

# Power and Ideology in Donald Trump's Speech at the United Nations: A Critical Discourse Analysis

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**Abstract---** *Whenever President Trump makes a political speech, the world eagerly awaits to ascertain its political and economic implications. Economic conflicts have become an inevitable reality for all countries regarding the management of energy resources and global markets. The present research aims to analyse the political speech that Trump delivered at the United Nations (UN) Grand Hall in 2018. The purpose of this analysis is to identify how discourse related to three critical issues (i.e., the American economy, Iran, and trade with China) is used by Trump to portray a message of "us versus them." Two approaches were employed in this study: Fairclough's CDA (1995) and Van Dijk's (2006) four macro-analysis strategies. The results show that Trump's speech was, on the one hand, very comprehensive in its glorification of his administration's achievements and, on the other hand, aggressive in its attacks on many countries for their policies that challenge the US's position as a superpower.*

**Keywords---** *Trump, Political Speech, CDA, Fairclough, Power, Ideology.*

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## I. INTRODUCTION

The unexpected election of Donald Trump to the presidency of the US led to significant changes to the country's economic policies in a little more than a year, and more changes are expected in the future. Some of these policy changes are very controversial and represent a major break with the past, and they have already had a notable impact on the US and the world economy [1]. As stated by Thompson [2], the concept of politics relates to the acquisition of symbolic power and its enactment for specific political ends, namely, "to intervene in the course of events, to influence the actions and beliefs of others, and to create events by means of the production and transmission of symbolic forms." Furthermore, according to Rachman and Yunianti [3], politics are inevitably associated with activities that may influence the actions and policies of the government or society.

One of the aims of politics is related to the use of power over another by influencing their behaviour. Nguyen, Murillo [4] stated that a speech can be a powerful tool and that every speech, especially those that are intended to persuade others, must be rhetorical. De Wet [5] argues that "the language of political persuasion is geared to guiding recipients' attitudes and orientation/or behavior, that is, to forming, sustaining or changing their attitudes on a political issue or impelling them to act." In support of this idea, Beard [6] notes the importance of speeches in

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politics, wherein the politician should have strong speaking skills, as language is not only a means of communication but also of presenting and shaping arguments. Political arguments are thought to be ideological because they are derived from one's beliefs. Meanwhile, other authors [7, 8] argue that the primary aim of political discourse is to control the minds of the general population or to otherwise manipulate people.

Although many studies have examined Trump's discourses, the present study investigates specifically how Trump has used his political power to reinforce his ideological views in terms of three important global issues. The primary purpose of this study is to determine how Trump uses discourse to portray an "us versus them" ideology.

## **II. AN OVERVIEW OF CRITICAL DISCOURSE ANALYSIS**

Critical discourse analysis (CDA) focuses on the various conditions, components, and consequences of power abuse that have been conducted by dominant groups and institutions. CDA assesses discourse and its functions in society – especially those related to inequality – and examines how they are reproduced in society and are sometimes legitimised [9]. According to [10], CDA is primarily concerned with the social power abuse, dominance, and inequality that evolve through speech and text in social and political contexts.

Many scholars have presented their standpoints on CDA, including [11], who indicates that the scope of CDA goes beyond the use of language. This notion is supported by the fact that CDA has attracted the attention of scholars from various disciplines, as well as many types of activists. Additionally, [12] postulates that CDA seeks to expose the manipulative nature of discursive practices and improve communication and well-being by removing the barriers created by the expression of assumed beliefs as legitimised through discourse. Billig [13] contends that CDA has the crucial characteristics of a critical approach, and he supports the idea that an interdisciplinary approach is needed.

CDA is also used to refer to particular models and approaches that have been designed to analyse discourse in specific ways [14]. However, CDA contains a critical element that uncovers how discourse is manipulated to achieve certain political ends and how it can be used to legitimise the dominant narrative (Jancsary et al., 2016, p. 199).

Kratochvíl and Mišík (2020) have stated that CDA uncovers the ideological underpinnings of political utterances. Hence, while CDA does not explore causality, it explains how dominant actors can shape the public discourse to achieve their political or economic goals.

As a methodological tool, CDA bridges the actual text being analysed, the discursive processes involved in constructing the text, and the broader social contexts that encompass the production of the text and the discursive practices [15].

