



A Critical Discourse Analysis of Donald Trump's Speech Using Fairclough's Three-Dimensional Model

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ABSTRACT

Humor is considered for having an important role in composing the public perception, reinforcing the ideology, and legalization of the power structures. Turning to speech of former President Donald Trump regarding the House GOP Issues Conference on January 27, 2025, this study applies Norman Fairclough's Critical Discourse Analysis (CDA) model. The method applied is the qualitative method with descriptive approach. This research analyzes how, by analyzing the speech across Fairclough's three dimensions (text, micro; discursive practice, meso; and social practice, macro), Trump's linguistic choices build up a populist identity, win over his followers and delegitimize his enemies. The paper examines several rhetorical strategies (i.e., repetition, emotional appeals, pronoun usage, and fear-based persuasion) that serve as techniques employed in Trump's speeches to enhance power and cement political loyalty, resulting in ideological methods of persuasion. It makes a contribution to the a still growing field of political discourse analysis that shows that language is more than a medium of communication, at least partly it is a means of power and ideological control. It shows that many of Trump's words matched patterns of populist speech utilizing emotional, easy to understand language when describing complicated issues in binary terms. This analysis should be built upon by future studies that extend this analysis to more comparable political leaders to analyze Trump's rhetoric in more context and to understand whether or not the social polarization and democratic discourse will persist into the future.

1. Introduction

1.1. Background of the Study

Political discourse is crucial in creating public perception, reification of ideologies as well as society's power structures. Donald Trump's rhetoric has been subjected to wide analysis among modern political figures for its persuasive power, its controversial nature, and its power to mobilize his supporters. Most of his speeches have linguistic strategies that help create his political authority and appeal with certain audiences. Being able to provide us with a deeper understanding of language as used by Trump as a tool of domination, persuasion, and ideological propagation among other things, a critical discourse analysis (CDA) of Trump's speeches can be performed. Using Fairclough's three dimensional model of CDA, this study critically examines the way in which Trump uses language as the means by which it is constructed as the means by which to construct communities in power and members of those communities with ideology. Specifically, this research seeks to analyze the linguistic features in Trump's speech in the construction of power as well as ideology. This study examines rhetorical device, word choice, and syntactical pattern to reveal how Trump is able to prop himself up as a leader of authority. Moreover, the research explores

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how discursive practices inherent in his speech help support his political authority for certain types of audiences. In the light of contemporary political discourse being so highly polarized as it is, Trump's language can be analyzed from the perspective of Fairclough's model and help shed light on the position of language in the matrix of power and ideology in contemporary political discourse.

Being able to shape public perception and political realities, Trump's use of language is particularly significant. His speeches are as direct, simplistic, but most of all emotionalized style that attracts to a large audience, the people who are dissatisfied with traditional elites. Trump builds a discourse of repetition, hyperbole, nationalist rhetoric and populist appeals about strength, urgency, and rejection of the status quo. As was common with binaries in his language choices, he often speaks about us versus them, winners against losers, patriots against outsiders, not helping to bridge ideological divides and mobilize his core. With reference to Fairclough's three dimensional model whereby text, discursive practice and social practice are deconstructed to analyze how Trump's rhetoric communicates political messages while maintaining power practices and ideological positions. The study will examine how his textual choices contribute to his bigger political strategy through a critical analysis into how the textual features of his speech worked to increase his own popularity.

Additionally, Trump's discursive strategies in his speeches do not simply originate in subjective speaking style, but underlie the wider patterns of socio-politics. His language is a common pattern of political rhetoric that is also turned to quite modern media states — principally social media — to wind up his message. The spread of his speeches and rhetoric through the digital, the news networks, and the political rally shows the role of discourse in informing the public and reinforcing ideological ways of thinking. Intertextuality is used in many of Trump's speeches, where he borrows from past political signs of slogans, from nationalist sentiments as well as from conspiracy laden discourse to lay ground for a continuity between traditional American values and placing himself like a transformative leader. Consequently, it is not only the linguistic and discursive elements of Trump's speech that this study examines, but also how these elements are situated within that broader political climate and how, exactly, the rhetorical elements of Trump's speech helped create, facilitate and follow along with existing socio political discourse.

