

**A STYLISTIC ANALYSIS ON POLITICAL SPEECH OF THE
AMERICAN PRESIDENT CANDIDATES: A STUDY ON
DONALD TRUMP'S AND HILLARY CLINTON'S SPEECHES**



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**A STYLISTIC ANALYSIS ON POLITICAL SPEECH OF THE
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ABSTRACT

This research analyzed stylistic features of political language found in some selected speeches of the American presidential candidates; Donald Trump and Hillary Clinton. Those stylistic elements adopted were in accordance with what has been suggested by V. E. Omozuwa and E. U. C. Ezejideaku (2007) in which there are two major stylistic features of language used by politicians, namely, propaganda and rhetoric. Both styles were divided into 13 different stylistic elements. 5 elements belong to propaganda and 8 of them are included in rhetoric. Apart from those thirteen stylistic features, this research also attempted to analyze an additional feature which is important in political discourse, namely, personal pronoun. There were 4 pronouns to be analyzed including *I*, *You*, *We*, and *They*. Furthermore, all of these stylistic features were explored in 6 selected campaign speeches of the American presidential candidates by using qualitative method. More specifically, it was analyzed by using three dimensional models of analysis proposed by Norman Fairclough in which description, interpretation and explanation were involved. The findings showed that Hillary Clinton used more varied stylistic features than Donald Trump. However, the frequencies of occurrence of stylistic features in Trump's speeches were higher than those in Hillary's speeches. Moreover, Trump significantly embodied more pronouns *I*, *you*, and *They* than his opponent. Respectively, *I* and *we* were the most frequent pronouns occurred in Trump's and Hillary's speeches.

Key words: stylistic features, propaganda, rhetoric, personal pronouns, speech

**ANALISIS GAYA BAHASA PADA PIDATO POLITIK CALON
PRESIDEN AMERIKA: SEBUAH STUDI PADA PIDATO-PIDATO
DONALD TRUMP DAN HILLARY CLINTON**

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ABSTRAK

Penelitian ini menganalisis jenis-jenis gaya bahasa dalam bahasa politik yang ditemukan pada beberapa pidato calon presiden Amerika Serikat; Donald Trump dan Hillary Clinton. Elemen-elemen gaya bahasa yang diadopsi disesuaikan dengan apa yang diusulkan oleh V.E Omozuwa dan E.U.C Ezejediaku (2007) dimana ada dua fitur utama gaya bahasa yang digunakan oleh politisi, yaitu propaganda dan retorik. Kedua gaya bahasa tersebut dibagi lagi menjadi 13 elemen gaya bahasa yang berbeda. 5 elemen diantaranya menjadi bagian dari propaganda dan 8 elemen sisanya termasuk kedalam jenis retorik. Selain ketiga belas jenis gaya bahasa tersebut, penelitian ini juga menganalisa fitur tambahan yang sangat penting dalam wacana politik, yaitu *personal pronoun*. Ada 4 jenis *personal pronoun* yang akan dianalisis, termasuk diantaranya *I*, *You*, *We*, dan *They*. Selanjutnya, jenis-jenis gaya bahasa tersebut diteliti dalam 6 pidato kampanye terpilih milik calon presiden Amerika dengan menggunakan metode kualitatif. Lebih spesifiknya, data tersebut dianalisis menggunakan model analisis tiga dimensi yang dikemukakan oleh Norman Fairclough dengan melibatkan proses pendeskripsian, penafsiran dan penjelasan. Hasil penelitian menunjukkan bahwa Hillary Clinton menggunakan fitur gaya bahasa yang lebih bervariasi dibandingkan dengan Donald Trump. Akan tetapi, frekuensi kemunculan fitur gaya bahasa dalam pidato-pidato Donald Trump lebih tinggi dibandingkan dengan yang ditemukan pada pidato-pidato Hillary Clinton. selain itu, Trump menggunakan lebih banyak *pronoun I*, *You*, dan *They* dibandingkan lawannya. Secara berturut-turut, *I* dan *We* merupakan *pronoun* yang paling sering muncul dalam pidato-pidato Trump dan Hillary.

Kata kunci: *fitur-fitur gaya bahasa, propaganda, retorik, personal pronoun, pidato*

I. INTRODUCTION

Background of Study

Language as a remarkable asset of human has enormous functions in social life. It is used by all people regardless their age, gender, race, or social status to communicate to individual or group of people. By using language in communication, people are able to convey their ideas, thoughts, opinions or messages through a language that is understood by both sides directly or indirectly. The ability of human in using language in this way enables them to achieve various needs and objectives, such as the needs of power, authority, or even the need of social status in society. Many of them can be realized only through language. In order that the needs can be attained, people then try to use language in certain ways. Thus, variety of needs that people have triggers the emergence of many language uses. Interestingly, the use of language has certain characteristics or features depending on its social contexts. One of language uses which is basically unique and comprises numerous characteristics, which might not be found in other uses of language, is the language found in political context.