CDA explores the social context to examine the sociopolitical conditions that shape discourse as a way of analysing how power structures are constructed and assessed. This means that CDA can also be used to describe, interpret, evaluate, and critique social life as it is reflected in speech. CDA explores relationships between discursive practices, texts, and events, as well as broader social and cultural structures, relations, and processes [16].

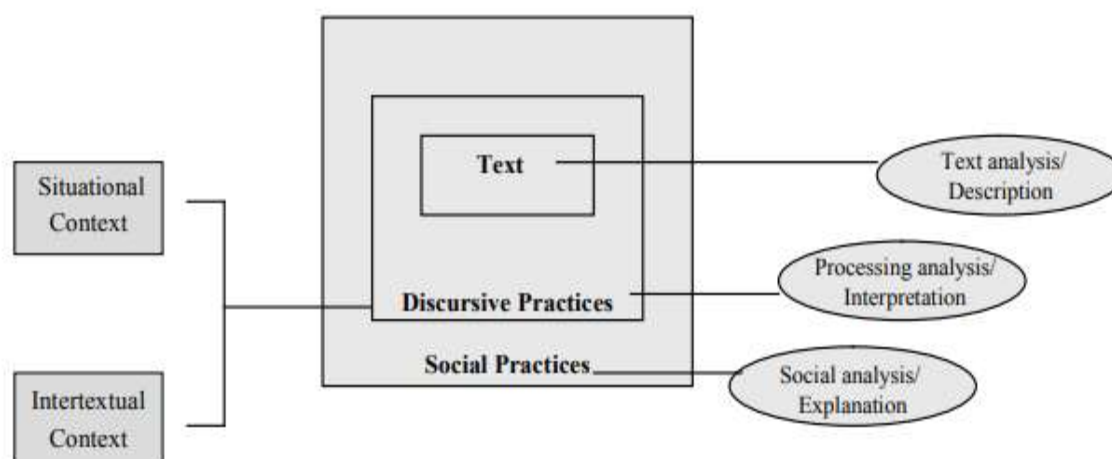


Figure 1: Fairclough's Three-dimensional Model (Adopted from [17])

Fairclough [16] CDA model consists of three inter-related analysis processes, which are connected to three inter-related dimensions of discourse. These three dimensions are (i) the object of analysis (including verbal, visual or combined verbal and visual material); (ii) the processes by which the object is produced and received by human subjects (writing/speaking/designing and reading/listening/viewing); and (iii) the socio-historical conditions that govern these processes (Janks, 2006).

According to Fairclough, each of these dimensions requires a different kind of analysis. For example, a text analysis requires description, whereas a processing analysis requires interpretation, and a social analysis requires explanation. Fairclough's approach is useful because it enables the researcher to focus on the signifiers that make up the text, the specific linguistic selections, the ways in which they are juxtaposed, their sequencing, their layout, and so on. This article explores how discourse is used by Trump to portray an "us versus them" ideology through the topics of the American economy, Iran, and trade and oil in his political speech at the United Nations (UN) Grand Hall in 2018.

### III. LANGUAGE, POWER AND IDEOLOGY

The object of critical discourse study is modes of public speech, such as advertisements, newspapers, political campaign debates, official documents, laws and regulations, and so on. It aims to explore the relationships between language, ideology, and power. Before discussing political discourse, it is essential to first define this term [18]. Power can be achieved and exercised through political discourse via ongoing struggles and co-operation between political actors and institutions to prevent and resolve potential conflicts [19].

Fairclough explains that "critical implies showing connections and causes that are hidden" [20]. In other words, decoding the operations of ideology implies the act of uncovering the discursive patterns of ideology that conceal the power struggles that take place in the social world. Ideologies have been defined as foundational beliefs that underlie the shared social representations of specific social groups. These representations, in turn, serve as the basis

of discourse and other social practices. It has also been assumed that ideologies are largely expressed and acquired by discourse – that is, by verbal or written communicative interactions [21]. If ideologies are acquired, expressed, enacted, and reproduced through discourse, then these processes must occur through the use of several discursive structures and strategies. For instance, the pronoun ‘we’ is typically used to refer to the in-group to which the speaker belongs [21].