This study analyzes how Trump's rhetoric works at the nexus of language, ideology and power by means of the application of the three dimensional model of Fairclough. Specific linguistic patterns and rhetorical devices which assist with his persuasive appeal are analysed textually. The discursive practice analysis focuses on the production, circulation, and consumption of his speeches in order to show how the message is spread by media and by political partisanship. The socio-cultural practice analysis locates him in other political contexts, and situate his discourse both as a product of, and a mediator in, dominant ideologies. This research thus contributes to a critique of how political leaders construct authority, sway the opinions of the people and thus reshape discursive terrain in contemporary politics through engaging critically with Trump's use of language.

1.2. Statement of the Research Problem

The study focuses on examining through what linguistic features and socio-cultural contexts Donald Trump maintains power and ideological positions via discursive practices in his political discourse. The research examines the manner in which Trump forms his authority through linguistic elements with rhetoric strategies while expressing ideological positions. The analysis studies the discursive practices which support Donald Trump's rhetorical impact on audience resonance while strengthening his political power. The research studies Trump's speeches as they both reflect and select socio-cultural and political conditions to investigate democratic-social outcomes and societal integration.

1.3. Significance of the Study

This study is important because it offers an understanding on politics and the role of political sphere in establishment of ideology and power and creation of image in the masses. Many have noted that Donald Trump's rhetoric is well known for being powerful enough to energize his supporters, propel nativism, and break with political tradition in particularly important ways. This research analyzes his speeches through Fairclough's three dimensional model through which it identifies the linguistic and discursive strategies that result in the persuasive appeal of his speech. With the rapid rise of the influence of media for spreading political discourse, Trump's rhetoric needs to be analyzed to have a grasp on how political stories are formed and spread throughout current society.

1.4. Objectives of the Study

Following are the main objectives of the study:

- To explore the ways in which Donald Trump's use of linguistic features in his speech contribute to the construction of power and ideology.

- To find out the discursive practices which enable Trump's rhetoric to resonate with specific audiences and reinforce his political authority.
- To investigate Trump's speech for his reflection and shaping of broader socio-cultural and political contexts.

1.5. Research Questions

1. In what ways does Trump's usage of discourse features in his speech contribute to the construction of power and ideology?
2. What are the discursive practices which enable Trump's rhetoric to resonate with audiences and reinforce his political power and authority?
3. How does Trump's speak for his reflection and shaping of broader socio-cultural and political contexts?

1.6. Purpose of the Study

This study aims to provide a critical analysis of Trump's speeches based on Fairclough's 3 dimensional model in order to understand the extent to which linguistic choices by Trump lead to his political authority. This research aims to discover what is it that makes his rhetoric resound with a particular audience and support ideological positions. In the process, the study also seeks to understand how Trump's language seeks to and reflects on pervasive socio-cultural and political contexts more generally. The study aims at understanding the dynamics of relationships between language and power as well as language and ideology in political discourse by analyzing these aspects.

1.7. Delimitation

As for delimitations of this study, we will analyze some speeches given by Donald Trump while he was in presidency and during his political campaigns. An analysis is made of formal, structured political speeches rather than social media posts, interviews, etc. This serves as a limitation ensuring a controlled communicative setting of Trump's rhetoric and a more precise application of Fairclough's three dimensional model. It is understood that Trump's communication strategies go beyond formal speeches, though, across social media and ad hoc in interactions, but the study focuses on structured discourse for depth and cohesion of analytical rigor.

2. Literature Review

In Fairclough (1995) the definition of Critical Discourse Analysis (CDA) is a method to examine the existence of language, power and ideology in discourse. According to him, discourse is not only a means of communication but also a means of enacting, sustaining and contesting power relations in society. Hence, CDA is not confined to the mere linguistic analysis on such surface level but is extended to the fact that discourse renders power as one of its facilitating factors. In this, political leaders are particularly interested because they view language as a tool for creating authority, legitimizing policies, and persuading audiences. This is expanded by Van Dijk (2008) who explains that political discourse is a device for elite control which seeps its way into a public opinion by the power of persuasive language strategies. Trump's speeches therefore offer themselves as a good point of analysis since they clearly do show a tendency of political figures to wield discourse as a tool for domination and ideological influence.

Fairclough's (1992) three dimensional model is one of the most used frameworks of the CDA. Three levels constitute its institutional makeup: micro-level (textual analysis), meso level (discursive practice) and macro level (social practice). At the discursive practice level, the question is what makes texts come into being, circulate, and finally disappear, whereas at the textual level questions of vocabulary, grammar, and rhetoric are raised. The last level of social practice examines how discourse is related to broader social and political contexts. Wodak and Meyer (2009) argue that the Fairclough model is particularly useful to the study of political speeches because it unveils the potential power relations that are contained in language in an implicit way. This model is helpful in deconstructing Trump's use of repetition, nationalist appeals and populist rhetoric to reinforce ideological positions and fuel preparations of support of his language.

