التماثل الجوهري في الخطاب السياسي: تحليل ناقد لخطاب القبول لترامب

صالح مهدي عداي ١

عمر علي والي ٢

١-جامعة بابل / كلية التربية للعلوم الانسانية/ قسم اللغة الإنكليزية، العراق؛

saleh_mehdi71@yahoo.com

دكتوراه في اللغة الانكليزية/ أستاذ

٢-/ جامعة بابل / كلية التربية للعلوم الانسانية/ قسم اللغة الإنكليزية، العراق؛

umar.ayood@student.uobabylon.edu.iq

ماجستير في اللغة الانكليزية/ باحث

ملخص البحث:

يهدف هذا البحث إلى التحقيق في كيفية استخدام التماثل الجوهري في الخطاب السياسي للوصول إلى عقل جماعي يقنع الجمهور بأن المتحدث والجمهور هم بنفس الاتجاه، من خلال التمسك بإدراك انتقائي مخصص. للوصول إلى هذا الهدف، يحلل البحث "خطاب القبول" لترامب لمعرفة كيفية استخدامه لدلالات الإدراك الانتقائي من خلال استراتيجيات الخطاب لتحقيق هذا الغرض. يفترض البحث أن ترامب يتلاعب بلغته في الخطاب المذكور من أجل الحصول على أقصى فائدة من هذه الاستراتيجيات من خلال خلق تصور انتقائي ينتج عنه علاقة مع جمهوره. لإجراء التحليل، يعتمد البحث على نموذج "تحليل الخطاب الأيديولوجي" لفان ديك (١٩٩٥)، باستخدام الاستراتيجيات الخطابية الموجودة فيه. في الختام، أثبت البحث ان ترامب يركز على دلالات الغضب، والخوف، واللوم والديماغوجية والأمل والتغيير. فضلاً عن ذلك، أظهرت النتائج أن استخدام المفردات مع هذه الدلالات ليس عشوائيًا، بل يتم استقطابه بطريقة تقدم الذات بشكل إيجابي وتقدم الآخرين بشكل سلبي.

Consubstantiality in Political Discourse: A Critical Analysis of Trump's Acceptance Speech

Salih Mahdi Adai [1]

Omar Ali Wally [2]

1- University of Babylon / College of Education for Human Sciences / Dept. of English, Iraq; **saleh_mehdi71@yahoo.com**

   PhD in English Language/ Professor

2- University of Babylon / College of Education for Human Sciences / Dept. of English, Iraq; **umar.ayood@student.uobabylon.edu.iq**

   MA in English Language/ Researcher

Abstract:

This research aims to investigate how consubstantiality is used in political discourse to arrive at a collective mind that convinces the audience that the speaker and the public are on the same boat, via adhering to a customized selective perception. To reach this aim, it analyzes Trump's Acceptance Speech to find out how he uses selective perception denotations through discourse strategies for this purpose. It is hypothesized that Trump plays with his language in the said speech in order to obtain the fullest benefit from these strategies by creating a selective perception that results in rapport with his audience. To conduct the analysis, the research draws on van Dijk's Ideological Discourse Analysis (1995), making use of the discursive strategies found therein. In conclusion, the research proves this to be the case in the selected speech and that Trump focuses on the denotations of Anger, Fear, Blame, Demagogue, Hope, and Change. Moreover, the results show that the use of lexical items with these denotations is not haphazard, but is polarized in a way that positively presents the self and negatively presents the others.

1. Introduction

Part of the politicians' effort lies in discussing topics that directly touch the audience lives and affect them significantly. This is so because they need to reach those emotions in the audience in order to create a sense of rapport with them. That is, politicians address issues in a way that triggers certain feelings in the public so as to make them alarmed, anxious, hoping, etc. and drive those emotions towards their own benefit. They do so by developing consubstantiality with the audience and sending them a message that they care for them and that they are there to meet the public's needs. Therefore, they succeed in bringing people that have those needs around them.

Being part of the Republican Party in the US, Trump's political discourse follows the ideologies adopted within this party. So, his political discourse is one which calls for fewer government spending, and lower taxes compared to the Democratic Party adopts a policy that favors social services, healthcare, jobs, hence they rely on taxes and borrowing[1]. As such, the organization of his discourse must follow certain strategies which reflect those ideologies in one way or another. Moreover, these strategies are also used to create selective perception which sends a message to the audience that he hears their problems and that his plan is to provide solutions for those problems.

Hence, he develops, through his discourse, a collective mind by focusing on certain words that carry specific denotations such as anger, fear, hope, etc. With that provided, the research poses the following questions:

1. What are the discursive strategies used in Trump's Acceptance Speech?

2. How do these strategies serve the purpose of creating a selective perception that leads to rapport and consubstantiality?