Van Dijk [21] notes that “ideologies have been defined as foundational beliefs that underlie the shared social representations of specific kinds of social groups. These representations are in turn the basis of discourse and other social practices. It has also been assumed that ideologies are largely expressed and acquired by discourse, that is, by spoken or written communicative interaction. When group members explain, motivate or legitimate their (group-based) actions, they typically do so in terms of ideological discourse.” Accordingly, the four macro-analysis strategies proposed by Van Dijk (2006) include (i) an emphasis on positive aspects of ‘us,’ (ii) an emphasis on negative aspects of ‘them,’ (iii) a minimisation of negative aspects of ‘us,’ and (iv) a minimisation of positive aspects of ‘them.’ Thus, in the macro-analysis, the research’s focus is on the self-other binary, which is demonstrated through the following terms: Donald Trump (self, we, us!, in-group); Obama administration, Iran, and China (others, they, them! out-group).

#### **IV. MATERIALS AND METHODS**

The present work is a linguistic study of Donald Trump’s speech at the 73rd session of the UN, which took place in September 2018. The data are taken from <https://www.vox.com/2018/9/25/17901082/trump-un-2018-speech-full-text>. The data are considered in the analysis of the political speech given by Trump to identify how Trump has used discourse to portray an “us versus them” mentality in terms of three critical issues (i.e., the American economy, Iran, and trade with China). The data are utilised as a part of political speech to draw the audience’s attention and persuade them to act immediately concerning the issues raised in his speech.

A general view of the text version of the speech reveals that the speech, which lasted 34 minutes and 51 seconds, contained 3615 words. The macro-analysis carried out in the current study made use of a descriptive-analytic research method based on the CDA model presented by Norman Fairclough (1995) and van Dijk’s ideological discourse analysis framework (2006). This research employed qualitative approaches because such approaches can be used not only to investigate the “what, where, when, why, and how” of a problem but also to produce information that is relevant to a specific case study. Furthermore, the general conclusions drawn from such an approach are informed assertions. Finally, such an approach can also be used to seek empirical support for research hypotheses.

#### **V. RESULTS**

##### ***5.1 The American Economy***

Donald Trump could be a force for the good of the American economy. During the election, Trump promised to spend heavily on programs that would create an abundance of jobs in construction, steel manufacturing, and other sectors. Trump’s economic policies include universal tax cuts for individuals and impressive corporate tax cuts from

35 percent to 15 percent. Also, he pledged to eradicate regulations that he said are burdening businesses and hindering job creation [22]. As Golshan [23] notes, Trump, in his speeches, has successfully aroused in his audience strong, resonant sentiments of “fears of joblessness, worries about the United States losing its status as a major world power, [and] concerns about foreign terrorist organizations.”

***Extract 1: “Today, I stand before the United Nations General Assembly to share the extraordinary progress we’ve made. In less than two years, my administration has accomplished more than almost any administration in the history of our country”.***

Trump began his speech by speaking candidly about his administration’s extraordinary progress and achievements, especially its economic achievements. He often used the pronouns ‘I’ and ‘my’ in reference to himself and his administration as a means of endorsing the ideology of the in-group. Before giving details about his achievements, Trump used the plural pronoun ‘we’ to associate himself with the American people. He said that in less than two years, many things had been changed in the history of the US.

Trump used the possessive phrase ‘my administration’ and the comparative ‘more than’ to refer to his administration and to compare it with the Obama administration. By doing this, Trump emphasised positive aspects of ‘us’ (his administration). He also emphasised positive aspects of ‘us’ by using phrases like ‘extraordinary progress,’ and ‘in less than two years, my administration has accomplished...’. Moreover, Trump emphasised negative aspects of ‘them’ by using the expression ‘more than almost any administration in the history of our country’ to scrutinise the Obama administration. Trump also practised positive self-presentation to glorify the benefits that his administration has bestowed upon the American people. He also attempted to present himself positively by discussing the solutions he has given when the American nation has faced problems, such as those related to the collapse of the economy and terrorism.

