CRITICAL DISCOURSE ANALYSIS OF DONALD TRUMP'S TWEETS ADDRESSING THE MIDDLE EASTERN COUNTRIES

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Abstract

Technology has proven to affect every aspect of life including political discourse, This study aims at analysing President Donald. J. Trump's political discourse (Tweets) addressing the middle-east countries delivered through Twitter from 2015 until 2018, by discussing it as effective discourse. The study focused on the linguistic features analysis of president's political discourse. The study employed a qualitative research design using a descriptive and interpretive analysis. Norman Fairclough's modal of 3-dimensional model of discourse was used as a theoretical framework to analyze the tweets. Therefore, the study investigated into the detail analysis of how Donal Trump has used different linguistics features in terms of "vocabularies, grammar, and textual". Furthermore, the researchers have also analyzed the tweets from the angel of ideology. Since discourses are shaped by power and positioning of the socially conditioned status of the president. Besides. This study contributes to the field of Critical Discourse Analysis, Political and Visionary Discourse and modern literary theory.

Keywords : Critical Discourse Analysis, Political Discourse, Fairclough 3-Dimentional Modul, Middle East Countries, linguistic Features, Ideology .

Introduction

As new media have gained an importance in the world, most politicians are now using digital and social media to disseminate their ideologies and attract the attention of larger audiences (Bartlett, 2014). As per to Greenwood, Perrin, and Duggan (2016) Social media like Twitter are widely used amongst the population. Another study Pointed by KhosraviNik and Unger (2016) that "a large proportion of day-to-day verbal and visual communication has migrated to various participatory web platforms", which has in turn impacted the way politics is done. the aims of the political discourse study to show the ideas of the speakers through utilize of linguistic features including semantic structure, syntactic structure, stylistic style and rhetoric style (Arief, 2014). Discovering why the writer prefer to utilize specific linguistic items in their discourse can be esssential to uncovering the writer's ideology. In addation , this idea is compeletly true in the political discourse "a struggle for power in order to put certain political, economic and social ideas into practice."(Bayram, 2010).Twitter has become a popular tool in the political campaign due to the freedom of expression, thus political candidates, political parties, journalists and the public express their personal political attitudes and opinions through Twitter to promote a specific case (Jessica, 2017). Such social and political evolvement have attracted the academic and literary community to analyse the power of language and the effect of Twitter. It is an undeniable fact that from the perspective of rhetorical discourse that the study of political communication language throughout social media is considered to be very significant (Carter ,R.2015).

There has been an active interest in the ways in which Donald Trump uses Twitter. Millions worldwide are affected by what is now called the "Trump Effect" which is a term describing the influence Trump has had on society, economy, international relations. It is worth mentioning that Trump has a very successful personal media. Currently, Trump has 30 million Twitter fans, he also interacts with fans on Facebook and other social media platforms (Liu, C.2017, Razak et al. 2019). By using an informal and conversational language style in his tweets, he has been successful in reaching large audiences and appearing closer to the people. His inciting rhetoric continued throughout his campaign, and he used primarily Twitter as a tool to communicate with the people (Kreis, R. 2017). The choice of Donal Trump is informed by a number of reasons. First, he is a known world leader.

Secondly, as the head of the most powerful country in the world. Thirdly, speeches have not been widely explored linguistically as evidenced by the available literature.Wodak and Meyer (2009) defined the discipline of CDA as 'the common interests in de-mystifying ideologies and power through the systematic and reproducible investigation of semiotic data (written, spoken or visual)'. The success of politic's speeches can be associated with all of their linguistic techniques that go unnoticed but have a great effect on the hearers (Fowler, R. 2013). Hence, CDA attempts to find out what is meant of their speeches and what effect it has on people. In other words, an analysis of this kind is meant to unveil the ideologies that stand behind words. In this study, researchers will investigate the Fairclough's view that political discourses are a decision and action-oriented. Fairclough added that such decisions are made in the context of uncertainty and disagreement as can be seen in politicians' speeches where politicians not only use language to express their ideas and feelings but also to express their ideologies (Martin, J. 2013).