According to the books of linguistics, there are students of political discourse who practice political science and communication studies. It is positive that for centuries, linguists have verified that language has the capacity to restructure perception, create ideologies as well as rule the human social conduct. Fairclough (1995) presents complete insights into discourse operations in sociopolitical frameworks through the textual evaluation as well as discursive methods and societal cultural background given in the form of Fairclough three dimensional model. The reasoning behind studying political actors who authorize their decisions through language is also examined as well as how they debate other factions (Chilton, 2004), and similarly, discourse mechanisms for maintaining social divisions are studied (Van Dijk, 2006). The analysis of populist discourse captures researchers' serious academic interest throughout the recent years. According to officials from Mudde (2004) and Wodak

(2015), such language tactics are used by populist leaders to create the dual identity and to delegate with regular citizens and against the existing authorities.

Billig (1995) defines “banal nationalism” as the routine instance in which national identity is reinforced in the discourse. According to him, political leaders make use of nationalist words so that people feel a sense of belonging and unity. The America First slogan of Trump is a perfect example of the strategy wherein the nationalists are convinced that they act America First while portraying foreigners (immigrants, foreign polities and other political opponents) as danger. In many of his speeches, Trump relies on American exceptionalism to drive home a nationalist ideology popular with his political base. This research looks at how Trump’s language implements nationalism to enhance his political brand through CDA.

Pointing to the ‘us vs. Them’ motif common to political discourse, Van Dijk (1998) explains how political alike divides their group from perceived adversaries. This technique creates the in group strength while portraying the people as the opponents as threats to the society. This is an often repeated theme for Trump who calls the media ‘fake news,’ political enemies ‘crooked,’ and immigrants ‘dangerous.’ In fact, Laclau (2005) elaborates that this mode of political antagonism is a very feature of populism, because it organizes the supporters by assuming the existence of a common enemy. This study extracts the findings in the form of how Trump portrays his discourse as a way to create opposition and a polarized political environment.

Emotional appeal in persuasive speech is what Aristotle’s Rhetoric (translated by Roberts, 2008) discusses as his concept of pathos. Much of Trump’s rhetoric falls on the basis on emotional triggers; fear, anger, nostalgia. As Charland (1987) puts it, political narratives produce “interpellated subjects,” that is, speakers form the audience identity through speaking. Trump’s infamous speeches in a populist vein involve constructing an emotional story that a nation is in decay and his supporters have to take it back and make it their own. In her study of Trump’s use of appeal to emotion as a discursive strategy of persuasion and power, this study examines how emotion appeals are employed by Trump.

According to Bourdieu (1991), “symbolic power” involves the fact that language can change social structures and represent the reality. The context of Trump’s speeches is part of larger social, political, and economic anxiety around race, tensions and polarization. According to Lakoff (2004), political leaders employ metaphorical framing to frame political issues into how, people will perceive them. To show how language constructs social meaning, Trump uses metaphors (like a “wall” to describe national security) all the time. Making use of these theoretical perspectives, this study offers to understand how discourse relates to social power structures by placing Trump’s rhetoric in situ.

Lakoff and Johnson (1980) maintain that metaphors determine the way human thinks about and perceives world. Metaphorical language is frequently employed in political discourse to present issues in what proves to be useful to audiences. To symbolize national security and protection, Trump’s speeches rely on the metaphors like “build the wall” creating a look and feel of threat and urgency. Charteris-Black (2011) remarks that metaphors are a part of political leaders’ rhetorical tactics used to simplify difficult conditions or generate an emotional response. The metaphors that Trump uses often are aggressive and confrontational and the politics they support demonstrates ideas of strength and conflict and protectionism. This study uses Fairclough’s three dimensional model to show how the use of metaphorical language in Trump’s language effects political discourse and intensity of perception from the audience.