---

1 Coates,David. Legal Discourse across Cultures and Systems, 2nd ed. (Oxford University Press, 2012).

2. Critical Discourse Studies

Critical studies of discourse emerged simultaneously as other fields like critical psychology, critical social policy, and critical anthropology. Whereas Fairclough (1990) used the term, critical linguistics, others used labels such as, critical language awareness, and, critical language studies, By that time, the term, critical, became a label for a specific type of academic research that seeks to find out hidden connections[2]. In order to deal with Critical Discourse Studies (henceforth CDS), it is inevitable to highlight how CDS is different from or the same as Critical Discourse Analysis (henceforth CDA).

CDA originates from the field of Discourse Analysis (henceforth, DA) which was established in 1960 for the purpose of sheer linguistic data in relation to their context, focusing on the meaning denoted to language through its users[3]. Ten years later, just like any other fields, developments in DA and contact with other fields paved the way for the more critical analysis of language, i.e., Critical Linguistics (henceforth, CL) whose aim was to find power relations through linguistic means[4] [5].

Later, Wodak and her colleagues ("the CDA Group") helped establish the field of Critical Discourse Analysis which was their way to use more methods and theories in analyzing language to find ideological implications- fill in the gaps of the previous invention. Therefore, CDA is more of an interdisciplinary, multi-methodical approach that aims to uncover power abuse and reproduction through linguistics texts[6]. Later on, the term Critical Discourse Studies became more common in use by van Dijk and Wodak as it is more exhaustive to the scope that this field covers. Therefore, they stress that CDS is more expressive than CDA[7] [8].

2 Fairclough, Norman Language and Power, N.D (London: Longman, 1989), 5.
3 Bhatia, Vijay K. Christopher N. Candlin, and Jan Engberg, Legal Discourse across Cultures and Systems, N.D (Hong Kong: Hong Kong University Press, 2008), 1.
4 Wodak, Ruth and Meyer, Michael. Methods of Critical Discourse Analysis, N.E (London: Sage Publications, 2001), 4_5.
5 Kress, Gunther and Hodge,Robert. Language as Ideology, N.E (London: Routledge, 1979).
6 Wodak and Meyer, Methods of Critical Discourse Analysis, 2.
7 Van Dijk,T.A Discourse Analysis as Ideology Analysis. In Wenden,A. and Schaffner, 1995.
8 Van Dijk, Teun A. "Ideology: A Multidisciplinary Approach," Ideology, 1998, 1–384.

2.1 Discourse, Cognition, and Society

One of the main controversial issues regarding the relation between discourse and society is that they are significantly different in nature from each other, which it difficult to mingle both of them together. Therefore,[9] sees discourse and societal structures as connected via mental representations which affect the cognitive processes concerned with the production and interpretation of discourse. The reverse is also true, i.e., societal structures affect discourse through these same representations.

He also explains that ignoring cognition or denying it takes the argument back to the controversy of Behaviorism which dates decades ago. That is, due to the inability to observe the cognitive representations and social structures, narrowing the notion of 'action' and implied meanings to "the concept of 'observable' conduct". The same holds true to discourse, as it is almost impossible to account for it in terms observation[10].

Therefore, van Dijk[11] states that his critical approach to discourse, unlike other approaches which relate discourse to society in an immediate relationship, adds the element of cognition as the mediator between discourse and society, creating the triangle of Discourse-Cognition-Society. Adding this element, therefore, makes the comprehension of how discourse changes people more logical.

2.3 Hegemony and Manipulation

Having more than one interpretation, the term hegemony is not an easily-defined one, making it hard to explain it in light with CDS. A general idea that is put by Merriam Webster, however, defines hegemony as 'preponderant influence or authority over others' or 'the social, cultural, ideological, or economic influence exerted by a dominant group. Stating the relation between power and hegemony, Fairclough's[12] states that the latter entails acceptance by the social group.

---

9 Van Dijk, Teun A. "Discourse, Knowledge, Power and Politics," in Critical Discourse Studies in Context and Cognition, N.E (Barcelona: John Benjamins publishing company, 2011), 1.

10 Van Dijk, 2.

11 Teun A. Van Dijk, Critical Discourse Studies: A Sociocognitive Approach. In R. Wodak and M. Meyer (Eds.) Methods of Critical Discourse Analysis, 3rd ed. (London: Sage Publications, 2015), 64.

12 Fairclough, Norman. Analysing Discourse: Textual Analysis for Social Research (Psychology Press, 2003), 45.

Therefore, the social group which lies under hegemony may not be completely aware of this fact, and when they are aware, they conceive it as the de facto situation with which they should live. Thus, they act as if things are 'normally, naturally, or simply a consensus'[13].