In political world, politicians utilize the language to influence and persuade people for the sake of utmost political needs, that is, power and credence. In this case, language plays a crucial role without which people would lose their opportunity and power to occupy the desired position in the government or other institutions. As an analogy, language is like the weapon used by the politician to get people's belief. In other words, politicians arm themselves with decorated language which is made as influential as possible since they know that voters, although not all of them, judge the politicians and create perceptions about them through the language they produce. Hence, people need to know who the politician is before they give their voice. Then, they are able to know it by relying on what the politician talks, such as what he/she promises or intends to do that will benefit the society and even the country. Since almost all individuals called "politicians" are aware of the significance of language to cajole and evoke electorates' willingness to vote them, they then make the language up as splendid, attractive, persuasive and provocative as possible. Thus, it can be inferred that the ability to play with language is imperative in the world of politics.

Pertaining to the importance of language in politics, there is a need to analyze how language is used, played, or manipulated in political context so that we are able to know why many politicians can obtain people's acknowledgement only by the language they produce. Since using language in those ways generates particular language style, the researcher

attempted to analyze language style embodied in political discourse. Then, because of a tendency that the higher the position that a politician wants to take place, the more effort made to create and manipulate the language, this research aimed to analyze typical style of political language used by presidential candidates as the highest position in political event. The objects of this research were campaign speeches delivered by two American presidential candidates in 2016, namely Donald Trump from Republican party and Hillary Clinton from Democrat party. This research employed spoken language, namely, speech, rather than written language as research object since political leaders mostly communicate their idea, ideology, intention, promise, or message through speech. In addition, it is significant to conduct a research on language use of the aforementioned president candidates since they were being the center of attention in this year (2016). American presidential election of 2016 and its president candidates were the most popular topic that people from all over the world wanted to know about. Thus, conducting a research on these presidential candidates' speeches could give better understanding regarding language style, such as stylistic features along with their functions embodied in the speeches which were delivered by the most popular American politicians in 2016. Then, apart from their position as world's figures whom people usually made as a role model, the researcher has selected speeches delivered by American politicians as research object instead of those conveyed by Indonesian politicians due to pedagogical implication for students in Indonesia in general, and those in English education program in University of Mataram in particular. Since they are learning English, so they need to know how native speakers of English employ stylistic features in their political discourse. It is significant to be known by English learners because stylistics features of political language used in certain country are different from those employed in other countries due to cultural influence. That is why this study focused on analyzing political discourse of American politicians.

Statements of Problem

1. What are the stylistic features found in Donald Trump's and Hillary Clinton's campaign speeches?
2. How do Donald Trump and Hillary Clinton position themselves in their campaign speeches from the use of personal pronouns?

II. LITERATURE REVIEW

Stylistic Features in Political Speech

According to V.E Omozuwa and E.U.C Ezejediaku (2007), there are two stylistic features of political discourse including political speech that differentiate it from other speeches (language uses), namely the use of propaganda and rhetoric. However, each feature is divided into some parts. They are presented below:

Propaganda

a. Propaganda through exaggeration

One of aberrant features of propaganda in politics is the use of exaggerated words, phrases or sentences. By using this propaganda, the politician overstates the information or facts.

b. Propaganda through rhetorical questions

Rhetorical questions are questions deliberately delivered by the speaker in which he/she has already known the answer. This kind of question is not intended to elicit any answer from the audiences.

c. Vague Utterances

Vague utterances are type of politicians' propaganda in which the words being conveyed cannot be proven and are lack of truth and lack of clarity. Those words are like rumors since they are indefinite and do not represent the facts.

d. Abusive Utterances

In order to defeat their opponents, most politicians consciously or unconsciously produce abusive utterances. Those utterances are said to be abusive because the words, phrases and sentences used discredit the opponent. They are intended to defame, impugn and even destroy the opponent's characters.

e. Attack on Party Logo and Slogan

The opponent's party logo and slogan also becomes the target of propaganda in that the politicians tend to use negative expressions imposed to the logo and slogan. The goal of this kind of propaganda is to draw the people's attention to the weaknesses or negative things possessed by the opponent party.