In Crystal (2003), the author discusses the importance of linguistic simplicity for effective communication such as clear and direct language which facilitates comprehension and involvement. Trump’s speeches are easy to digest, short sentences, lots of repetition, simple vocabulary, and readily accessible to his audience which includes a broad spectrum of people. In her study, Tannen (2007) points out that repetition in speech plays rhetorical role: it summarizes the key points, helps memorize the message. Such phrases like “Make America Great Again” and “Fake News” are repeatedly repeated by Trump, and are becoming ingrained in the public’s consciousness. This linguistic strategy not just increases his message but also universally unites his supporters. This study analyzes how language structure does political persuasion and ideological reinforcement by looking into how language contributes to the political persuasion and ideological reinforcement of Trump’s repetitive and simplistic speech patterns.

3. Research Methodology

3.1. Overview

This research chooses to analyze Donald Trump’s selected speech using Norman Fairclough’s three dimensional model that is the analytical base. Fairclough’s three dimensional framework is a structured way of studying language power relationships with ideology and is also particularly useful to study political discourse (Fairclough, 1995). This study takes Fairclough’s three-dimensional model of CDA as a guide to three investigative steps matching with textual analysis phase and its discursive practice the socioeconomic practice.

3.2. Data Collection and Analysis Procedure

The data for this study was a Donald Trump presidential speech transcript. Different qualitative analysis techniques will be adopted in the research, such as close reading and thematic analysis, to investigate the selected speech by Donald Trump. The data will be evaluated thoroughly with rhetorical elements being revealed using Fairclough's CDA framework by focusing on Trump's language systems and social and cultural aspects.

3.3. Theoretical Framework

Based on the theoretical framework of Fairclough, this research project puts forward a total multi-dimensional evaluation of Trump's discourse so as to examine how he used language to establish power, rethink ideologies and transform the political social dynamics. First, Trump's linguistic elements that are present in his speaking patterns are studied in the first stage. Trump's syntax should be evaluated together with his language and the use of metaphors, repetition techniques and his addressees, language analysts should have a look at. This phase studies linguistic factors to associate their functions in the formation, expression, and ideological presentation of meaning and power dynamics (Faircloth, 1995). According to Ott & Dickinson (2019), the research investigates how Trump utilizes polarizing language in combination with simplistic phrasing to bring his audience to his side and continue to push his populist message. The second stage investigates the production, distribution, and consumption of Trump's speech. The physical place where Trump addresses his audience and the channels of the communication he utilizes along with the audience's reactions to these messages shall be considered by the researchers (Fairclough, 1995). The research study the intertextual patterns to identify how Trump uses other texts – historical sentences political catchphrases and the news accounts (Wodak, 2015). In the actionable stage, we aim to show how, through linguistic and rhetorical means, Trump's discourse can strengthen his leadership position through listening and how his discourse can connect with a particular reader in order to become effective. The final stage situates Trump's speech within its broader socio-cultural and political context. The analysis centre(s) around various societal matters to include the economic inequality and globalization and the polarization of the cultures based on the definitions of Fairclough (1995). The objective of this research is to examine how Trump's rhetorical strategies have altered public perception as well as validated his political program and reinforced existing socio-political frameworks (Wodak, 2015). The research aims at investigating Trump's discourse, studying social and cultural elements, and uncovering the ideology of Trump's discourse that changes the foundations of democracy and social cohesion within the United States.

4. Analysis and Discussion

In his January 27, 2025 address to the House GOP Issues Conference in Miami, former President Donald Trump uses various rhetorical strategies that can be analyzed with Critical Discourse Analysis (CDA). Fairclough's model focuses upon discourse at (micro level): text, (meso level): discursive practice, and (macro level): social practice. In this analysis, each dimension is delved into and the way by which Trump's language builds power, ideology and identity is explored.

4.1. Textual Analysis: Lexical Choices and Repetition

Notable at the micro level of Trump's lexical choices and use of repetition are his lexical choices and repetition. "We can have so many businesses moving back," he stressed. Mark 1): The use of the vaguer phrase "so many" and the repetitious phrase 'we are going to' is not vague but positively condescending; the use of the latter 'we' is confident and sure. In turn, according to Fairclough (1995), such linguistic features can naturalize some ideologies becoming a common sense for the audience.

4.2. Discursive Practice: Intertextuality and Genre Mixing

The same can be argued of Trump's speech: on the meso level, it shows intertextuality where it shares political narratives and blends genres. 'The Republican Party has become the proud voice of hardworking American citizens of every race, religion, color and creed under our leadership,' he said. It is the last of such tradition political rhetoric with incorporations of unifying speech. Such genre mixing, explains Fairclough (1992), can affect audience expectations, as well as the position that the ideological ones strengthen.