Political discourse inevitably entails ideologies which are likely to contain so-cial-political manipulation. The latter, in turn, comprises ideologies, attitudes, and ideological structures of discourse. These discourses involve patterns of po-larizations at all levels of analysis, yet this does not necessarily mean that all so-cio-political discourses are manipulative. Rather, political discourse may be per-suasive and at the same time not manipulative, as is the case in parliamentary debates and television or newspaper discussions [14].

Therefore, it is required to examine the "social and cognitive contexts" of the manipulative discourse under purview. That is to say, the dominant position of the manipulator, the recipients' lack of knowledge, and the overall condition that falls for the benefit of the dominant group (against that of the dominated group) should be examined. This shall lead to social inequality- an illegitimate one per se[15].

3. Selective Perception

The APA Dictionary of Psychology defines selective perception as the proce-dure utilize to choose from a group of stimuli in a certain context, or the people's desire to perceive what they like to hear in a certain message, ignoring any other viewpoints and leaning towards things that go with their personal preference. As such, with selective perception, people may overlook or forget any contradicting expectations or views

Therefore, depending on the findings of the analysis of the discursive strat-egies, this research investigates how the selected discourse creates a selective perception which adds to the speaker's self (and group) but demonizes the oth-ers. Specifically, the analysis is after the effect of polarity and consubstantiality

---

13 van Dijk, Teun A. "'The Study of Discourse'. In van Dijk, T. Discourse As Structure and Process: Discourse Studies_ A Multidisciplinary Analysis," in Discourse As Structure and Process, N.D (London: Sage Publications, 1997), 19.

14   Van Dijk , Teun A. "Ideology and Discourse Analysis," In Journal of Political Ideologies 1, no. 2 (2006): 374.

15 Van Dijk, 374.

and being imposed to a certain kind of discourse constantly creates an ideological framework in the minds of the audience which would then be easier to control through relying on the feature of selective perception that humans usually have.

4. The Model of Analysis

For the purpose of analyzing the selected data, van Dijk' 'Ideological Discourse Analysis' (1995) model is relied on to arrive at the socio-psychological dimensions of discouse, as well as the concept of "Selective Perception" which is used in Easton's Political Systems (1953). The latter is utilized for the purpose of finding out how discourse may be selective and how that may be reflected in the audience's minds. Van Dijk's Discursive Strategies (1995) are as follows:

1. **Negative Lexicalization**: choosing lexical items which have robust negative meaning in describing the others, for example 'war', 'killing', 'massacre', etc. which are usually related to the outgroup.

2. **Hyperbole**: the use of exaggerated terms to describe an action or an event, mainly in connection with the out-group's negative actions. For example, a small incident may be considered as a 'holocaust'.

3. **Compassion Move:** shows sympathing towards the helpless victims of the others in order to show that 'They', for example, are brutal because they victimize 'innocents'.

4. **Apparent Altruism Move**: 'related to the compassion move, this move is used to emphasize understanding for the position or interests of (some of) the Others'[16]. For example, an anti-Muslim may say 'for the interest of the Muslims and non-Muslims' showing that they care about the Muslims.

5. **Apparent Honesty Move**: the act of disclaiming any negative statements of the self. This is a well-known move used with expressions like: 'frankly' or 'We should not hide the truth, and...' etc.

6. **Negative Comparison**: comparing the out-group with a recognized negative entity so as to highlight the negative features of the outgroup. For example, comparing a minor event to a 'nuclear holocaust'.

7. **Generalization**: one person or a small group is used as a point of generalization

---

16 Van Dijk, "Ideology and Discourse Analysis," 2006.

that describes a whole group or category.

8.**Concretization**: terms that provoke imagination are used in order to talk about the actions of the others in a detailed way that allows the addressees to imagine a situation which is mostly negative. For instance, portraying immigrants as 'building nuclear devices' [17]

9. **Alliteration**: A 'Phonologically based rhetoric is well-known in tabloid headlines and op-articles, and generally serves to emphasize the importance or relevance of the words thus being marked'[18].

10.**Warning**: the use of fearful terms to alarm their in-group against the danger of the out-group. For instance, the case of using Doomsday scenarios to demonize the others and waken those who do not take things seriously.

11.**Norm and Value Violation**: one way in which the Other group is shown as bad by representing them as breaking the beliefs and values that human beings hold dear. For example, freedom of expression, human rights, freedom of education, etc.

12.**Presupposition**: used as a tool in the process of positive and negative presentation. That is, in asserting that the presented information is known or part of the common sense; thus, it does not need to be stated [19]

Through these strategies, the analysis seeks to find out which of the following denotations is created and used with which of the topics discussed.

1.**Anger**: is used to arouse the public's anger towards the outgroup by referring to things that the outgroup has done or intends to do in such a way that upsets the audience.

2.**Fear**: is used in the discourse to warn the public against something terrible that would happen if the outgroup would remain in power.

3.**Blame**: contributes to the "us" versus "them" polarity and depicting the ingroup as the victim which is being endangered by the evil intentions of the out-group.