***Extract 2: “America’s economy is booming like never before. Since my election, we’ve added \$10 trillion in wealth. The stock market is at an all-time high in history, and jobless claims are at a 50- year low. African American, Hispanic American, and Asian American unemployment have all achieved their lowest levels ever recorded. We’ve added more than 4 million new jobs, including half a million manufacturing jobs”.***

To emphasise positive aspects of ‘us,’ Trump used the verb ‘booming’ to draw the attention of his audience to the improvements in the American economy since his election in 2016. In addition, Trump used the term ‘since my election’ to directly link the ‘boom in the economy’ to his administration. Trump enhanced his speech with many indications of his achievements to emphasise positive aspects of ‘us,’ such as the ‘growth of the stock market’ and ‘the decrease of jobless claims.’ Trump referred to the diversity and unity of the American community, saying that economic development includes the reduction of the unemployment of African, Hispanic, and Asian Americans. As a final point, he used the word ‘we’ to express unity between himself and the American people, who have shared the success of adding 4 million new positions to the job market, half of which are in industrial sectors. Meanwhile, Trump ignored the role of the previous administration. This can be regarded as a minimisation of positive aspects of ‘them,’ as Trump’s neglect to mention the Obama administration’s efforts made it seem like the previous administration had done nothing for the American people.

***Extract 3: “We have passed the biggest tax cuts and reforms in American history. We’ve started the construction of a major border wall, and we have greatly strengthened border security. We have secured record funding for our military \$700 billion this year, and \$716 billion next year. Our military will soon be more powerful than it has ever been before”.***

In the same way, Trump showed consideration for the unity of the American community, as he used the first-person plural pronoun ‘we’ four times in extract (3) to indicate the in-group. This suggests that Trump and the American people have implemented substantial tax cuts together as a team. Trump also used past-tense verbs such as ‘passed,’ ‘started,’ ‘strengthened,’ and ‘secured.’ This manner of speaking implies that the reformation of America’s economy and security began on the day that Trump was sworn into office. Trump added that they had started building a wall across the length of the Mexican border to prevent illegal immigrants from entering the US. Trump also spoke about the 1.41 trillion dollars in guaranteed funding that the government is to supply to the American army over two years.

The above information was portrayed by Trump to emphasise positive aspects of ‘us’ while emphasising negative aspects of ‘them.’ This manner of speaking painted the Obama administration in a bad light regarding its health care system, taxes, and the influx of migrants from Mexico. These negative aspects of ‘them’ have burdened the American economy and represent instability in terms of jobs and security.

***Extract 4: “In other words, the United States is stronger, safer, and a richer country than it was when I assumed office less than two years ago. We are standing up for America and for the American people. And we are also standing up for the world”.***

During his speech, Trump used the term ‘United States of America’ 23 times to highlight the essential role played by his country as the most powerful military power in the world. At the same time, Trump used the term ‘United States of America’ to remind his audience of the military, political, and economic roles played by the US on a global scale at different times throughout history. Moreover, to emphasise positive aspects of ‘us,’ Trump used many adjectives to underscore his achievements. He said that his country has become stronger, safer and more prosperous since he became president. By stating this, he also implied that the former administration was unable to achieve the same goals. In this way, Trump emphasised negative aspects of ‘them.’

Trump also used the pronoun ‘I’ to separate himself from the American people and the previous administration when describing his personal successes over the previous two years. In this paragraph of the speech, Trump used the pronoun ‘we’ to portray a sense of unity between himself and the American people. He also used ‘we’ to express the link between the US and the international community when he stated, “We are also standing up for the world.” Trump’s speeches reveal that his utterances regarding inclusion were primarily focused on how he would return the US to a state of prosperity by lowering taxes and how he plans to simplify tax codes and revitalise the gas and farming industries [24].

## **5.2 Iran**

***Extract 5: “Every solution to the humanitarian crisis in Syria must also include a strategy to address the brutal regime that has fueled and financed it: the corrupt dictatorship in Iran”.***

Trump devoted much of his speech to criticising Iran's policies and its interference in the internal affairs of Syria. He claimed that resolving the crisis in Syria would require a suitable strategy based on the role played by Iran. The Middle East has been a focus of several former US presidents because it is rich in oil. Trump stated that Iran is primarily responsible for the “humanitarian crisis in Syria.” Trump used adjectives such as ‘brutal’ and ‘corrupt’ to describe the Iranian regime. He also strategically used verbs to refer to the actions carried out by the Iranian regime to “fuel and finance” the struggle in Syria. Here, Trump emphasised the role of peacemaker played by his administration to end the war in Syria, thus emphasising positive aspects of ‘us.’ At the same time, he emphasised negative aspects and minimised positive aspects of ‘them’ (i.e., Iran) by ignoring its status as a self-sufficient country with a highly developed infrastructure and advanced military products.