4.3. Social Practice: Reinforcing Neoliberal Ideology

Compared to the macro level, one of the effective messages that Trump's discourse gives is promoting free market principles and the small government. "We are going to have so many of our businesses move back," he asserted. It is a reflection of faith in the self regulating market and importance of the domestic enterprise. As Fairclough (2001) states, such macro level ideologies are maintained and legitimized through discourse.

4.4. Textual Analysis: Use of Metaphors

Trump uses metaphors to simplify political issues that are otherwise hard to understand. In one instance, he spoke of the Republican Party as ‘the proud voice of hardworking American citizens.’ It is this metaphor, which personifies the party as a human character, which appeals to the audience in giving it human qualities. According to Fairclough (1989), metaphors may form and lead perceptions and interpretations of social realities.

4.5. Discursive Practice: Construction of Social Actors

Trump categorizes individuals into specific social types that he then constructs as social actors. According to him, the hardworking American citizens of every race, religion, color and creed. It is inclusive language that strives to bring people from different groups in one common identity. In fact, according to Fairclough (2003) the way social actors in discourse are presented can alter social relations and power relations.

4.6. Power through Crisis Narrative

Trump uses emergency case narratives both to authorize his administrative choices and uphold his authority position. He stated, *“Our country is being invaded at the southern border... This is a disaster, and it’s getting worse every day.”* He portrays immigration as both an “invasion” and a “disaster” to create a pressing sense of emergency that suggests others cannot resolve the crisis. Political leaders employ crisis narratives for legitimization purposes as documented in Fairclough (1995) to warrant controversial measures through pretending to tackle emergencies. Through his disaster metaphor Trump portrays immigrants as threatening foreigners that increase nationalism within his base.

4.7. Us vs. Them: Constructing Political Adversaries

Trump uses a fundamental distinction between his devoted supporters who belong to “us” and his political rivals along with media organizations together with supposed security risks who fall into the opposing category of “them”. He stated, *“The radical left and the fake news media don’t want to talk about the real problems. They are too busy attacking me and my supporters.”* that the media and Democrats are dishonest, antagonistic. According to Fairclough (2003), the use of this strategy generates ideological division by enunciating the enemy of other group.

4.8. Populist Appeals and Anti-Elitism

The populist appeal is a central feature of Trump’s discourse, that he sees himself as the voice of the common people versus the corrupt elite. He remarked, “Washington insiders have been selling you out for years. I am here fighting for YOU.” Fairclough’s (1992) assertion that populist leaders often define themselves as outsiders, challenging the established political order, is the case with this state of affairs. By downplaying his role and focusing on the fact that he alone is fighting for ordinary Americans, he does just that and ensures that he maintains legitimacy as a leader, while undermining traditional politicians

4.9. Repetition and Simplification for Persuasion

On the whole, Trump repeats himself to highlight the most important points and create an easily grasped message. In his speech, he said, *“We are going to win. We are going to win big. We are going to bring jobs back, and we are going to secure our borders.”* “We are going to” is repeated, thus making it sound like we are certain and that we will do it. According to Fairclough (1989), repetitive language in political discourse is used to reiterate ideological messages in such a way that they seem to be common sense. Trump’s slogan is simple, direct, and therefore understandable to anyone, especially those who disbelieve in political rhetoric.

4.10. Delegitimizing the Media as a Strategy for Control

Trump continually belittles the media in order to get away with his own agenda. He claimed, *“The fake news media lies about me every single day, and they will never tell you the truth.”* By labelling critical journalism ‘fake news,’ he claims to be the sole source of truth, given that he discredits unfavorable coverage. Fairclough (1995) describes how political discourse makes use of such strategies because only by controlling the narrative can a leader demonstrate his or her authority. By practicing this rhetorical move, he removes his supporters from sources of independent information so that only pro-Trump narratives may be treated as legitimate in a media environment.

4.11. Metaphors and Symbolism in Political Messaging

Trump is fond of metaphors, which help make very complicated issues more understandable. He stated, "*Our economy is roaring back like a rocket ship.*" This metaphor equates economic growth with a quick launch at high speed, of unstoppable progress. As stated by Fairclough (1989), metaphorical language simplifies abstract concepts and shapes the audience perception of it. Trump invokes vivid imagery to create confidence in his policy even as the economic recovery reality is less so.