---

17 Teun A Van Dijk, "Ideology and Discourse Analysis," Journal of Political Ideologies 11, no. 2 (2006): 115–40.

18 Van Dijk.

19 Van Dijk, Discourse Analysis as Ideology Analysis. In Wenden,A. and Schaffner, 175.

4. **Demagogue**: the Merriam Webster defines it as the tool that the political leaders use to gain popularity by relying on common biases and false claims to become powerful. In this respect, it is used to gain popularity by arousing the common people against elites, especially through a discussion that whips up the passions of crowds, appealing to emotion by scapegoating out-groups

5. **Hope**: used to send a message that there is hope for the problems raised by the other denotations, and usually the speaker presents himself (and his in-group) as the alleged hope.

6. **Change**: used to incite people to change the alleged miserable situation that the politician portrays for the audience. This change is usually done by voting for the politician in the elections. Therefore, he urges the people to take action by voting for him/her.

5. Data Analysis and Results

This section analyzes Trump's "Acceptance Speech" which he addressed at Republican National Convention (RNC) on July 21, 2016, in terms of van Dijk's Ideological Discourse Analysis' Discursive Strategies (1995). Then, it investigates how these strategies are used to create a selective perception to reach the sense of consubstantiality with the audience, focusing on the denotations of: Anger, Fear, Blame, Demagogue, Hope, and Change. The topics are searched through the 'search tool' in MS Word.

Table (1): Analysis of Rapport Establishment in Trump's Acceptance Speech

Topic	NO	Acceptance Speech	Discursive Strategy	Selective Perception
	1.	[Hillary] supported NAFTA, and she supported China's entrance into the world trade organization. Another one of her husband's colossal mistakes and disasters. She supported the job killing trade deal with South Korea.	Negative Lexicalization	Anger/ Blame
China	2.	I will make individual deals with individual countries […] This includes stopping China's outrageous theft of intellectual property, along with their illegal product dumping, and their devastating currency manipulation.	Negative Lexicalization	Hope
	3.	Our horrible trade agreements with China, and many others, will be totally renegotiated.	Negative Lexicalization	Hope
	4.	With these new economic policies, trillions of dollars will start flowing into our country. This new wealth will improve the quality of life for all Americans. We will build the roads, highways, bridges, tunnels, airports, and the railways of our tomorrow. This, in turn, will create millions of more jobs.	Hyperbole	Hope
	5.	On the economy, I will outline reforms to add millions of new jobs and trillions in new wealth that can be used to rebuild America.	Hyperbole	Hope
	6.	But his supporters will join our movement, because we will fix his biggest issue: Trade deals that strip our country of jobs and the distribution of wealth in the country.	Negative Comparison	Hope
Jobs	7.	This administration has failed America's inner cities. Remember, it has failed America's inner cities. It's failed them on education. It's failed them on jobs. It's failed them on crime. It's failed them in every way and on every single level.	Negative Lexicalization	Change
	8.	Her plan will overwhelm your schools and hospitals, further reduce your jobs and wages, and make it harder for recent immigrants to escape from the tremendous cycle of poverty they are going through right now and make it almost impossible for them to join the middle class.	Negative Lexicalization	Fear
	9.	I have a different vision for our workers. It begins with	Compassion Move	Hope

10.	America has lost nearly-one third of its manufacturing jobs since 1997, following the enactment of disastrous trade deals supported by bill and Hillary Clinton. Remember, it was Bill Clinton who signed NAFTA, one of the worst economic deals ever made by our country. Or frankly, any other country. Never ever again.	Norm and Value Violation	Blame/ Fear
11.	I am going to bring our jobs back our jobs to Ohio and Pennsylvania and New York and Michigan and all of America and I am not going to let companies move to other countries, firing their employees along the way, without consequences. Not going to happen anymore.	Presupposition	Hope
12.	America is one of the highest-taxed nations in the world. Reducing taxes will cause new companies and new jobs to come roaring back into our country. Believe me. It will happen and it will happen fast.	Presupposition	Hope/ Change
13.	I have visited the laid-off factory workers, and the communities crushed by our horrible and unfair trade deals. These are the forgotten men and women of our country, and they are forgotten, but they will not be forgotten long. These are people who work hard but no longer have a voice. I am your voice.	Compassion Move	Demagogue
14.	Decades of record immigration have produced lower wages and higher unemployment for our citizens, especially for African-American and Latino workers. We are going to have an immigration system that works, but one that works for the American people.	Compassion Move /Warning	Hope
15.	I pledge to never sign any trade agreement that hurts our workers, or that diminishes our freedom and Independence. We will never ever sign bad trade deals. America first again. American first.	Apparent Altruism	Hope
16.	My opponent, on the other hand, wants to put the great miners and steelworkers of our country out of work and out of business. That will never happen with Donald J trump as president. Our steelworkers and are miners are going back to work again.	Negative Comparison /Warning	Anger Hope
17.	My dad, Fred Trump, was the smartest and hardest working man I ever knew. I wonder sometimes what he'd say if he were here to see this tonight. It's because of him that I learned, from my youngest age, to respect the dignity of work and the dignity of working people.	Compassion Move	D
18.	But Hillary Clinton's legacy does not have to be America's legacy. The problems we face now — poverty and violence at home, war and destruction abroad — will last only as long as we continue relying on the same politicians who created them. A change in leadership is required to produce a change in outcomes.	Warning	Change