***Extract 6: “Iran’s leaders sow chaos, death, and destruction. They do not respect their neighbors or borders, or the sovereign rights of nations. Instead, Iran’s leaders plunder the nation’s resources to enrich themselves and to spread mayhem across the Middle East and far beyond”.***

Trump thoroughly described the policy of Iranian leaders, who have caused havoc, chaos, and destruction in the Middle East. He mentioned that Iranian leaders steal the resources of their country for their personal gain, which, in turn, has had a significant impact on the Iranian people’s living conditions. To emphasise negative aspects of ‘them,’ Trump contrasted Iran’s poor population with its rich politicians, who have “embezzled, seized valuable assets and looted” Iran’s treasury and who control the wealth of Iran. At the same time, Trump emphasised positive aspects of ‘us’ by explaining how his administration has been seeking to improve the standard of living of the American people. In this section of his speech, Trump used many action verbs, like ‘sow,’ ‘plunder,’ ‘enrich,’ and ‘spread,’ to describe the Iranian policy in the Middle East. He also used the words ‘Iran’ and ‘Iranian’ a combined 14 times to describe attempts made by the Iranian regime to enrich their lives and to create mayhem across the Middle East and beyond. Moreover, Trump expressed his dismay with the Iranian nuclear deal, which guarantees Iran the right to continue developing its nuclear program based on terms agreed upon with the “5 plus 1” and the International Atomic Energy Agency (IAEA). The deal also allows Iran to un-freeze Iranian financial assets in global banks, which, in turn, could be used to finance missile programs and terrorist attacks in Syria and Yemen.

Trump tried to convince his audience of the reasons for his administration’s withdrawal from the Iran nuclear deal (2015). He stated that Iranian leaders acted irresponsibly toward their neighbours and the world in general, using an aggressive expansion policy that was in total conflict with international covenants. Trump emphasised positive aspects of ‘us’ by expressing that improving the US economy is the primary aim of his administration. He also explained how his administration has endeavoured to improve the economic well-being of American citizens to ensure that they have a decent life. He contrasted these statements with a description of Iranian leaders’ spending on terrorist activity and missiles programs. Trump tried to minimise negative aspects of ‘us’ by failing to mention the military role played by the US Army in the Persian Gulf, Iraq, and Afghanistan.

***Extract 7: “The Iran deal was a windfall for Iran’s leaders. In the years since the deal was reached, Iran’s military budget grew by nearly 40 percent. The dictatorship used the funds to build nuclear-capable missiles, increase internal repression, finance terrorism, and fund havoc and slaughter in Syria and Yemen”.***

Trump called upon the international community to make the courageous decision to deter Iran's nuclear program by re-imposing sanctions on Iran, which would contribute to isolating this regime. Trump tried to emphasise negative aspects of 'them' by accentuating the negative regional, political, and economic roles played by Iran in the Middle East. Moreover, he attempted to minimise positive aspects of 'them,' such as the positive political role played by Iran in the Middle East and the unprecedented developments in military products that have occurred despite the economic sanctions on Iran. Trump used the phrase 'not good' two times to express his resentment towards the Iranian regime's role in the conflict in Syria.

### **5.3 Trade with China**

***Extract 8: "We believe that trade must be fair and reciprocal. The United States will not be taken advantage of any longer". For decades, the United States opened its economy the largest, by far, on Earth with few conditions. We allowed foreign goods from all over the world to flow freely across our borders".***

Another distressing issue brought up in Trump's speech was the economic tension between the US and China, which has recently been the subject of criticism. Again, Trump started this part of his speech with the pronoun 'we' in reference to himself and the American people. He also used 'we' to express the camaraderie between Trump, the American people, and the international community. Trump expressed that trade should be "fair and reciprocal." In other words, there should be a mutual interest between both parties involved in trade exchanges. Furthermore, Trump emphasised positive aspects of 'us' by stating that the American economy was for a long time the largest on earth and was open and free, with limited restrictions on the trade of goods from other countries. At the same time, Trump tried to minimise positive aspects of 'them' by ignoring the industrial revolution in China and the country's dominance in global markets, which has been due to China's position as the world's largest exporter of goods.