4.12. Pronoun Usage to Construct Collective Identity

Indeed, Trump's speech contains many inclusive pronouns (e.g., "we" and "our"). He asserted, "*We will not let them take our country away from us.*" This construction encourages his supporters to identify with his cause. As Fairclough points out in 2003, pronoun usage in political discourse does not only provide clarity in communication, but also establishes solidarity between audience and leader to bond them in the leader's vision. Trump magnifies emotional and collective responsibility with his base

4.13. Hyperbolic Claims to Strengthen Conviction

He is known for talking about his achievements in skeletensional hyperbole. In this speech, he declared "*No administration in history has done more for the American people than mine.*" It is an absolute claim that eradicates historical context and despite its over dramatics, brings too much to the table! As per Fairclough (1995), political discourse uses hyperbole as one of its pivotal rhetorical strategies that appeal to emotion than facts. Even if the claim can't be verified, it boosts an image of Trump as a big, successful leader

4.14. Constructing a Strong Leadership Persona

On numerous occasions, Trump describes himself as a strong, decisive leader. He said, "*They tried to stop me, but I never backed down, and I never will.*" This defiance shows the resilience. According to Fairclough (1989), political leaders often build heroic self image in order to increase their legitimacy. Trump focuses on personal determination to ensure supporters that he will continue helping their cause.

4.15. Textual Analysis: Lexical Choices and Repetition

On the micro level, Trump's repetitive choice of lexical terms emphasizes his key messages. He stated, "*We are going to have so many businesses moving back.*" It is deliberately vague in that "so many", but indicates a huge positive change, and the repetition of 'we are going to' inspires confidence and certainty. Given transform such linguistic features into naturalize specific ideology, so they seem to be the table common sense with the audience, writes Fairclough

4.16 Textual Analysis: Use of Metaphors

Trump's use of metaphors helps simplify complex political issues making them easier to understand for his audience. According to him, he described the Republican Party as "*the proud voice of hardworking American citizens.*" This metaphor is used to give human qualities to the party that appeals to the audience. As Fairclough notes, metaphors can shape perceptions, can lead to interpretations of different forms of social reality.

4.17. Discursive Practice: Intertextuality and Genre Mixing

Trump's speech at the meso level includes intertextuality as it references past political narratives, and combines genres. He stated, "Under our leadership, the Republican Party has become the proud voice of hardworking American citizens of every race, religion, color, and creed." It's a unifying speech with accents of a political rhetoric. For example, Fairclough argues that mixing of genres can also change a listener's expectations toward the discourse and at the same time adopt ideological positions.

4.18. Discursive Practice: Construction of Social Actors

For instance, Trump categorizes individuals into certain groups to construct social actors. He mentioned, "hardworking American citizens of every race, religion, color, and creed." Such language is inclusive language to unite people from diverse backgrounds under the same identity. Fairclough provides us with an insight that representation of social actors in discourse could animate social relations and power dynamics.

4.19. Discursive Practice: Audience Positioning

Trump sells himself as a conveyor of their own success and the national progress. By stating, “We are going to have so many businesses moving back,” he implies that the audience shares responsibility for this outcome. According to Fairclough, messages can be received and acted upon differently depending on the way in which messages are positioned towards an audience.

4.20. Social Practice: Reinforcing Neoliberal Ideology

On the macro level, Trump’s discourse supports neoliberal ideology by leading to the promotion of free market principles and limited government intervention. He asserted, “We are going to have so many businesses moving back.” It is a recognition of the belief in the self regulating market and the importance of domestic enterprise. According to Fairclough, such macro level ideologies (of course they don’t extend up to levels of states but still...) do use discourse to justify and maintain.

4.21. Social Practice: Legitimizing Political Actions

Trump tries to legitimize the actions of the political arena through his discourse and to do so with values we share. He stated, “Under our leadership, the Republican Party has become the proud voice of hardworking American citizens.” This claim presents his leadership as the one that takes into account the interests of the common citizen and whose action is therefore legitimate. Legitimization is a key function of political discourse according to Fairclough, since policy should be aligned with the societal norms.

4.22. Social Practice: Challenging Opponents

A lot of Trump’s discourse includes implicit challenges against political opponents. His assertion of the Republican Party as “the proud voice of hardworking American citizens” suggests that other parties do not represent these citizens. Fairclough looks at how discourse can be employed for building up adversarial relationships and creating in-groups and out-groups

4.23. Social Practice: Constructing National Identity

Trump’s rhetoric creates a certain idea of what it means to be a citizen of the nation. By highlighting the Republican Party as representing “hardworking American citizens,” he associates American identity with hard work and industriousness. According to Fairclough, discourse helps to institute a national identity by propagating some kinds of stories and values.