Rhetoric

Similar to propaganda, Omozuwa and Ezejediaku' (ibid) provide some divisions of rhetorical language used in political campaign, including political speech, such as repetition, biblical citation/reference to God, promises, colloquialism, word coinages, pidginized

expressions, figurative expressions (metaphor and idioms). The explanation for each type of rhetoric, based on Omozuwa and Ezejediaku' (ibid), will be presented below.

a. Repetition

Repetition is defined as the act of saying the same expression over and over with the aim of emphasis. It is aimed to make the listener easily memorize the the messages being uttered.

b. Biblical citation/reference to God

It is common for politicians to use citation from the Bible and from religious sources. It is intended to convince electorate to give their vote for them or their parties. The presence of spiritual nuance in speech is the main reason why politicians often use biblical citation or reference to God.

c. Promises

Omozuwa and Ezejediaku (ibid) posit that “politicians make various promises both realistic and unrealistic. These, they use to persuade their audience to vote for them at the polls”. By spreading promises, the politician conveys some expressions which are full of hopes and assurances.

d. Colloquialisms

Colloquialism is the use of informal word which is commonly used by people who are in a close relationship. In political speech, this kind of word is used to show solidarity with the audiences.

e. Word Coinage

Word Coinage is a type of word which is invented to suit the current discourse. In here, the words which never exist are coined and used in political discourse.

f. Pidginized Expressions

Pidgin expression is similar to colloquialism in which it is used to build the same affinity with lower class people. This type of expression is commonly used to address people in the village and rural areas.

g. Figurative Expressions

Figurative expressions are expressions which are distinct from those found in everyday communication. They are delivered to produce special meaning, that is, the meaning which deviates from its literal meaning. Types of figurative expressions commonly found in the speech of politicians are:

- Metaphor

Merriam-Webster Dictionary (2014) defines metaphor as “a figure of speech in which a word or phrase literally denoting one kind of object or idea is used in place of another to suggest a likeness or analogy between them.”

- Idioms

Language of political speech is similar to language of literary works in which there are some expressions which might not be directly understood, such as the use of idioms. In this sense, idioms are group of words in a fixed order which is closely associated with a given language. The meaning is usually known through inference or it is implicitly stated.

Personal Pronouns

Analyzing pronoun, especially personal pronoun, in political discourse is an important thing to do since it can help “in constructing identities, associations, actors and ideological groupings” (Al-Faki, 2014). In general, personal pronoun has two types: subjective personal pronouns and objective personal pronouns. Subjective personal pronouns are pronouns which are used to refer to a subject complement of a clause including *I, you, we, they, she, he* and *it*. Meanwhile, objective personal pronouns are directed to the same people or things used as the equivalent subject pronouns. The examples of objective personal pronouns are *me, you, us, them, him, her* and *it* (Collins 1990).

III. RESEARCH METHOD

Research Design

This research was a kind of qualitative research which attempted to give a broad description of data collected. Unlike quantitative research, the data was represented in the form of words rather than number. Then, qualitative method was utilized as the basic technique to collect, investigate and analyze the data, that is, selected campaign speeches of the American president candidates of 2016, namely, Donald Trump from Republican party and Hillary Clinton from Democrat party. This analysis focussed on examining some stylistic features and their functions used by the two presidential candidates of 2016 in conveying their speeches, which were colored by a lot of political purposes, to the electorates.

Population

The data used as the population of this study were the speeches of the American president candidates of 2016, Donald Trump and Hillary Clinton, which related to

presidential campaign theme. The data were taken by using qualitative technique in which the researcher collected the data from the internet in the form of videos and documents (speech scripts). Therefore, the data used as population of this research were derived from secondary resource.

Sample

The sample data analyzed in this research were selected campaign speeches of the American president candidates of 2016, that is, Donald Trump who is from Republican party and Hillary Clinton as the representative of Democrat party. The data were restricted to some selected campaign speeches of both candidates. The samples of Donald Trump's speeches are:

- Campaign announcement speech conducted in New York city on June 16, 2015
- National convention speech held at Quicken Loans Arena, Cleveland, Ohio, United States on July 21, 2016
- Immigration speech, conducted at a rally in Phoenix on August 31, 2016

Meanwhile, Hillary Clinton's sample speeches are listed as follows:

- Campaign announcement speech delivered in New York city on June 12, 2015
- National convention speech conducted at Wells Fargo Center in Philadelphia on July 28, 2016
- Economic speech conducted in Futuramic Tool and Engineering in Warren, Michigan, on August 11, 2016.