***Extract 9: "Yet, other countries did not grant us fair and reciprocal access to their markets in return. Even worse, some countries abused their openness to dump their products, subsidize their goods, target our industries, and manipulate their currencies to gain an unfair advantage over our country. As a result, our trade deficit ballooned to nearly \$800 billion a year".***

Trump used the word 'yet' to introduce a new starting point in his speech and used the pronoun 'us' to refer to himself and the American people. He then described the consequences of unfair trade. He emphasised negative aspects of 'them' by using carefully chosen verbs (e.g., 'abused,' 'dump,' 'subsidise,' 'target,' and 'manipulate') to illustrate the negative impact that unfair trade has had on his country. He vehemently asserted that unfair trade was an ongoing problem at the time of his speech that has been costing his country nearly \$800 billion a year.

***Extract 10: "For this reason, we are systematically renegotiating broken and bad trade deals. Last month, we announced a groundbreaking U.S.-Mexico trade agreement. And just yesterday, I stood with President Moon to announce the successful completion of the brand new U.S.-Korea trade deal. And this is just the beginning".***

Again, Trump used the pronoun 'we' to depict a sense of unity among the American people and to highlight their ability to take the punitive means necessary to stop the American economy from being abused. Trump spoke of how he censured and cancelled the US-Mexico trade agreement and then signed a trade deal with South Korea, adding



that these steps were just the beginning of the reclamation of America's global trade position. When speaking of these matters, Trump used the first-person singular pronoun 'I' to emphasise positive aspects of 'us.' Furthermore, he minimised positive aspects of 'them' by not referring to China during this section of this speech. Refraining from mentioning China indicated that America has a variety of trade sources.

***" Extract 11: "Many nations in this hall will agree that the world trading system is in dire need of change. For example, countries were admitted to the World Trade Organization that violate every single principle on which the organization is based. While the United States and many other nations play by the rules, these countries use government-run industrial planning and state-owned enterprises to rig the system in their favor. They engage in relentless product dumping, forced technology transfer, and the theft of intellectual property. The United States lost over 3 million manufacturing jobs, nearly a quarter of all steel jobs, and 60,000 factories after China joined the WTO. And we have racked up \$13 trillion in trade deficits over the last two decades".***

Trump openly condemned the 'unknown countries' that have controlled and changed the rules of the World Trade Organization based solely on their own interests. They have used government-run industrial-planned and state-owned enterprises to "rig the system in their favor." Trump emphasised negative aspects of 'them' by describing the dishonest economic policies of these countries (such as "product dumping, forced technology transfer, and the theft of intellectual property") that have harmed his country. After China joined the World Trade Organization, the economic consequences in the US were enormous. They included the loss of more than 3 million manufacturing jobs, nearly a quarter of all steel jobs, and 60,000 factories. In return, the American administration has racked up \$13 trillion in trade deficits over the last two decades. Trump clearly emphasised positive aspects of 'us' and minimised the negative impacts of his administration. In contrast, he emphasised negative aspects of 'them' (i.e., the previous administration) and tried to thoroughly minimise the good that had been done by the Obama administration.

***Extract 12: "But those days are over. We will no longer tolerate such abuse. We will not allow our workers to be victimized, our companies to be cheated, and our wealth to be plundered and transferred. America will never apologize for protecting its citizens. The United States has just announced tariffs on another \$200 billion in Chinese-made goods for a total, so far, of \$250 billion".***

Trump started this paragraph of his speech with the conjunction 'but,' which is used to introduce a phrase or clause that contrasts what was previously mentioned. To emphasise his point of view, Trump again used the first-person plural pronoun 'we' and the possessive pronoun 'our' to refer to himself and the American people. He used such language, along with specific verbs like 'accept' and 'tolerate,' when explaining how China's dominance of global trade has led to the neglect of the US's role in international trade. Trump spoke of the abuse and victimisation of America's workers and companies and of how the wealth of the US had been plundered. Specifically, he cited the figures of "tariffs on another \$200 billion in Chinese-made goods for a total, so far, of \$250 billion." He brought this up as a way of emphasising negative aspects of 'them' (China) and the positive aspects of 'us.'