4.24. Discursive Practice: Media Representation and Manipulation

Although Trump is not riddled with grammatical errors just as his press secretary, Sean Spicer, isn’t either, Trump often uses his speech to make rhetorical attacks on the media in order to put his story in the black and frame himself as the only truthful source. He stated, “The fake news media lies about me every single day, and they will never tell you the truth.” Trump continuously delegitimizes the media and he becomes the only trustworthy figure. According to Fairclough (1995) it is controlling discourse the means of controlling public perception. This discredits alternative viewpoints, something Trump seeks in order to make critical viewpoints sound absurd which in turn reinforces ideological homogeneity among Trump’s supporters. In political rhetoric, this reworking of media discourse helps him to further control the narrative.

4.25. Social Practice: Reinforcing Populist Nationalism

The appeal to populist nationalism is frequent in Trump, where he portrays himself as a leader who is battling a corrupt elite. ‘Well, Washington insiders have been selling you all out, all these years,’ he declared. I am here fighting for YOU.” Fairclough’s (1989) idea of discourse furthering existing social structures is expressed in this statement. One of the elements going on in rightistic populism is resentment of political elites, cue Trump positioning himself as an outsider who is battling a fixated political establishment. This further reinforces the belief that he is the only person who can restore power to the people and further undermine the opposition.

4.26. Textual Analysis: The Use of Direct Commands and Calls to Action

The speech contains direct commands for Trump’s supporters to act. He proclaimed, “We will take our country back and restore American greatness!” It is a call to action and active participation, as well as mobilization. According to Fairclough (2003), direct commands in political speech are urgent and they place responsibility on the speaker and the heard. By pitching his message as a movement but not just a political stand, Trump creates deeper emotional engagement among what is, at least in principle, one of the most crucial polling segments: influencers. Such language is common in persuasive political speech, which means to ensnare and mobilize a collective.

4.27. Social Practice: Fear as a Persuasive Strategy

Trump's discourse is highly fear based rhetoric. In this apocalyptic frame, neglect will result in a national decline that is too irreversible to undertake. As fear appeals are a prime mechanism for shaping public opinion, as they create a crisis demanding instant reaction (Fairclough, 1992), fear appeals can be used to control people's opinions. Trump takes advantage of this by running as the only way of avoiding catastrophe, reinforcing his clout and persuading those to remain on the sidelines, those against him. Reactions to fearful discourse tend to arise in increased loyalty among followers if the perceived outlook is existential.

4.28. Discursive Practice: The Construction of Moral Superiority

On many occasions, Trump portrays his political views as being morally superior to his adversaries. He stated, "We stand for law, order, and the hardworking American people, while the radical left wants chaos and destruction." By turning his policies as a binary, good versus evil moral framework, he compares his policies to an exaggerated depiction of the other side. According to Fairclough (1995), this is one way in which political discourse so frequently establishes such dichotomies for the purposes of its shaping public perception. Using his political movement to frame himself as defender of national values, Trump creates the impression that ideological divisions are permanent and make obligatory the loyalty of his supporters.

4.29. Textual Analysis: The Use of Exaggeration and Absolutism

There's also heaps of hyperbole in Trump's rhetoric. He proclaimed, "No administration in history has done more for the American people than mine." It is this absolute claim, which completely disregards history, and as a result gives a uniquely clear picture of his presidency. According to Fairclough (1989), such exaggerated language in the discourse of politics gives flesh to a leader's image as being exceptional in order to make his work seem unique. The objective here is to create this perception of unmatched competence, to allow his backers to view his leadership as indispensable, and that requires a certain amount of absolutist statements.

4.30. Social Practice: The Delegitimization of Democratic Institutions

Trump's speech slightly undermines faith in democratic institutions by subtly implying that the system isn't working for him and his people. He went on to say the establishment doesn't want us to win. He is trying to do everything to stop us." This sort of rhetoric gives rise to trust in government institutions as corrupt and biased institutions. Fairclough (2001) discusses how political discourse can dilute institutional legitimacy in order to boost radical political transformation. Tragically, Trump casts himself as a victim of an unfair system and he does just what he does best: polarizes political discourse even more when he mobilizes his people against perceived institutional corruption.

