

A DISCOURSE ANALYSIS

Personal Pronouns in Donald Trump's Inauguration Speech

Sri Wahyuningsih

IAIN Kudus

Indonesia

wahyuningsih@stainkudus.ac.id

Abstract

The discourse analysis may seem quaint to discuss. One of the common domains of analyzing the critical discourse covers the public speech by which the speaker is trying to gain best response from the listener or audience. This article attempts at exploring the use of subjects in Donald Trump's Inauguration Speech. Subjects are mainly examined from a critical discourse analysis approach concerning on speech functions. The transcript of the speech is analyzed to describe personal pronouns used by Donald Trump in his inauguration speech. The result shows that by using pronouns, Donald Trump tries to represent himself and others indicating that the pronouns that he used is one of the devices to maintain a good interaction with the audience through the speech.

Keywords: discourse analysis, pronouns, speech function

Introduction

There are mainly two ways of communication, namely spoken and written language. Speech is one of the examples of spoken language which refers to an activity of public speaking commonly used in a formal situation delivered by someone to express his or her opinion and deliver an overview along with things and crucial events. Regarding the public speaking, a speech of Donald Trump's Inauguration may seem interesting to discuss more considering his reputation and power in the United States. Moreover, The Presidential speech is probably considered as the most eligible representatives of the country in which the utterances have the semantic load of the nation particularly the ethos and soul (Adetunji, 2006, p. 178).

Discourse is the device to cover the analytical framework for analyzing the actual text and talk in the context of communication. Further, Discourse is a language form covering the two macro and micro levels and incorporating both linguistic and social analysis (Rahimi & Riasati, 2011, p. 107). Thus, Critical Discourse Analysis (CDA) is a type of discourse analytical research that primarily

studies the way of social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context (van Dijk, 1985). Further, discourse is a way of representing aspects of world, processes, relations, and structures of material world, mental world of thoughts, feelings, beliefs, and social world (Fairclough, 2003). In accordance with discourse, the interpersonal function has given the impacts on a diversity of discourse analytic approaches to modality (Halliday, 1978). Besides, the cross-cultural approach has surely related to the discourse analysis particularly in its interpretation (Hofstede, 1991).

The related studies of discourse analysis are previously undertaken by some researchers. The analysis of critical discourse surely enables people to describe the relationships among language, ideology and power (Wang, 2010). The critical discourse analysis is an approach and methodology that has interestingly gained the response of researchers to undertake a research on the relationship between superstructures and social issues (Nasir. H.S. Bukhari, 2013). Besides, there are mainly linguistic differences and similarities between the Tha

and American Djs' conversation on the radio and the influence of American culture on Thai culture (Unchit, 2016). Conversation analysis and discourse analysis could be used as a means to investigate the phenomena of religious mentoring and socialization (Chew, 2016). Likewise, a critical discourse analysis can be focused on media since the ways of analyzing a critical discourse analysis have concerned mainly on the media including TV shows, books, and speeches up to the present time. This means that the power of a media is undeniable for critical studies such as linguistics, pragmatics and discourse studies.

In accordance with the speech, the use of appropriate pronouns in anchoring language done by the speaker in certain contexts is quite meaningful. Considering the importance of pronouns in discourse analysis, this article tries to investigate the pronouns individually which occur in Donald Trump's inauguration speech. As it has already been known that the purpose of a speech is to persuade, attract, and gain a better response from the audiences or listeners by delivering useful information dealing with interpersonal and psychological aspects. Moreover, it is crucial to take into account the cultural matter of communication since they have some roles in interpretations considering the track record of Donald Trump as one of the leading businessmen, author, real estate developer and the elected president in the United States.

Methodology

This article employs the qualitative method by adopting the approach of a critical discourse analysis, which is under impact of M. A. K Halliday perspective. Further, the cross-cultural approach is applied based on Hofstede. This article analyses the speech to explain the use of subjects in Donald Trump's inauguration speech especially focusing on linguistics functions and cultural dimensions enabling the interpretations.

Findings and Discussion

1. The Dissemination of Personal Pronouns
It is noticeable that the subject "we" is the most personal pronouns used in Donald Trump's utterances. The personal pronoun "we" is used forty nine times. In this case, the person deixis is a crucial component pragmatics which indicates the social status, interpersonal functions and other main factors of the conversational parties. Through his speech, Donald Trump uses the personal pronouns to show that he is already present and active in front of the audience or the listener. Additionally, without being named, it has already been known that "We" refers to the speaker and the audiences, citizens of the United States. Moreover, the variants of Deictic "We" such as "us" and "our" are proportionally employed. This is proved by the extracts below:

*We, the citizens of America, are now joined in a great national effort to rebuild **our** country and restore its promise for all of **our** people.*

Unlike personal pronouns "we" that is most frequently used in the speech, the first singular personal pronoun "I" is used three times. The use of "I" functions to express the personal beliefs of Donald Trump's and it will be a promise for American people. This is captured in the following extracts:

*I will fight for you with every breath in my body and **I** will never, ever let you down.*