## **VI. FINDINGS AND DISCUSSION**

This study assessed Trump's speech at the UN Assembly in 2018, using Fairclough's CDA approach and Van Dijk's theory of ideology (2006) as a framework for a macro-analysis. This study reveals that Trump utilised the

power he holds as a business and political leader in his speech to express his ideology about the American economy, Iran, and trade with China. The word frequency of Trump's speech based on NVivo 12 Plus software is represented in Figure 2 below.



Figure 2: Word Frequency

Figure 2 displays many of the words that were used in Trump's speech. 'Trade' was the most frequently used word in the speech, which clearly underlines Trump's background as a businessman and signifies that he used his business background in his speech to explain the US's economic policy. 'United States' was the second-most often used term in the speech, portraying Trump as a patriot and indicating the unity between Trump's administration and the American community. The word 'Iran' was also repeated often in Trump's speech. This signifies Trump's firm belief that Iran poses a direct threat to his administration and the world because of its expansionist policy and interference in the internal affairs of its neighbours. Finally, words such as 'nations' and 'the world' were repeated in Trump's speech to refer implicitly to the US's trade relations with China. This confirms that Trump has dealt with these critical issues on behalf of America and the whole world with professionalism and quick-wittedness.

The power of Trump's speech lies in the use of adjectives that augmented, described, and glorified his administration's achievements. Trump used nine adjectives (extraordinary, accomplished, lowest, biggest, powerful, stronger, safer, richer, and less than), the majority of which are comparative or superlative adjectives that were used to emphasise the ideology of the in-group. Trump also made use of seven key verbs (added, achieved, passed,

started, strengthened, secured, and standing up). Hence, to show the intimacy between Trump's administration and the American people, Trump used the first-person plural pronoun 'we' four times and the first-person singular pronoun 'I' twice. Finally, Trump used the first-person plural possessive pronoun 'our' three times to express that his administration and the American people are one entity.

Conversely, Trump used first-person pronouns relatively few times when discussing his administration's relations with Iran. This indicates that Trump wanted to clarify that the encounter with Iran is an international task. Adjectives like 'brutal' and 'corrupt' were used to describe the Iranian regime. Accordingly, 13 action verbs (address, fuelled, financed, sow, respect, fund, plunder, reached, grew, used, increase, finance, and find) were used to convey the role played by Iran in the Middle East and the consequences of Iran's actions regarding the stability and security of its neighbours. Finally, Trump used 24 verbs (believe, taken, allowed, grant, abused, dump, subsidise, announced, stood, announce, agree, admitted, violate, play, use, rig, engage, dumping, forced, transfer, theft, lost, joined, and racked) to explain his administration's point of view towards the US's trade relations with China and other countries. By using these verbs, Trump clarified for the international community the adverse effects that China's trade activities have had on the US economy. To further express this, Trump used the first-person plural pronoun 'we' five times to vocalise that he, the American people, and the international community are affected by the unfair trade practices of China.

From an ideological perspective, Trump employed 38 verbs to emphasise negative aspects and minimise positive aspects of 'them,' whereas he employed seven verbs to emphasise positive things and minimise negative aspects of 'us.' The same trend was also observed regarding Trump's use of adjectives. Trump used three adjectives to emphasise negative things and to minimise positive aspects of 'them,' whereas he used nine adjectives to emphasise positive things and minimise negative aspects of 'us.'

Finally, Trump communicated his ideology through pronouns. Specifically, he used 'we' four times to emphasise positive aspects and minimise negative aspects of 'us' and five times to emphasise negative aspects and minimise positive aspects of 'them.' Also, Trump used the pronoun 'I' two times to emphasise positive aspects and minimise negative aspects of 'us' and one time to emphasise negative aspects and minimise positive aspects of 'them.' Finally, Trump used the possessive pronoun 'our' three times to emphasise positive things and minimise negative aspects of 'us' and four times to emphasise negative aspects and minimise positive aspects of 'them.'

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