4.31. Discursive Practice: Simplification of Complex Political Issues

Typically, Trump is not afraid to simplify complex policy issues into simple slogans that you can understand. He asserted, "America First—no more bad deals, no more open borders!" This matches up with Fairclough's (1992) notion that political discourse simplifies complicated issues for the sake of ideological tales. Trump makes concise policy discussions more manageable through clear politics to retain messages and emotionally. Yet, there are potential cost in terms of engagement, as it also prevents savvy analysis of policy implications.

4.32. Textual Analysis: The Use of Emotional Appeals

Much of Trump's speech consists of emotional appeals: anger and patriotism. He passionately stated, "We love our country, and we will fight to save it!" Such emotionally charged language is consistent with Fairclough's (1989) point that political discourse tends to draw as much on affective techniques to influence beliefs and actions as it does on the logic of argument. Trump appeals to his audience in love for the nation and a calling to struggle, thereby creating his movement as a patriotic duty and a duty to continue to be politically active. Such appeals make his message more memorable and more persuasive.

4.33. Discursive Practice: Repetition as a Persuasive Device

Throughout his speech, he frequently repeated phrases such as "America First" and "We will win." Fairclough (1992) points out that repeating in the discourse naturalises ideological claims and makes them appear obvious to the audience. Trump affirms again and again his key messages so that they get ingrained in public consciousness. This technique thickens his politics, giving the appearance of certainty and inevitability, which makes it less likely to be scrutinized.

4.34. Discussion

Based on Donald Trump's speech to the House GOP Issues Conference, Norman Fairclough's Critical Discourse Analysis (CDA) is used to examine the power politics of the speech, the construction of identity and ideology. Language from the view of Trump is used strategically, to mobilize his audience, to legitimise his policies, and delegitimise opponents and institutions. We delved into the micro level analysis and observed the first his reliance on repetition, emotional appeals and their pronoun usage to enjoin fellow people and push the message of similar struggle. By focusing on the meso level analysis, the intertextuality, genre mixing and audience positioning of his speech were put together to show his speech also contained populist rhetoric spiced with traditional political rhetoric. From a macro perspective, Trump's rhetor is in alignment with nationalist and neoliberal ideologies, which promote an image of a national self sufficient by way of an economy, law and order, and against political elites. That Trump's speech is persuasive rhetoric, rather than propaganda by definition, is not what Fairclough's framework shows. Rather it is a powerful instrument of ideology, instrumental in shaping the perception of our society and the way things can be. He has chosen his language because it reinforces a view of the world in which his leadership is necessary for national survival.

5. Conclusion

Using Fairclough's three dimensional model of Critical Discourse Analysis (CDA) this study critically analysed Donald Trump's political speeches in order to explore how language constructs power, ideology and some perceptions of the public. Basically, what the findings indicate is that Trump's discourse primarily relies on populist rhetoric, nationalist appeals and an "us against Them" sort of dichotomy in order to mobilize his base and cement political authority. His use of emotional appeals, simplistic language, repetition, and metaphors makes his speeches powerful and serves to further bind us to his vows so that we shape the political move. Furthermore, his rhetoric further represents other socio-political structures, including national ones, anxiety around economics, and political polarization. This study shows how political language operates to express dominance, persuasiveness and ideological reinforcement by taking Trump's discourse into some of these frames. Furthermore, the analysis argues over the fact that the media and the digital platforms play a big role in amplifying the political discourses, the shaping of the public opinion, and the influencing of democratic processes.

5.1. Suggestions and Recommendations

Future research in political discourse should study comparing at least different political leaders for what kind of patterns and variations in rhetorical strategies from one ideological spectrum to another one. Speeches of multiple political figures could be an example to look into to understand how discursive styles affects public perception as well as how voters behave. In addition to this, researchers should take into account the effects of digital media with a strong presence on social media on the spread and amplification of political rhetoric. Trump has been using Twitter as well as his formal speeches to speak thus the politician's discourse beyond speeches especially in the field of digital political communication may hold some important information on how a political figure interacts with the public, how narratives are shaped and controversies were handled in real time. On the one hand, such interdisciplinary approaches as political science, linguistics, psychology, and media studies would contribute to enriching the analysis of political discourse by means of a polyphonic prism, so to speak, on how language, cognition, and the public sentiment are joint products of 21st century political life.

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