Method of Data Collection

Method of data collection depends on the type of research whether it is qualitative or quantitative research. Since this is a qualitative study, the methods of collecting the data used two of qualitative data collection types, that is, audio-visual materials and documentations. Since the data were derived and collected from the internet, meaning that this research used secondary resource as primary data. Specifically, this research used audio-visual material in the form of videos of selected campaign speeches delivered by the American president candidates of 2016, Donald Trump and Hillary Clinton. Then, type of document used was public document, namely, speech script. The online news was utilized as the source to obtain the transcripts of speeches. Although the subject of this research was speech, which is basically a type of spoken language, the transcripts were still needed in order to ascertain that

what the researcher heard compatibles with the original transcription. The data of this research were collected for a week started from September 4, 2016 to September 10, 2016. There were several steps which were done to collect all data. Those are presented as follows:

- First, the researcher searched some speeches of Donald Trump and Hillary Clinton related to 2016 presidential theme through Youtube, and then downloaded them.
- Next, the researcher listened to the downloaded speeches and selected the speeches containing a lot of stylistic features of political speech.
- Then, the transcripts of selected speeches were downloaded from the internet.

Therefore, it can be concluded that in collecting the data, the researcher utilized an important thing, namely, the internet without which the data would not be obtained.

Method of Data Analysis

Qualitative method was obviously used in this research since, again, this is a qualitative research. Based on Al-Faki, qualitative method is appropriate to use in a research requiring deep description and explanation like qualitative study since this method provides a broader view that can help the researcher to make the research approach more flexible (Al-Faki, 2014). Moreover, Creswell stated that analyzing qualitative data has something to do with how to make the text and image plausible (Creswell, 2009). As a consequence, the data has to be arranged and analyzed systematically and comprehensively. In relation to this research, qualitative method was utilized in analyzing and describing the stylistic features and their functions. This research used stylistic features found in V. E. Omozuwa & E. U. C. Ezejideaku's research on Nigerian political campaign in 2007 as theoretical framework. Hence, this research only focused on some stylistic features suggested by V. E. Omozuwa & E. U. C. Ezejideaku including propaganda (propaganda through exaggeration, propaganda through rhetorical questions, vague utterances, abusive utterances and attack on party logo and slogan), rhetoric (repetition, biblical citation/reference to God, promises, colloquialism, word coinages, pidginized expressions, figurative expressions: metaphor and idioms), and personal pronouns. Then, Norman Fairclough's Three Dimensional Analytical Model was adapted in analyzing the data. Thus, the speeches were subjected to description (text analysis), interpretation (processing/ analysis) and explanation (social practice and analysis).

In this research, six selected campaign speeches of the American president candidates of 2016, namely, Donald Trump and Hillary Clinton were analyzed. The process of analyzing the data consists of the following steps:

- The data in the form of videos of Donald Trump's and Hillary Clinton's campaign speeches were first searched and downloaded from Youtube.
- Each video downloaded was listened carefully in order to select the relevant videos to be analyzed. Then, six appropriate videos were found.
- The transcripts of those speeches were downloaded from the websites, and then the videos of the speeches were adjusted with their transcripts.
- The videos were carefully watched and listened and the transcripts were read several times in order to shape better understanding about the content of the speeches. The video of campaign speeches of Donald Trump and their transcripts were listened and read first, followed by those of Hillary Clinton. This process required the researcher to identify the data carefully and comprehensively.
- The stylistic features and personal pronouns of each speech were investigated based on V. E. Omozuwa's and E. U. C. Ezejideaku's language features of political campaign.
- Finally, the researcher gave more detail explanation for each language feature.

Therefore, in general, it can be inferred that this research followed three steps of data analysis process suggested by Norman Fairclough: description, interpretation and explanation.

IV. FINDINGS AND DISCUSSION

This research sought to investigate stylistic features found in some selected speeches of the American presidential candidates in 2016, namely, Donald Trump and Hillary Clinton. The stylistic features of political speech adopted was in accordance with what has been suggested by V. E. Omozuwa and E. U. C. Ezejideaku (2007) in which there are two major stylistic features of language used by politicians, namely, propaganda and rhetoric. Then, each stylistic element was divided into some parts. Propaganda itself was grouped into five different styles, namely, propaganda through exaggeration, propaganda through rhetorical questions, vague utterances, abusive utterances, and attack on party logo and slogan. Meanwhile, there were eight rhetorical styles including repetition, biblical citation/reference to God, promises, colloquialism, word coinage, pidginized expressions, metaphor and idiom.

The analysis concerned on 6 selected campaign speeches of Donald Trump and Hillary Clinton during the campaign season. It means that 3 speeches of each president candidate became the object of this research. Two speeches of each candidate were taken from their campaign announcement speech and national convention speech. Then,

respectively, the third speeches of Donald Trump and Hillary Clinton were immigration speech and economic speech.

