



MACRO AND MICRO-STRUCTURAL ANALYSES OF PRESIDENT DONALD TRUMP'S VICTORY SPEECH: A CRITICAL DISCOURSE ANALYSIS APPROACH

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ABSTRACT

Language is a powerful instrument of persuasion, a tool for gaining and controlling power. Its importance is noticeable during presidential elections in democratic countries where aspirants ought to convince their audience to get their vote. It is ideological as it deals with careful selections of linguistic elements that convey the user's ideology and intended message. This paper investigates some aspects of Critical Discourse Analysis of Donald Trump's victory speech in the 2019 presidential election. It aims to explore how the speaker has managed to convey his messages and beliefs through the use of speech acts and deictic elements. A mixed-method approach has been used in this study. The results show, first, that the macrostructural analysis has displayed the global organization of this victory speech. Second, the micro-structural analysis indicate that person deixes and representative speech acts are the most dominant linguistic features identified in Donald Trump's speech. They prove to be the strategies used to express political messages and make maximum impact on the audience.

Keywords: Critical Discourse Analysis, Donald Trump, macro-structural analysis, micro-structural analysis, pragmatics

Introduction

Victory speeches, in comparison to campaign speeches, aim to appreciate the electorates, the different actors that play a leading role in the success of the electoral process and to inform them about the direction and leadership of the administration ushered in. It is delivered by the winner of the election once the institution in charge of the organization of the election releases the result and announces the winner. So, this paper aims to analyze critically the victory speech delivered by Donald Trump. The analysis focuses on two levels : The macrostructural analysis and the microstructural analysis. The former focuses on the identification and interpretation of the different topics covered by the speaker in his speech.

In fact, topical elements control the whole message. They summarize the major points that speakers made in their speech. They are what discourses are globally about and are mostly intentional and consciously controlled by the speaker. Topics embody the most important information discussed in the discourse and express the overall 'content' of mental models of events of the speaker. Furthermore, they represent the meaning or information most listeners or readers will memorize best of a discourse. As for the latter, the microstructural analysis, it deals with the identification and analysis of pragmatic elements namely the different speech acts and deictic expressions which express the messages encapsulated in this speech.



1. Theoretical Background

1.1 Brief definition of Critical Discourse Analysis

According to van Dijk (2003), Critical Discourse Analysis (CDA) is a type of discourse analytical research that primarily studies the way social power abuse, dominance and inequality are enacted, reproduced, and resisted by text and talk in the social and political context. It focuses on the ways discourse structures enact, confirm, legitimate, reproduce, or challenge relations of power and dominance in society. In Van Dijk and Kintsch's (1983) opinion, Critical Discourse Analysis (CDA) is carried out with the analysis of semantic macrostructures (the study of global meanings, including topics or themes). These are what discourses are globally about; they are mostly intentional and consciously controlled by the speaker and embody subjectively most important information of a discourse. They express the overall 'content' of mental models of events, and perhaps most importantly, they represent the meaning or information most readers will memorize best of a discourse. Discursively, topics or themes are characteristically expressed in titles, abstracts, summaries and announcements. Furthermore, van Dijk (2000) points out that the semantic macro structure that is global meanings are mentally organized in the form of topic-titles, headlines, summaries, abstract, thematic sentences or conclusions and he terms it as 'macro propositions. He suggests starting the analysis of large corpora by assigning list of topics to the different parts of the text in order to summarize it. This strategy is adopted in the present article.

1.2 Pragmatics

Pragmatics is an aspect of linguistics and semiotics which studies the ways in which context contributes to meaning. It is required if one want to have a fuller, deeper, and generally more reasonable account of human language behavior (Mey 1993, p.42). Unlike semantics which studies meaning that is conventional or 'coded' in a given language, pragmatics considers language as it is used by real people in different contexts for specific purposes. It focuses on the way human beings communicate, influence and manipulate one another. It generally examines the meaning of language when it is produced in a context of use (Wilson 1990, p. 3). Some elements of pragmatics include: deixis, speech acts, conversational implicature, politeness etc. This study, focuses mainly on deixis and speech acts.