19.	My opponent has called for a radical 550 percent increase — think of this, this is not believable, but this is what is happening — a 550 percent increase in Syrian refugees on top of existing massive refugee flows coming into our country already under the leadership of president Obama.	Concretization	Fear
20.	Together, we will lead our party back to the White House, and we will lead our country back to safety, prosperity, and peace. We will be a country of generosity and warmth. But we will also be a country of law and order.	Presupposition	Hope
21.	Our convention occurs at a moment of crisis for our nation. The attacks on our police, and the terrorism in our cities, threaten our very way of life. Any politician who does not grasp this danger is not fit to lead our country.	Warning	Fear
22.	The most basic duty of government is to defend the lives of its citizens. Any government that fails to do so is a government unworthy to lead.	Presupposition	Change
23.	A number of these reforms that I will outline tonight will be opposed by some of our nation's most powerful special interests. That is because these interests have rigged our political and economic system for their exclusive benefit. Believe me. It is for their benefit. For their benefit.	Negative Lexicalization	Anger
24.	When that same Secretary of State rakes in millions of dollars trading access and favors to special interests and foreign powers, I know the time for action has come.	Concretization	Change
25.	Of all my travels in this country, nothing has affected me more, nothing even close than the time I have spent with the mothers and fathers who have lost their children to violence spilling across our borders, which we can solve. We have to solve it. These families have no special interests to represent them. There are no demonstrators to protect them and none too protest on their behalf.	Compassion Move/ Presupposition	Demagogue
26.	We will repeal and replace disastrous Obamacare. You will be able to choose your own doctor again.	Negative Lexicalization	Hope
27.	The budget is no better. President Obama has almost doubled our national debt to more than $19 trillion, and growing.	Concretization	Anger/ Blame
28.	Another humiliation came when President Obama drew a red line in Syria and the whole world knew it meant absolutely nothing.	Negative Lexicalization	Anger

Interest

Obama

Military	29.	America is far less safe and the world is far less stable than when Obama made the decision to put Hillary Clinton in charge of America's foreign policy. I am certain it is a decision he truly regrets.	Negative Comparison	Blame/ Fear
	30.	Egypt was turned over to the radical Muslim Brotherhood, forcing the military to retake control. Iraq is in chaos. Iran is on the path to nuclear weapons. […] After 15 years of wars in the Middle East, after trillions of dollars spent and thousands of lives lost, the situation is worse than it has ever been before.	Negative Comparison	Blame
Iraq	31.	We must abandon the failed policy of nation- building and regime change that Hillary Clinton pushed in Iraq, Libya, in Egypt, and Syria.	Negative Lexicalization	Change
	32.	[With Hillary in office] Iraq is in chaos.	Presupposition	Blame
Family	33.	One such border-crosser was released and made his way to Nebraska. There, he ended the life of an innocent young girl named Sarah Root. She was 21 years old and was killed the day after graduating from college with a 4.0 grade point average. Her killer was then released a second time, and he is now a fugitive from the law. I've met Sarah's beautiful family. But to this administration, their amazing daughter was just one more American life that wasn't worth protecting. One more child to sacrifice on the altar of open borders.	Compassion Move	Demagogue/ Fear
Trade	34.	Our trade deficit in goods reached — think of this — our trade deficit is $800 hundred billion dollars. Think of that. $800 billion last year alone. We will fix that.	Concretization	Anger/ Hope
	35.	Now I'm going to make our country rich again. Using the greatest businesspeople of the world, I'm going to turn our bad trade agreements into great trade agreements.	Hyperbole	Hope
Iran	36.	We all remember the images of our sailors being forced to their knees by their Iranian captors at gunpoint. This was just prior to the signing of the Iran deal, which gave back to Iran $150 billion and gave us absolutely nothing. It will go down in history as one of the worst deals ever negotiated	Negative Lexicalization / Presupposition	Anger
	37.	In 2009, pre-Hillary, […] Iran was being choked by sanctions.	Presupposition	Anger
Politicians	38.	As long as we are led by politicians who will not put America first, then we can be assured that other nations will not treat America with respect. The respect that we deserve. The American people will come first once again.	Negative Comparison	Change

