president, while others kept on destroying everything good that he did.

L. Comparison

Comparisons are used when in-groups and out-groups are collated. They can imply the negative score of the out-group on the criteria of comparison or compare the current situation with similar situations in the past (van Dijk, 2000, p. 735).

Excerpt 30: We're living through the worst border crisis in the history probably of civilization. (13:23)

Excerpt 31: In Afghanistan, he humiliated our nation with the most appalling display of incompetence by an American president in history.

Excerpt 32: Under our administration, we accomplished four more years of everything. We took care of people at a level that nobody has ever thought possible. No president and I say this, and I don't get criticized, no president or certainly very few have accomplished what we accomplished in four years. We passed massive tax cuts and record-setting regulation cuts...but not anymore. (42:23)

In excerpts 30, 32, and 33, Trump used comparison 3 times in the speech as a device to compare the negative score of Biden and his administration with the positive attributes of his administration. The expressions 'worst... in history' 'most appalling display ... in history' and 'under my administration... not anymore' were meant to convince the audience that there is no comparison between his administration and Biden's administration.

M. Implication

According to Shakoury (2018), an implication is the understanding of what is not explicitly expressed in discourse. 'Indeed, a large part of discourse remains implicit, and such implicit information may be inferred by recipients from shared knowledge or attitudes and thus constructed as part of their mental models of the event or action represented in the discourse' (p. 74).

Excerpt 34: They attacked and cheated on our elections, and they did it right here in Georgia also, right here in Georgia. (37:07)

Implications were used by Trump twice. In discourse, politicians leave a lot of knowledge implicit, either because it is common knowledge (i.e. well-known information for the audience), or inconsistent information with the positive self-image they built (i.e. speaker does not want to profess it clearly). Trump in excerpt 34 meant to say that the Republicans in Georgia are cheaters and that they aren't worth the trust given by the people.

Excerpt 35: Our fake news at a very big lie. They like to... You ever notice when they write about that, they will say, "While the election results are a big lie," every reporter, it's just total misinformation. (08:10)

The dots (...) here meant that Trump stopped talking for seconds as if he wanted to say something but then he retracted. The implicit meaning behind this is to leave the audience an opportunity to think how bad the media writers are. He wanted to convince the audience that the media writers are manipulators.

N. Victimisation

Victimisation refers to the use of 'binary us-them pair of in-groups and out-groups' (van Dijk, 2006, p. 739). Victimisation was used by Trump only once to show out-group members (Biden, his administration, and other countries) negatively and show in-group members (Americans) as the victims of unfair treatment, as in excerpt 36.

Excerpt 36: We're not respected anymore as a country. We're being laughed at all over the world. Afghanistan was the single most embarrassing event in my opinion that's ever happened to our country. We're being laughed at all over the world.

VI. CONCLUSION

This article proves that discourse analysis plays an instrumental role in Trump's speeches. Using Van Dijk's socio-cognitive approach, this study aimed to analyse Trump's self/other appearance in his speech. Van Dijk (2006) claimed that dominating groups highlight the negative behaviours of (out-group) and ignore the negative behaviours of themselves (the in-group). It examined instances of manipulation of 15 discourse strategies, namely, polarisation (Us-them categorisation) (356), Norm expressions (68), Disclaimer (52), Repetition (38), Lexicalisation (29), Metaphor (19), Simile (13), Negative labelling (12), Exaggeration (7), Self-glorification (4), Comparison (3), Number game (3), Implication (2), Victimisation (1), and Actor description (1) deployed by Donald Trump in his speech 'Rally in Perry, GA, United States on September 25, 2021'. Nevertheless, this study has some limitations. One, bound by a timeframe, it relies on one speech, whereas more discursive strategies would be found when analysing more than one speech. For such reasons, it is recommended that further studies should expand the time frame to examine more speeches using this approach. In addition, to enrich the existing literature, future research should diversify the sample by selecting different speeches of other politicians than Trump.

APPENDIX. DONALD TRUMP PERRY, GEORGIA RALLY SPEECH TRANSCRIPT SEPTEMBER 25

<https://www.rev.com/blog/transcripts/donald-trump-perry-georgia-rally-speech-transcript-september-25>

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