1.2.1 Speech Acts

Speech acts refer to the action or intent that a speaker accomplishes when using language in context, the meaning of which is inferred by hearers. In English, generally actions performed through utterances are called speech acts. They are uttered to perform a certain type of attitudes and the type of speech acts being uttered corresponds to the type of attitudes being performed. For instance, a statement is used to display a belief, a speech act of request is used to display a desire, and an apology is meant to display a regret. In communication, speech act succeeds if the audience can identify in accordance with the speaker's intention the attitude being expressed.

In general, speech acts theory deals with how speakers and hearers use language. As an act of communication, it has three components which are: Locutionary act (actual words of the message), Illocutionary act (what a speaker intends to convey), and perlocutionary act (hearer's reaction to speaker's message).

- **Locutionary Act:** A locutionary act is the act of saying, or producing a meaningful linguistic expression. *Locutionary meaning refers to the literal, propositional meaning of what is said or written, which is*



always clear outside any context; it is the meaning of the form without defining its function, without setting it into a particular context.

- **Perlocutionary Act** : A perlocutionary act is the act performed by saying something. It results from a language user's utterance and a product of the hearer's interpretation. Thus, persuading, angering, inciting, comforting and inspiring are all perlocutionary acts. It is performed by saying something or act that produces effects to the hearer. According to Yule, (1996, p.49) perlocutionary reaction or *effect* is the non-linguistic uptake brought about in the hearer/reader who recognises the illocutionary force of an utterance. For Austin (1994, p.44) perlocutionary reaction is the actual result of locution.
- **-Illocutionary Act**: An illocutionary act can be said to be a non-linguistic act performed through a linguistic or locutionary act. In other word, illocutionary act is an utterance with some kind of function in mind. *Illocutionary force on the other hand*, is the meaning of the form functioning in an actual setting; it is the meaning intended by the speaker/writer in a given context. It is the pragmatic force of an utterance which can be understood only within a particular context. Austin (1962) argues that it is what the speaker is doing by uttering those words: promising, commanding, offering, threatening and thanking. Illocutionary acts are performed through communicative force of an utterance.

According to Yule (1996, p. 53) there are five types of functions of illocutionary acts: The declarative, the representative, the Expressive, the Directive and the Commissive.

-Declaratives speech acts bring immediate changes in the institutional state of affairs and tend to rely on some elaborate extra-linguistic institutions (e.g. christening, declaring war).

Representative speech acts are such utterances which commit the hearer to the truth of the expressed proposition (e.g. asserting, concluding)

Expresses express a psychological state (e.g. thanking, congratulating)

Speaker uses directive speech act to get the addressee to do something (ordering, requesting, etc).

Commissives commit the speaker to some future course of action (e.g. promising, offering).

Felicity conditions and illocutionary force indicating devices

According to Hartley (2002, p. 130), language exhibits the "relations between thoughts, words and external objects." Thus, in using performative utterances, the speaker is not only saying something but he or she is actually doing something if certain real-world conditions are met. Such conditions are crucial in order for the utterance to really imply what it is intended to be in the actual world. In general, Searle (1975) points out four main appropriateness or felicity conditions which must be met in order for an illocutionary act to be valid. These are:

- The propositional content condition, it requires the participants to fully understand the language being used and not to be in the role of actors or be lying permanently.
- The preparatory condition, which requires the speech act to take place in a context which is conventionally recognized either by social behavior or by legal requirement.
- The sincerity condition: this requires the speaker to be indeed sincere in uttering the declaration in which there must be a correlation between the speech act and what is really intended. In other words, it checks how sincere the speaker is with the speech act being uttered.



- The essential condition: it requires that the parties involved all intend the result, in a way that a commitment changes the state of speaker from non-obligation to obligation, with the hearer in the state of beneficiary.

Thus, considering the above listed conditions which take into account some crucial elements related both to the speech act itself and the surrounding parameters that build up its context, one can therefore, consider them to be sufficient enough to qualify a communicative action as being felicitous or infelicitous.