Islamic Terrorism/ISIS

39.	I have embraced crying mothers who have lost their children because our politicians put their personal agendas before the national good.	Compassion Move	Anger
40.	Tonight, I want every American whose demands for immigration security have been denied and every politician who has denied them to listen very closely to the words I am about to say: On on January 20 of 2017, the day I take the oath of office, Americans will finally wake up in a country where the laws of the United States are enforced.	Apparent Altruism/Presupposition	Hope
41.	We are going to ask every department head and government to provide a list of wasteful spending projects that we can eliminate in my first 100 days. The politicians have talked about this for years, but I'm going to do it.	Apparent Altruism/Negative Comparison	Hope
42.	Once again, France is the victim of brutal Islamic terrorism. Men, women and children viciously mowed down. Lives ruined. Families ripped apart. A nation in mourning. The damage and devastation that can be inflicted by Islamic radicals has been proven over and over.	Negative Lexicalization	Fear
43.	Only weeks ago, in Orlando, Florida, 49 wonderful Americans were savagely murdered by an Islamic terrorist. This time, the terrorist targeted LGBTQ community.	Concretization	Anger
44.	Instead, we must work with all of our allies who share our goal of destroying ISIS and stamping out Islamic terrorism and doing it now, doing it quickly. We're going to win. We're going to win fast. This includes working with our greatest ally in the region, the state of Israel.	Apparent Honesty	Change
45.	In 2009, pre-Hillary, ISIS was not even on the map.	Presupposition	Anger
46.	After four years of Hillary Clinton, what do we have? ISIS has spread across the region and the entire world. Libya is in ruins, and our ambassador and his staff were left helpless to die at the hands of savage killers. Egypt was turned over to the radical Muslim Brotherhood, forcing the military to retake control.	Negative Comparison / Presupposition	Change
47.	To make life safe in America, we must also address the growing threats from outside the country. We are going to defeat the barbarians of ISIS. And we are going to defeat them bad.	Apparent Altruism	Hope

Nuclear

48.	Iraq is in chaos. Iran is on the path to nuclear weapons.	Warning	Fear

With that provided, the following table presents the frequency of the discursive strategies used in the selected data and their percentage.

Table (2) Frequency and Percentage of Discursive Strategies in Trump's Acceptance Speech

No.	Discursive Strategy	Frequency	Percentage
	Negative Lexicalization	11	20.37
	Presupposition	11	20.37
	Compassion Move	7	12.96
	Negative Comparison	7	12.96
	Warning	5	9.25
	Apparent Altruism	4	7.40
	Concretization	4	7.40
	Hyperbole	3	5.55
	Apparent Honesty	1	1.85
	Norm & Value Violation	1	1.85
	Generalization	0	0
	Alliteration	0	0
	TOTAL	54	

As the table above shows, Trump's main dependance is on the strategies of Negative Lexicalization and Presupposition, with (11) times of occurrence each, making (20.37%), each; next in line are the strategies of Compassion Move and Negative Comparison with (7) times of occurrence each (each one makes 12.96%); third, Trump's discourse makes use of the strategies of Warning (5 times) which takes up (9.25%) of the entire speech; Apparent Altruism and Concretization are mentioned equally with (4) times of occurrence for each, making up (7.40%) of the speech, each; Hyperbole is used (3) times, claiming the percentage of (5.55%); and finally, both Apparent Honesty and Norm and Value Violation are used only once each, using only (1.85%) each. The strategies of Generalization and Alliteration are not found in Trump's Acceptance Speech.

What this reveals about Trump's discourse at this phase is his significant reliance on the strategies of Negative Lexicalization and Presupposition for the purpose of negatively presenting the outgroup through using these strategies mostly to address Them. Compassion Move and Negative Comparison come next

in occurrence yet they differ from the first two in that they are mostly used to present his ingroup positively. Apparent Altruism, Concretization, and Warning are used contradictorily: the first is used to for the ingroup's favor, the second is used against the outgroup (mostly presenting numbers to condemn the outgroup), and the third is used to warn against the outgroup and to keep the ingroup in power. Hyperbole and Apparent Honesty are used to positively portray the ingroup through exaggerated promises and stating 'what should be done', respectively. Finally, Norm and Value Violation is used once to blame Hillary for what her husband did in the past, which is something unprecedented in terms of this type of discourse and context.

The following table presents the denotations of Selective Perception conveyed by the use of the above discursive strategies.

Table (3) Frequency of Selective Perception's Denotations in Trump's Acceptance Speech.

No.	Denotation	Frequency	Percentage
1.	Hope	18	33.33
2.	Anger	11	20.37
3.	Change	9	16.66
4.	Fear	7	12.96
5.	Blame	6	11.11
6.	Demagogue	3	5.55
	TOTAL	54	

As the table above demonstrates, the mostly used denotation is Hope with (18) times using up (33.33%) in the speech; Anger occurs (11) times, claiming (20.37%); Change comes third with (9) times, achieving the percentage of (16.66%); Fear follows with (7) times of occurrence, taking (12.96%); Blame is used (6) times, using (11.11%); and finally, the denotation of Demagogue is used (3) times, occupying (5.55%) of the Acceptance Speech of Trump.