Campaign announcement speeches of both Trump and Hillary were chosen because those were their first speeches dealing with their intention to be presidential candidate in 2016. In this speeches, they were full of spirit and enthusiasm because it was the first opportunity to promote themselves. How they attempted to start selling themselves and discrediting their opponents made this campaign announcement speech interesting. In relation to this speech, the candidate from Republican party, Donald Trump, delivered his campaign announcement speech in New York city, exactly in Trump Tower, on June 16, 2015. Trump spent 47 minutes in delivering this speech. Then, there were 6334 words used in this speech. Moreover, the Democratic president candidate, Hillary Clinton, held her campaign announcement speech in New York City, on June 12, 2015. The duration of this speech is almost the same to the duration of Trump's speech, that is, 46 minutes. Then, the number of words found in it was 4686 words.

Apart from campaign announcement speech, this study also dealt with presidential candidates' national convention speeches which have been known as Republican National Convention Speech (RNC Speech) and Democrat National Convention Speech (DNC Speech). National convention speeches of both candidates were selected because in these speeches, they were officially running for president of the United States. Hence, the speeches they delivered were made more interesting than the other ones. Donald Trump's convention speech was held at Quicken Loans Arena, Cleveland, Ohio, United States on July 21, 2016. In this speech, he spent a longer time than his campaign announcement speech, namely, an hour and 16 minutes. Then, there were 4587 words found in this speech. This speech took a longer time but fewer words than Trump's campaign announcement speech because he spoke in a slower manner. Furthermore, Hillary Clinton delivered her national convention speech at Wells Fargo Center in Philadelphia on July 28, 2016. It took an hour and 7 minutes for Hillary to end this speech. The number of words used was 5368 words.

Then, the third speeches of both candidates were made different due to some reasons. Immigration speech of Donald Trump was chosen as the third speech to analyze because it was the speech that Trump really anticipated. The speech was Trump's long-awaited speech. He talked a hard line about immigration that made him receive hundreds protest. This speech was delivered in Phoenix, Arizona on August 31, 2016. Trump spent an hour and 16 minutes for this speech excluding the event like some people who were invited to the stage. Then, this speech was filled with 6844 words. Meanwhile, the third speech of Hillary Clinton, economic

speech, was chosen because it was full of attacks to her opponent, Donald Trump. This speech was held in Futuramic Tool and Engineering in Warren, Michigan, on August 11, 2016. This economic speech was delivered by Hillary Clinton for 49 minutes. Then, in this speech, there were 5795 words.

Then, based on the result of the analysis, both Donald Trump and Hillary Clinton did apply many stylistic features found in V. E. Omozuwa's and E. U. C. Ezejideaku's (2007) research. However, there were few stylistic features which were not used by these candidates. To make it clear, the detail of stylistic elements of political language utilized by Donald Trump and Hillary Clinton is provided in the following tables.

Table 4.1 Stylistic features used by Donald Trump

Donald Trump's speeches	Frequencies of occurrence of Stylistic Features												
	E	RQ	VU	AU	AP S	REP	BC /R G	PR M	CO L	W C	P E	M ET	ID
Speech 1	9	25	12	8	0	57	0	18	4	0	0	5	1
Speech 2	5	5	5	7	0	4	0	41	1	0	0	1	0
Speech 3	2	14	1	4	0	68	0	43	11	0	0	1	0
Total	16	44	18	19	0	129	0	102	16	0	0	7	1
	352												

Table 4.2: Stylistic features used by Hillary Clinton

Hillary Clinton's speeches	Frequencies of occurrence of Stylistic Features												
	E	RQ	VU	AU	AP S	RE P	BC/ RG	PR M	CO L	W C	PE	M ET	ID
Speech 1	3	9	6	2	0	7	0	22	0	0	0	4	0
Speech 2	6	16	3	6	0	20	1	15	3	0	0	2	3
Speech 3	3	11	2	3	0	7	0	23	2	1	0	0	1
Total	12	36	11	11	0	34	1	60	5	1	0	6	4
	181												

Note:

Speech 1 = campaign announcement speech

Speech 2 = national convention speech

Speech 3 = immigration speech/economic speech

E = propaganda through exaggeration

RQ = rhetorical question

VU = vague utterances

AU = abusive utterances

APS = attack on party logo and slogan

REP = repetition

BC/BG = biblical citation/reference to God

PRM = promises

COL = colloquialism

WC = word coinage

PE = pidginized expressions

MET = metaphor

ID = idiom

Table 4.1 indicates that Donald Trump used 9 out of 13 stylistic features in his speeches. It means that 4 features were not utilized including *attack on party logo and slogan*, *biblical citation/reference to God*, *word coinage* and *pidginized expression*. The table also represents that the most frequent stylistic feature used by Donald Trump was repetition (129 repetitions) and the least one was idiom (1 idiom).