1.2.2 Deixis

In pragmatics, deixis refers to words, like "me" or "here", which cannot be fully understood without additional contextual information – in this case, the identity of the speaker (me) and his location indicated by "here". So, deictic words are words which have a fixed semantic meaning but their denotational meaning varies depending on time and/ or place. For example, English pronouns are deixis-types because their denotational meaning depends on the context of their use. In fact, deixis is a term borrowed from Greek meaning 'pointing' or 'indicating' and referring to a set of linguistic items used to designate people or things in the world (Levinson 1983, p. 54). The categories of contextual information referred to by deixis are those of person, place, and time.

A person deixis is generally a word which refers to someone in certain context of the utterance. Yule (1996, pp. 9-10) argues that person deixis involves the speaker and the addressee and operates in a basic of three-part division which includes:

- first person "I". This deixis is a reference that represents the speaker or both speaker and referent grouped with the speaker expressed in singular pronoun (I, me, myself, mine) and plural pronouns (we, us, ourselves, our, ours).
- second person "you". It refers to a person or persons identified as addressee, such as you, yourself, your, yours.
- third person (he, she, they, it, him, her, himself, herself,). It is a deictic reference to a referent as the speaker or addressee and usually imply to the gender that the utterance refers to.

This type of deixis shows the relation between the place of the speaker and the thing that s/he means. For Levinson (1983, p. 62), "place deixis concerns the encoding of spatial locations related to the location of the participants in the speech." Example of place deixis: The proximal which are close to the speaker such as "this", and "these", and the distal that are close to the addressee such as "that", and "those".

As far as time deixis is concerned, it refers to the time that relates to the time of speaking. They are expressions like: *This, last, next Monday, week, month, year, Now, then, ago, later, later, soon, before, yesterday, today, tomorrow.* Regarding social deixis, it is reference made to the social distinctions between participants or referents in a speech.

Discourse deixis, for Levinson (2004), has to do with the use of deictic expressions to refer to some parts or some portions of the discourse that contain the utterance. In other words, the discourse deixis refers to the preceding or subsequent segments of the discourse and it usually consists of one or more clauses rather than reference to specific entities in the previous utterance in discourse. Thus, through discourse deixis, the audiences are able to better frame their viewpoints on forthcoming portions of a discourse as elaborations, continuations, contrasts or responses. In the English language, the expressions which could help to show the relation between previous and forthcoming portions of a discourse are: in contrast, all in all, on the other hand, but, therefore, in conclusion, to the contrary, still, anyway, however, besides, well, besides, actually, so, after all, etc.



2. Methodology

The application begins with the macro-structural analysis of the various topics developed in this speech. Secondly, the micro-structural analysis follows with the identification and analysis of speech acts and deictic expressions. Thus, a quantitative analysis is carried out through a statistical table illustrating the number and percentage of speech acts and deictic expressions as covered by the speaker. As regards the qualitative analysis, the comments are intended to support the conclusions and explanations made in the macro and micro-structural analysis. The data collection constitutes of transcript victory speech delivered by present Donald Trump. It has been broken down into numbered utterances and each category of speech acts and deictic elements have been identified in the speech

3. Analysis of Donald Trump's Speech

3.1 Macro-structural Analysis of Donald Trump's Speech

As said earlier, the macro structural analysis aims to identify and analyse the different topics discussed in the speech. Dijk (van Dijk and Kintsch, 1983) argues that Critical Discourse Analysis (CDA) should start with the analysis of its semantic macrostructures which is the study of global meanings, topics or themes. He explains that topics are what discourses are globally about and are mostly intentional and consciously controlled by the speaker. They embody the most important information encapsulated in the discourse and express the overall 'content' of mental models of events of the speaker, most importantly, they represent the meaning or information most readers will memorize best of a discourse. So, we start this analysis with the study of the different topics covered in the speech, that is, its macro-structural analysis.