2.Theoretical framework

Critical Discourse Analysis is geared towards establishing out how language constitutes and sustain unequal power relations. Critical Discourse Analysis is not merely analytic. It is critical in the sense that it sets out to discern the relationship between language and other hidden elements in the social strata. These elements include: (a) how language figures social relations of power and dominance; (b) how language works ideologically; (c) how language negotiates personal and social identities. In this study, the theory will be applied to analyse the tweets of Donald Trump to figure out and discover the linguistics features and ideology through the use of language. The present study is based on Fairclough's (1989, 2000, 2010) approach to CDA, the approach looks at language as a crucial element in constituting, maintaining and changing social relations of power. Fairclough's interest is in not only trying to find out how language figures in everyday talk but also in how it constructs identity and portrays ideology and power. This is the notion of discourse as a social practice and suggests that: (a) language is part of the society (b) Language is a social process. (c) Language is conditioned by society. The implications of these views are explored in the subsequent paragraphs.
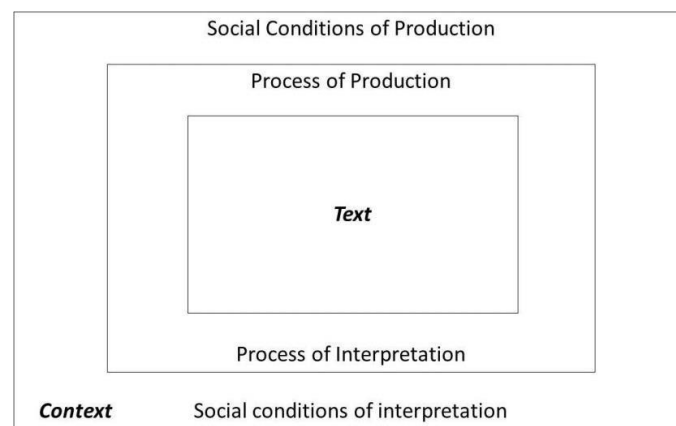

Figure 1 fairclough 3 dimentional model

3. Literature review

Presently, the social media medium was being employed to popularized and support the political campaigns by using YouTube, Facebook, printers and Twitter as a platform which allows its users to compose and deliver the intended messages for 280 character or less, these online messages had helped the politicians to maximize their effort in spreading their ideologies (Ausserhofer & Maireder, 2013). The previous U.S. President Barack Obama was the first one to use Twitter to publish his message and to legitimized the campaign by creating the virtual political arena that can be used to collect votes and supporters (Sandner,& Welpe, 2010). As per to Malaver-Vojvodic (2017) this study were classified as a negative message hold the reason for the daily impact of the volatility to the Mexican economy and exchange rate which resulted in the impressive dropping out of money rate and the failure of the market. The study pointed by Ahmadian& Paulhuss (2016) that "Explaining Donald Trump Via communication style: Grandiosity, informality and Dynamism. This study

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investigates the role of the style of communication rather than the tool of communication itself. In addation study by Andrea Bolinaga's (2017) analysed the campaign speeches of these two presidents while this study will examine only the Tweets of Donald Trump.   Other studies revealed by Anderson (2017) the goals of this study emphasizes on the power position held by Trump in the Oval Office as the most powerful man in the U.S. country starting from 2017 yet his tweet habits had become the talk of everyone. However , Pollack's (2017) stated that Trump view of America and the forging policy which it became a big conflict as his policy was under the notion of "America First" or "making America great again" thus his vision of America was very clear and when it comes to the international relations his goals were also clear. Also another study conducted by Al-Majali, W. (2015) The findings of this study had been revealed that the political speeches which were delivered during the Arab Spring Revolution have their distinctive features which are different from those features of the usual speeches of these presidents during the normal circumstances. Most of the lexical features such as repetition, synonymy, and hyponymy are widely used in the speeches of the ousted presidents to achieve different political ideologies and strategies such as the ideology of threatening the civilian protesters.

According to Shafer (2017) The result of this study has been demonstrated that Trump uses the concept of political incorrectness to promote the white premises ideologies and the overt racial illusion. Hussein, I. (2016) The findings of his study showed that this speech has its distinctive features and that language was used tactfully to arrive at the intended goals of the speaker. Semantic phenomena such as figures of speech, repetition, synonymy and collocation are widely employed in the speech of the Egyptian president to achieve different political ideologies. lastly but not least a study announced by Darweesh & Nesarm (2016) his study presented that Trump's evaluation of woman reflects his ideology about the superiority of the male on females and how such ideological beliefs are ingrained in the language and are difficult to be changed hence they embodied Trump's prejudiced and inequilateral sentence. Eventually a study declared by Sulistyo (2017) that the findings of this study have been showed the dissatisfaction of the current government's work, especially in economical and political aspect, and the negative perception on Islam. These are considered as Trump's ideology. Based on the analysis, it can be inferred that Trump seems to have been successfull in creating his discourse.

Political discourse analysis

 According to Teun, van Dijk the idea of political discourse analysis is ambiguous because one has to decide which discourse is political. Most political discourse analysis interpretations are geared toward analysing political speeches, political discourse analysis can be deemed as referring to critical elements of political discourses. From a CDA perspective, political discourse analysis can be viewed as an scrutinization focusing on how political dominance is enacted, reproduced and abused and varied forms of resistance against such dominance. Fairclough (1992) argued out that political discourse analysis deals with the dominance and the social effects of inequality generated by such dominance. Political discourse can, therefore, be viewed as discourse aimed at identifying political actors such as politicians. Such view is supported by studies that look at political discourse as text and talk of political institutions including presidential candidates and other or professional politicians.