Table 4.2 suggests that there were 11 out of 13 stylistic elements of political language applied by Hillary Clinton in her speeches. This result indicates that 2 features were not used by Hillary, that is, *attack on party logo and slogan* and *pidginized expression*. Besides that, the table pictures that *promise* was the most frequent stylistic feature used by Hillary Clinton (it was used 60 times), whereas the least one was *biblical citation/reference to God* (1 time) and *pidginized expression* (1 time).

Based on the comparison between the two tables above, it was discovered that the frequency of occurrence of stylistic features in Donald Trump's speeches was higher than in Hillary Clinton's speeches. 9 stylistic features have been used 352 times by Donald Trump, whereas 11 stylistic elements have been applied 181 times by Hillary Clinton. However,

Hillary Clinton applied more varied stylistic devices than Donald Trump in which the former utilized 11 features and the latter only used 9 of them.

The examples of stylistic features found in Donald Trump's and Hillary Clinton's speeches are presented below:

a. Propaganda through exaggeration

Extract 1

"I will be the greatest jobs president that God ever created. I tell you that." (Donald Trump's campaign announcement speech)

This statement is obviously exaggerated, and it is too much. In here, Trump used a very eccentric phrase as a means of his propaganda to make up people's mind. We do not know and we also cannot judge which president is the best in the world, but Trump stated that he is the greatest president that God ever created. It sounds funny, but his intention of saying this statement is to provoke electorates that he is the best president candidate as well as the greatest president will be.

b. Propaganda through rhetorical question

Extract 2

"It became clear to me that simply caring is not enough. To drive real progress, you have to change both hearts and laws. You need both understanding and action. So we gathered facts. We built a coalition. And our work helped convince Congress to ensure access to education for all students with disabilities. It's a big idea, isn't it? Every kid with a disability has the right to go to school. But how? How do you make an idea like that real? You do it step-by-step, year-by-year... sometimes even door-by-door." (Hillary Clinton's national convention speech)

Similar to other rhetorical questions she used, in this text, Hillary Clinton raised questions to the audiences where the answer is produced by herself. The questions "But how?" and "How do you make an idea like that real?" are immediately accompanied with an answer from the questioner (Hillary Clinton). The reply for both questions is "You do it step-by-step, year-by-year... sometimes even door-by-door."

c. Vague utterance

Extract 3

"I've just landed having returned from a very important and special meeting with the President of Mexico, a man I like and respect very much. And a man who truly loves his country, Mexico. And, by the way, just like I am a man who loves my country, the United States." (Donald Trump's immigration speech)

Both excerpts above are the instances of vague utterances found in Trump's immigration speech. These extracts similar to those found in his campaign announcement speech where Trump uttered some statements related to feeling. He said that President of Mexico and he are the men who love their country. It is obvious that both expressions are vague because there is no definite and realistic way to prove the truth that they really love their country. Although these are vague statements, Trump used them as a way to let people know that he has a good character.

d. Abusive utterance

Extract 4

*“So enough with the **bigotry** and the **bombast**. Donald Trump's not offering real change. He's offering **empty promises**.”* (Hillary Clinton's national convention speech)

The excerpt shown in this slide contains some expressions which are termed abusive that might insult Hillary's opponent, Donald Trump. In order to discredit the opponent, Hillary used the expression “like “bigotary”, “bombast” and “empty promises”. Those words are abusive and offensive which might insult Hillary's opponent, and even make him angry. All of the abusive utterances mentioned are used, none other than, to defame the opponent.

e. Repetition

Extract 5

*“In this race for the White House, I am the Law And Order candidate. The irresponsible rhetoric of our President, who has used the pulpit of the presidency. **It's failed them** on education. **It's failed them** on jobs. **It's failed them** on crime. **It's failed them** in every way and on every level”* (Donald Trump's national convention speech)

At this point, Trump used rhetorical repetition by saying the expression “it's failed them” over and over. The frequency of the occurrence of this expression in this excerpt was quite high since it is mentioned four times. It means that the politician, Donald Trump, strongly emphasized the failure of President Obama in every part and every level including education, jobs, crime and other things. It is functioned to convince the electorates that their president (Barack Obama) is not suitable to be a president, and it should be the same for the president candidates from the same party as Obama.