With that provided, the analysis approaches the distribution of how Selective Perception denotations are used with each of the topics discussed at this phase to arrive at the significance. Since the aim is to reach how SP is achieved

through DS (which has been established above), the following table presents the distribution Selective Perception in each topic.

Table (4) Distribution and Frequency of SP Denotations to Designated Topics.

No	Topic	SP Denotation	Frequency
		Hope	2
	China	Blame	1
		Anger	1
	Jobs	Hope	8
		Fear	2
		Demagogue	1
		Change	2
		Blame	1
	Leadership	Fear	2
		Change	2
		Hope	1
	Interest	Anger	1
		Demagogue	1
		Change	1
		Blame	2
	(Obama)care	Anger	2
		Fear	1
		Hope	1
	Military	Blame	2
		Change	1
	Iraq	Blame	1
		Change	1
	Family	Demagogue	1
		Fear	1

Trade	Hope	2
Iran	Anger	1
	Anger	2
Politicians	Hope	2
	Anger	1
	Change	1
Islamic Terrorism/ISIS	Anger	2
	Change	2
	Fear	1
	Hope	1

As the table above shows and as illustrated by the chart below, with the topic of China, Trump uses Hope (2) mostly to convey that he is the one that would change the situation, then he uses Blame and Anger (once each) to hold the outgroup responsible and to arouse the audience's fury, respectively. With Jobs, Trump relies heavily on Hope (8 times) reflecting himself as the hope for this problem, then significantly lesser on Fear, Demagogue (once), and Change (twice) to provoke people's fear of what would happen if he is not elected, manipulating their emotions, and push them to change, respectively; lastly, he uses Blame (once) to throw responsibility on the outgroup. Based on the table above, the following chart illustrates the distribution of each SP denotation used to its designated topic.
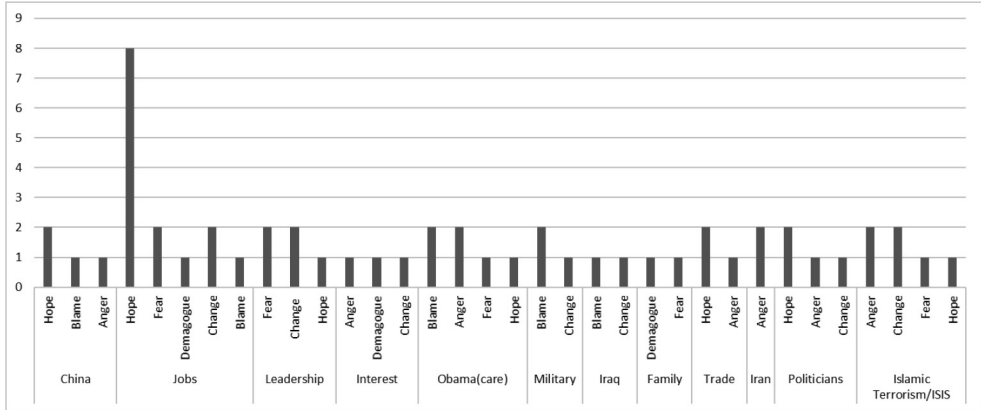
Fig (1): Distribution of SP Denotations to Designated Topics.

In discussing Leadership, Trump focuses equally on Fear and Change (twice each) to raise people's fear of the administration at the time and push them to change it; and he relies on Hope once to present himself as the alterative better leader. In Interest, Trump uses Anger, Demagogue and Change equally (once each) to drive the audience's anger towards the 'special interests' (i.e., politicians), manipulate their emotions by pointing out a specific emotional example, and eventually asking people to change the situation by electing him. In talking about Obama(care), Trump conveys Blame and Anger equally (twice each) in order to throw blame at the outgroup and affect their anger feelings towards it; he also uses fear and hope once warn against the outgroup and to present himself as the good replacement. In discussing the Military, Trump uses Blame twice to hold the outgroup accountable for the bad that has inflicted the 'greatest military', and he uses Change (once) to affect people into change the Democratic administration at the time. In Iraq, Trump relies equally on Blame and Change (once each) to convey to the audience that the outgroup is to be blamed for what happened there and asks them to change the situation by changing through vot-

ing for him. The topic of family is used for two purposes: manipulating emotions through Demagogue and arising people's worries through Fear (once each). In Trade, Trump draws on Hope (twice) presenting himself as the hope for this topic, and Anger (once) to provoke people's fury. In discussing Iran, Trump relies solely on Anger (twice) to depict the outgroup as the one responsible for allowing Iran to subdue the U.S. When he talks about politicians, Trump presents himself as the Hope (twice) to replace them, then increasing the audience's feelings of hate towards them and asking them to replace them through Anger and Change (once each), respectively. Finally, in bringing up the topic of Islamic Terrorism/ISIS, Trump warns the audience through Anger (twice) and asking them to replace the current administration at the time (the outgroup) through Change (twice), fortifying that through Fear (once), and Hope (once) to present himself as the saver.