Methodology

The study adopted a qualitative research model. Qualitative research was therefore applied because in analysing the research questions, a lot of explanation and interpretation of the text, its discursive practice and social practice are required. The Data collected As Trump tweets several times almost every day, there is a very large number of tweets available. The researchers focus only on tweets that address the middle east countries because the study aims to analyse Trump's tweets that address the middle east countries. The study used a purposive sampling method in collecting the data. For the purpose of this study, the data for the study is in the form of tweets (written texts) were selected from Donald Trump Twitter formal account (@realDonaldTrump). These tweets were tweeted in between of 2015 until 2018 which is the year of the beginning of his presidency recent time. The data of the study consists of 13 tweets that addressing the middle east countries were chosen to be analysed in this study.The study will use Critical Discourse Analysis theory and Fairclough's 3 dimensional

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model in analysing the data. This approach was applied as it integrates and triangulates knowledge about linguistics feature, intertextual sources and the background of the social and political fields (Wodak, 2012).

5. Results and Discussion

The present section provides a systematic investigation of the linguistic features and ideology of Donald Trump through his tweets. The adopted framework, Fairclough's framework of CDA theory, will enable us to explore the linguistic features and ideology that create a distinguished form of political discourse of the American president Donald Trump.

Linguistic Features		
Vocabulary Analysis	Grammar Analysis	Textual Structure
Lexical Selection A new radical Islamic terrorist, TRAGEDY, have been executed, Horror, Radical Islamic terrorism, death, destruction. Interesting (irony) Certain middle east countries. We protect the middle east countries, violence.	Pronominal **1.** I, We, they, you. **2.** Us, me.	Non-Figurative Information Anew radical Islamic terrorist, Muslim ban, Christians have been executed.
Modality (modal auxiliary verbs) Can, should, have, has, will, must	Tense Past, present, future	Mention of specific target group The shooter is white
Hyperbole Radical Islamic terrorist, we can't allow this horror to continue, Radical Islamic terrorism, death, destruction, suffering	Adjectives Radical, terrible, Safe, Interesting	Power behind Discourse Be cautious! we will remember, never, ever, threaten us, you will suffer.
Metaphor Get smart, Muslim ban, the shooter is White, we will remember.	Punctuation Question marks, exclamation marks, full stops	
Repetition Islamic radical terrorist, Islamic terrorism.		

Table 1 Results of linguistics features

Discussion of Results

Linguistic Feature Vocabulary Analysis

Based on the results, Donald Trump used different types of linguistic features in his tweets addressing the middle east countries. The lexical selection of the words Trump used relate to terrorism, death, destruction, violence and horror to Islam and the middle east countries. This use of lexical vocabulary characterizes the Middle East countries as the land of terrorism, violence and as countries need to be controlled. Moreover, the lexical connotes a sense of violence and struggle such as "Radical", "violence", "death" and "horror". Moreover, Donald Trump claims there is a connection of Islamic States in Iraq and Syria and the terrorism of the Middle East with Islam as he mentioned the radical Islamic terrorist many times.

The Modality Analysis

Results showed that Trump used many auxiliary verbs in his tweets like (will, have, can, must etc...). Results showed that the most frequency verb used is "will" he used it three times, which is used mostly while talking about the future, it is the most frequent choice used to make requests, promises which means the president addressing his future plans towards these countries. Other modal verbs were used.

Hyperbole Analysis

The American president tends to use hyperbole linguistic feature like (Islamic terrorist, horror, Islamic terrorism, death, destruction, suffer). Trump used hyperbole to add some emphasis to his point on the middle east countries as countries of violence, terrorism and wars.

Ironies

Results showed that Trump used some ironies in addressing the middle east countries in his tweets to express his political thoughts on these countries in indirect ways. Ironies like "we will remember" which refers to taking his revenge of middle east countries after pushing the price of oil.

Repetition

Trump repeated the "radical Islamic terrorist" four times in four different tweets in addressing the middle east countries and Islam to affirm his thoughts of terrorism of the middle east countries.

Grammar Analysis

Pronominal

Results showed that Trump used some pronouns "I, we, you, they, he". The most frequent used pronoun is "WE" he used this pronoun 5 times. This shows that Trump's tweets addressing the middle eastern countries focuses on American people (including himself) rather than only on himself as it assimilates him to 'the people' possibly as a humbling tactic. By this, he aims to share everything with American people. He believes in the power of togetherness and unity with his people. The second pronoun is "I" to express his own policies and to reflect his power and solidarity and also his superiority over the middle east countries.