f. Biblical citation/reference to God

Extract 6

*“She made sure I learned the words from our Methodist faith: **“Do all the good you can, for all the people you can, in all the ways you can, as long as ever you can.”**”* (Hillary Clinton’s national convention speech)

The excerpt above contains a citation taken from the Methodist in which it is written in bold. At this point, Hillary, used particular stylistic feature, that is, Biblical citation/reference to God, to add religious nuance in her speech. Instead of taking the quotation from Bible, she quoted the remark from the Methodist she knew in which she was taught to do everything good for as many people as possible. In here, Hillary intentionally uttered this quotation to provoke people’s mind that she is a religious person who always remember and hold what the Methodist said. By using this quotation, people will also think that what Hillary has learned from the Methodist might be implemented in the real life even when she is a president. This is a trick to evoke as many people as possible to be in her side.

g. Colloquialism

Extract 7

*“Then he’ll call all sorts of political people, and I’ll say, “Sorry, **fellas**. No interest,”* (Donald Trump’s campaign announcement speech)

Extract 8

*“Not going to happen anymore, **folks**. November 8th. Not going to happen anymore”* (Donald Trump’s national convention speech)

Extract 9

*“Somebody said — thank you, **darlin’**.”* (Donald Trump’s campaign announcement speech)

Each of the excerpts above consists of the so called “colloquial word”, that is, an informal word used to talk with people that we know well. The involvement of this kind of word is intended to show solidarity with the audiences or the masses. At this point, Trump utilized some colloquial expressions in his speech by saying “fellas”, “folk” and “darlin’”. The three words, therefore, have already been familiar for the audiences. The first word “fellas” is commonly used among friends, and is not usual to be said in formal situation. Then, the term “folks” is a form of address used when speaking informally to a group of people, and it represents a close relationship between the speaker and his interlocutors. Additionally, the third term “darlin’” is a very informal expression uttered to address someone who is really

loved and liked. However, Trump tactically utilized the aforementioned terms in order to make the audiences think as though he is closed with them and there is a tight bond among them.

h. Promises

Extract 10

“My primary mission as president will be to create more opportunity and more good jobs with rising wages right here in the United States. From my first day in office to my last. Especially in places that for too long have been left out and left behind.”

(Donald Trump’s national convention speech)

In her national convention speech, Hillary Clinton made some promises for American people. The example is shown in this text. At this point, she tried to sway the electorates’ opinions to vote for her by uttering several promises concerning job opportunity and good job payment for all Americans. Attaching these assurances to those who have no job is a systematic strategy to evoke people’s thoughts since that matter has become a big trouble faced by Americans. The utilization of rhetorical language is obvious in these promises where Hillary selectively and purposely choose words, phrases and sentences to provoke as many people as possible to vote for her at the polls.

i. Word coinage

Extract 11

*“Nothing for communities of color in our cities to overcome the barriers of systemic racism. Nothing to create new opportunities for young people. Just a more extreme version of the failed theory of trickle-down economics, with his own addition of outlandish **Trumpian** ideas that even Republicans reject.”* (Hillary Clinton’s economic speech)

Richness in the use of language has been found in Hillary Clinton’s economic speech. To attain people’s attention, she created a new word as a means to mock her opponent, Donald Trump. She coined the word “Trumpian” which is referred to her opponent from Republican party, Donald Trump. This word is categorized as a noun indicating something belonging to a person for it resembles word formation process in English where the suffix –ian is attached to the base word (noun) connected with or belonging to the stated place, group or type. This word comes from the last name of her opponent (Trump) which is combined with suffix-ian. By creating this word,

Hillary wanted to tell a message that Trump is likely to use or even force his own policy and tricky ideas if he gets chosen as a president. This coinage is functioned to warn people not to vote for Donald Trump.

j. Metaphor

1. Excerpt 12

*“Most incredibly, because to me this is unbelievable, we have no idea who these people are, where they come from. I always say **Trojan Horse**. Watch what's going to happen, folks. It's not going to be pretty.”* (Donald Trump’s transmigration speech)

In the above extract, Donald Trump embodied metaphor by using the expression “Trojan Horse” to represent illegal immigrants living in America. Trojan Horse was used because it is the name of a computer virus which usually damages computer system. Those immigrants were pictured as this virus since Trump regarded them as people who bring many negative things for United States of America.

k. Idiom

Extract 13

*“We have to heal the divides in our country. Not just on guns. But on race. Immigration. And more. And that starts with listening, listening to each other. Trying, as best we can, **to walk in each other's shoes**”* (Hillary Clinton’s national convention speech)

The expression “walk in each other’s shoes” is an idiom embodied in this excerpt. This idiom means to feel what the other person is feeling. It was used to give empathy and sympathy to race immigrants.