The significance of the distribution of the denotations of Selective Perception lies in its even distribution. That is, Anger, Fear, and Blame are mostly used to portray the negative image of the outgroup, whereas Change, Demagogue, and Hope are used to present the ingroup positively, as shown in the following table.

Table (5): Distribution of Ideological Polarity

NO	Polarization	SP Denotation	Frequency	Total
1		Anger	11	
2	Negative Other- Presentation	Fear	7	24
3		Blame	6	
4		Demagogue	3	
5	Positive Self-Presentation	Hope	18	30
6		Change	9	

In that, Anger is mostly attributed to addressing the Obama administration, Hillary Clinton, the Politicians, the 'special interests', Trade, and Islamic Terrorism/ISIS. Fear is used to address the topics of Hillary Clinton, (Islamic) terrorism, Obama's and decisions, immigrants. Blame is used specifically to address Hillary Clinton, Obama and illegal immigrants. Change is used to address the outgroup, specifical-

ly Hillary Clinton (as Secretary of State) and the Democratic administration at the White House. Demagogue is used to talk about specific examples of workers families who got laid off (the topic of Jobs) and the family if the victims of the immigration system set by the Democrats. Finally, Hope is the mostly used denotation in Selective Perception, which is allocated to positively addressing Trump's ingroup as the only salvation to save the U.S. by voting for him in the elections.

6. Conclusion

Negative Lexicalization and Presupposition function as denotations for the negative presentation of the outgroup, whereas Compassion Move and Negative Comparison serve the opposite function of presenting the ingroup positively. Apparent Altruism serves as a mirror that reflects the ingroup's positive behaviors, Concretization brings out the numbers that negatively serve the outgroup, and Warning is used to make intimidate the public against the damage that the outgroup would inflict if they won the elections.

To contribute more to the positive presentation of the self, Trump uses Hyperbole and Apparent Honesty to exaggerate things about his ingroup and to state the obvious especially when it comes to negative things done by the outgroup. Finally, in an unprecedented way, Trump uses Norm and Value Violation to shame Hillary Clinton for something that was not committed by her.

Through these strategies, Trump succeeded in creating consubstantiality with his audience simply by relying on denotations that helped him in selectively presenting his discourse: Anger, Fear, Blame, Hope, Demagogue, and Change. These six denotations are used evenly, serving the ideology of a polarized view between the ingroup and the outgroup. As such, Anger, Fear and Blame are used to negatively present the outgroup, whereas Hope, Demagogue, and Change are used to positively present the ingroup.

References.

Bhatia, Vijay K., Christopher N. Candlin, and Jan Engberg. Legal Discourse across Cultures and Systems. N.D. Hong Kong: Hong Kong University Press, 2008.

Coates, David. Legal Discourse across Cultures and Systems. 2nd ed. Oxford University Press, 2012.

Fairclough, Norman. Analysing Discourse: Textual Analysis for Social Research. Psychology Press, 2003.

Kress, Gunther, and Robert Hodge. Language as Ideology. N.D. London: Routledge, 1979.

Van Dijk, T.A. Discourse Analysis as Ideology Analysis. In Wenden,A. and Schaffner, 1995.

Van Dijk, T. "Ideology and Discourse Analysis." In Journal of Political Ideologies 1, no. 2 (2006).

Van Dijk, Teun A.. "'The Study of Discourse'. In van Dijk, T. Discourse As Structure and Process: Discourse Studies_ A Multidisciplinary Analysis." In Discourse As Structure and Process, N.D., 1–34. London: Sage Publications, 1997.

Van Dijk, Teun A.. "Discourse, Knowledge, Power and Politics." In Critical Discourse Studies in Context and Cognition, N.E. Barcelona: John Benjamins publishing company, 2011.

Van Dijk, Teun A. Critical Discourse Studies: A Sociocognitive Approach. In R. Wodak and M. Meyer (Eds.) Methods of Critical Discourse Analysis. 3rd ed. London: Sage Publications, 2015.

Van Dijk, Teun A. "Ideology: A Multidisciplinary Approach." Ideology, 1998, 1–384.

———. "Ideology and Discourse Analysis." Journal of Political Ideologies 11, no. 2 (2006): 115–40.

———. Language and Power. N.D. London: Longman, 1989.

Wodak, Ruth, and Michael Meyer. Methods of Critical Discourse Analysis. N.E. London: Sage Publications, 2001.