Tense

Results showed that Trump used Future, present and past tenses in his tweets. Trump used the future tense most in his tweets which expresses his future plans towards the middle east countries giving promises or threats "we will remember". He also used the present perfect like "have been executed" and "have attacked" to give the sense that the terrorism and violence coming from the middle east countries is not new but it's continuous.

Adjectives

Results showed that Donald Trump's most used adjectives used were negative adjectives "Radical, terrible, Safe, Interesting" in addressing the middle east countries to support and empower his negative thoughts of middle east countries.

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Textual Structure Analysis

Figurative information

Results showed that Donald trump used figurative information in his tweets addressing the middle east countries "Anew radical Islamic terrorist, Muslim ban, Christians have been executed". The American president didn't provide any statistics or proofs to support his claims in addressing the middle east countries charging them of executing the Christians people in middle east.

Mention of specific target group

The results showed that the Trump used to mention specific group of people in his tweets like"shooter is white" by this, he means that the attacker is from the middle east or the minority of American Muslims.

Power Behind Discourse

The results showed kind of power behind Trumps selection of his words like "Be cautious! we will remember, never, ever, threaten us, you will suffer". Trump used the language of threaten the middle east countries. And warning them of the consequences of their policies towards the United States

Punctuation

Donald Trump used different types of punctuations in his tweets addressing the middle east countries like question marks and exclamation marks. He used the exclamation marks three times in his tweets to express his anger of these countries.

Ideology

Throughout the analyzed posts of Donald trump, it can be seen that Trump has posited many ideologies through these posts using different linguistics features. The tweets implicate that Donald Trump makes a controversial claim upon middle eastern people by saying that Islam or middle eastern people is the actor behind the attack in Paris through using the words "A new radical Islamic terrorist". The ideology of banning Muslims and most of middle eastern people from entering the US was clear in his tweet by saying "interesting that some middle-east countries agree on the ban" in order to strengthen his position and to reflect his plans towards the middle east countries through his tweets on Twitter.

 The ideology of attacking middle east countries and Islam is a good topic he tweeted about because the United States and American people give no interest to Muslim and claim and pretend that Muslim is the actor behind any terrorism without giving any facts or proofs that can been seen in his tweets " a new radical Islamic, tragedy in Texas a new radical Islamic group ready to go, we protect the middle east countries they can't be safe for a week without us". Trump knows that the US citizens hate Muslim through the use of pronoun "we" to express that he is talking on behind of his people. So, by bringing this ideology of relating the terrorism and violence to the middle east countries and hating Islam, it is easy for the society to understand and support him as the leader. he has expressed an appalling ideology of racism and xenophobia that unfairly and dishonestly draws false connections with middle east immigrants claiming that they are the reasons of crime and violence happen in America "it's interesting that some of the middle east countries agree on the ban". Donald Trump used the strategy of threatening the middle east countries to appeal to the fear, anger and other emotions of the American public and rally support for policies that emphasize America first.

Conclusion

The study aimed to investigate the linguistic features and the ideology of Donald Trump through his language use in his tweets addressing the middle east countries. The study used the CDA theory following Fairclough model to analyze the data. In case of linguistic features, the study showed that Donald Trump used a diversity of linguistic features in his tweets like the use of metaphors, repetition, hyperbole, and the use of modal auxiliary verbs in case of vocabulary analysis. For the grammatical analysis, the study showed that Trump used the pronoun "we" many times to express the

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togetherness with his people. Moreover, Trump used the future tense frequently to express his future policies towards the middle east countries. The study showed that Trump used derogatory and disparaging adjectives to express his hate towards the middle east countries. In the case of textual Trump used to express his power ehind discourse in threaten and warning the middle east countries, also he used to claim some figurative information without giving any proofs. Trump also used punctuations in his tweets like an exclamation mark to express his anger and sarcasm. The analysis of the ideology of Trump showed that he employed the strategies of hate, racism, fear, threat to appeal his ideology towards the middle east countries.

Limitations and Future Research

The duaration of tweets collected is limited. The inadequacy of pragmatic knowledge may affect the quality of the research. It is necessary to explore the complex relation among language, power and ideology further. Political discourse is only a kind of discourse, which needs high sensibility. C. Suggestion and Implication Critical discourse analysis is enlightening to analyze political discourse. It proves that Halliday's three meta-functions are valuable. There are other analytical methods, such as the socio-cognitive approach of Van Dijk, Wodak's discourse-historical method, Fairclough's three-dimensional framework, and Thompso and Bhatia's genre analysis. few studies have been done on analysing the political discourse of Donald Trump tweets addressing the middle east countries., future studies can investigate written and spoken texts by investigating the intonation and other phonological features. A critical discourse analysis into a larger data set may reveal more information about the ideological strategies and linguistic features utilized by Trump in addressing the middle east countries.

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