Apart from investigating the 13 stylistic features, this study also attempted to provide an analysis dealing with personal pronoun. It was included to make a broader analysis about stylistic features of plitical discourse. This study focused on analyzing subjective personal pronouns. There were 4 personal pronouns to be analyzed including *I*, *you*, *we* and *they*. The result of this analysis is presented through two tables below.

Table 4.3 Pronouns used by Donald Trump

Donald Trump's speeches	Pronoun			
	I	You	We	Tey
Speech 1	256	103	14	158
Speech 2	74	21	66	15
Speech 3	56	77	150	86
Total	386	201	230	259
	1076			

Table 4.4 Pronouns used by Hillary Clinton

Hillary Clinton's speeches	Pronoun			
	I	You	We	Tey
Speech 1	93	55	80	25
Speech 2	86	86	125	21
Speech 3	104	55	99	23
Total	283	196	304	69
	852			

Note:

Speech 1 = campaign announcement speech

Speech 2 = national convention speech

Speech 3 = immigration speech/economic speech

Based on the two tables above, Donald Trump significantly used more pronouns *I*, *you*, and *they* than Hillary Clinton. The only personal pronoun that Hillary embodied more often was pronoun *we*. It means that in general, Trump used more pronouns than Hillary where the former used 1076 pronouns and the later only utilized 852 pronouns (those numbers were found in their own three speeches).

Furthermore, another finding about tables 4.3 and 4.4 was about the most frequent pronoun used by the candidates of American president. According to table 4.3, it is shown that the most frequent personal pronoun used by Donald Trump was *I* in which it occurred 386 times within 3 speeches. This pronoun was used more often than other pronouns because Trump wanted to speak as an individual rather than as a representative of a group. He tended to involve *self* than *others*. However, the most important point from the use of pronoun *I* in Trump's speeches is that he positioned himself as a responsible person with it. By using *I*, he intended to show that he himself is responsible for the country and all American citizens. The sense of responsibility is what Trump aimed to emphasize through the frequent use of pronoun *I*. On the other hand, the most pronoun found in Hillary Clinton's speeches was *we*. It is shown through table 4.4 above. There were 304 pronoun *we* in her 3 selected campaign speeches. It indicated that she was likely to invoke a sense of collectivity, unity and solidarity. Then, different from Donald Trump who mostly positions himself as the only one who takes responsibility by using pronoun *I*, Hillary Clinton expressed shared responsibility through pronoun *we*. Hence, it can be concluded that the involvement of *others* was considered more by Hillary in order to get as many electorates as possible in her side.

V. CONCLUSION

In conclusion, both Donald Trump and Hillary Clinton applied a variety of language features suggested by V. E. Omozuwa and E. U. C. Ezejideaku (2007) that coloured political speeches they delivered. There were 11 out of 13 stylistic features embodied by these two president candidates including *propaganda through exaggeration, propaganda through rhetorical question, vague utterance, abusive utterance, repetition, biblical citation/reference to God, promises, colloquialism, word coinage, metaphor, and idiom*. The use of those language features showed styles they used in attracting and persuading the electorates through their speeches. Then, they also utilized subjective personal pronouns (*I, you, we* and *they*) to portray their position. Among the 4 pronouns, pronoun *I* was used to refer to *self*, namely, the politician (the speaker) himself. The use of pronoun *I* positioned the politician as a person who is responsible. A sense of self responsibility is what the politician aimed to achieve by using this pronoun. Then, pronoun *you* was commonly used to refer to *other*, that is, people other than the speaker. For instances, American citizens in general and the audiences of campaign in particular. By using pronoun *you*, the politician positioned himself/herself as the one who is in the same side like people that pronoun *you* refers to.

Generally, he/she and those who pronoun you refer to distance themselves from the opponent(s). Moreover, *we* was mostly used to refer to the speaker and his party, and American citizens including the speaker. It suggests that pronoun *we* has been used by the politician as a means of positioning himself/herself among the audiences. There is a sense of solidarity, unity, and shared responsibility in it. Then, the last pronoun to analyze is *they*. This pronoun was used as a representative of *others* where the speaker and particular group were excluded. By using pronoun *they*, the politician positioned himself/herself as a person who has oppositional relationship with the opponent in which he/she imposed negativity to *others* (people that pronoun *they* refers to).

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