Similar to the personal pronoun "I", the second personal pronoun "You" is used nine times, all referring to citizens of the United States. The description is represented below:

*We are transferring power from Washington, D.C., and giving it back to **you**,*

*That all changes starting right here and right now because this moment is your moment. It belongs to **you**.*

*Everyone is listening to **you** now. **You** came by the tens of millions to become part of an historic movement, the likes of which the world has never seen before.*

The third person plural pronoun “they” also appears five times in Donald Trump’s speech which denotes to various references. First, they refer to Barack Obama and his wife, Michelle Obama. In this matter, the interpretation is to state gratefulness throughout the Presidential transition in the United States. It can be illustrated by the following examples:

*We are grateful to President Obama and First Lady Michelle Obama for their gracious aid throughout this transition. **They** have been magnificent. Thank you.*

Second, the third personal pronoun “they” refers to a certain small group in the United states including politicians. The interpretation denotes that Trump would like to show his personal beliefs and comments towards the political condition before. This evidence can be described in the extracts below:

*Their victories have not been your victories. Their triumphs have not been your triumphs and, while **they** celebrated in our nation's capital, there was little to celebrate for struggling families all across our land.*

Third, the personal pronoun “they” refers to citizens in the United States particularly the children. The interpretation may reveals that Trump would like to convince the American people that they have same rights and opportunities to prosper. The evidence is illustrated below:

*And whether a child is born in the urban sprawl of Detroit or the windswept plains of Nebraska, **they** look up at the same night sky. **They** fill their heart with the same dreams and **they** are infused with the breath of life by the same almighty creator.*

The detailed analysis of system in pronouns used by Donald Trump in his inauguration speech is shown in the following table describing the frequency of personal pronouns:

Table I: The Frequency of Personal Pronouns

Personal Pronouns	I	You	Your	We	us	They	Their
Frequency	3	9	9	49	1	5	4

2. The Interpretation of Personal Pronouns in Donald Trumps’ speech

The existence of pronoun “we” in Donald Trump’s speech indicates that he tries to both manage and involve all audiences in the moment of his inauguration as a President. Additionally, he would like to embrace the American people as a part of his position. Thus, the use of “we” represents the existence among Donald Trump, his family and the American People generally.

Then, the less existence of pronoun “I” asserts that Donald Trump would like to show his new position as a President, power, personal belief and comments towards his programs and projects in the United States. Referring to it, the pronoun “I” is only used by Trumps in a certain case or situation that is to show his position as the President of the United States and to state his promise in developing the country in front of his people, the American citizens.

The use of personal pronoun “you” and “your” refers to American people who are merely mentioned by Trump. Further, Trump probably would like to ensure his people that America belongs to them and the inauguration moment is theirs too. This interpretation indicates that would like to get involved his people towards his achievement as a new president in the United States. Additionally, the use of personal pronoun ‘you’ and ‘we’ probably show how the different cultures or positions are shared in the speech. In this matter, ‘you’ (the American people), have a different position and social roles with Trump now. The American people are as citizens while trump is their leader. As a result, pronouns may represent another perspective in describing personal pronouns through American and cultural analysis based on Hofstede’s Cultural Dimensions, the Individualism or Collectivism Dimension (IDV) in particular reflected in the following analysis.

Based on the analysis, it is found that the President, Trump, used ‘we’ 49 times. Referring to Hofstede, Trump belongs to the high collectivist culture, in which people use

the group as the unit of analysis. Further, they assume themselves as interdependent with their in-group (Trump's family, citizens, country), since Trump tries to show his concerns to his family, his people and America. It would be achieved by promising in front of his people to make them prosperous. This will be achieved by providing great schools for children, saving neighborhoods for their families and providing good jobs for American people. Likewise, the personal pronoun 'our' is merely used by Trump. It occurs 37 times activating as collective orientation. Besides, the collectivist culture is used by Trump through the personal pronoun 'they' to show a small group in the United States including politicians. Finally, the personal pronoun 'you' is also used to describe the American people as the collectivist culture.

Apart from the collectivist culture, Trump somehow uses individuals as the unit of analysis. With regard to it, he sees himself as autonomous individuals showing his independency of the groups by using the personal pronoun 'I' three times to indicate his power and identity in front of the citizens.

Conclusions

To sum up, it could be assumed that pronoun does not merely refer to what they refer to singular and plural person. Indeed, pronoun has certain functions and cultural meanings that actually will affect the way how to use it in our utterances. The critical discourse analysis investigates the structure, form, and content of the language. In addition, it examines the grammar and system of wording reflected in the writing and its meaning that can be interpreted by the audiences. In the inauguration speech, Donald Trump would like to reveal his purpose and meaning by employing personal pronouns in his speech. Moreover, he tries to represent himself and others. In other words, the use of words such as personal pronouns is one of the strategies to maintain a better social role and communication in his

inauguration speech. In this matter, Trump tries to build up a dynamic interaction by mentioning his audiences through the personal pronouns.

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