Sequence 1: Appreciations

Just after the announcing of the winner of the election, the new elected President Donald Trump has addressed his supporters in New York in Nov. 9, 2016. Here is the first paragraph of his speech: "*Thank you. Thank you very much, everyone...*" down to "*...I mean that very sincerely...*". This introductory passage consists of appreciations and acknowledgment of his opponent secretary Hillary Clinton. It is quite significant to note that his opponent has first called him to congratulate him.

So, one can notice that Donald Trump thanked deeply his opponent. He appraises her and acknowledges the service she has been rendering for their nation. He has admitted that she really deserved the American people gratitude for service she has rendered for the America and for American people as a whole. Referring back to the way he describes Hillary Clinton in his campaign speech analyzed in chapter two, there is a definite change in the choice of lexical items used to refer to her.

In fact, in this victory speech, Donald Trump's description of Clinton is very positive in comparison to that of campaign speech in which he has said no positive things about Hillary Clinton. Instead, he has described her as a real evil for the whole country, a vote for her he says, "*is another years for poverty, misery, insecurity*". So, it is really surprising if one contrasts what he has said about Hillary Clinton in his campaign speech with what he has said about her in this victory speech. We can, therefore, conclude that politicians in political context do not say what they mean nor mean what they say.

Thus, such an analysis is very crucial in our society today especially in political sphere to help our people to separate the seed from the chaff and allow them to make a responsible and informed choice of their leader. So, this utterance taken from this victory speech "Hillary has worked very long and very hard over a long period of time, and we owe her a major debt of gratitude for her service to our country" creates confusion about the real intention of the speaker when compare this fragment with what he says about Hillary in his campaign

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speech. There are two possible interpretations one may make. First, one may say that Donald Trump, indeed, recognizes that his opponent has brought a very significant contribution to their country due to her hard working and long dedication but he could not admit it for fear of losing the election. It is also possible that he has said this in his victory speech to appear as a democratic leader and by that play a populist role.

Sequence 2: Appeal for unity.

Here is the passage that illustrates this topic:

....Now it's time for America to bind the wounds of division; have to get together. To all Republicans and Democrats and independents across this nation..... , backgrounds and beliefs who want and expect our government to serve the people, and serve the people it will.

After the appreciations of his supporters and acknowledgment of his opponent Hillary Clinton, the new President shifts to appeal for national unity. The President-elect understands the importance of unity in the realization of common goals. He understands the necessity of coming together and working in perfect spirit of harmony to face the different challenges. He sees that they have the nation in common and he launches appeal for unity around this common heritage. The following section focuses on other topics developed in this speech.

Sequence 3: Unveiling plans.

This topic is expressed in the passage below.

...working together, we will begin the urgent task of rebuilding our nation and renewing the American dream . I've spent my entire life and business looking at the untapped potential in projects and in people all over the world R. That is now what I want to do for our country..... We will seek common ground, not hostility; partnership, not conflict.

From appeal for unity, the President highlights his plans and declares his intention to serve American people. He uses commissive speech acts to unveil what he intends to do for America. He promises to rebuild the nation, renew the American dream, put at the disposal of the nation the knowledge and experiences gained in the world of business. He believes that within each one of us lies an in-born potential waited to be transformed. He reiterates promises made in the campaign speech analyzed in the previous chapter. He promises massive investment to rebuild highways, bridges, tunnels, airport, schools, and hospitals and creates millions of employment. In economy, he has said that his new government has a great economic plan and promises to double its growth in order to have the strongest economy in the world. So, this sequence reiterates the promises of "make America great again". Furthermore, has expressed his gratitude towards the electorates; this is highlighted in the next sequence.

Sequence 4: Appreciation.

Here is the passage which expresses it:

"And now....Thank you".

President Donald Trump ends the speech by expressing his feelings of gratitude towards his parents, friends and his collaborators. We notice here that he makes a clear distinction between his relatives and his supporters. In fact, he begins the speech with appreciations to his supporters who are also his voters. Then he acknowledges his opponent Hillary Clinton and launches an appeal for national unity. But his ending speech focuses completely on his parents, friends and members of his campaign team. He thanks his late parents and believes that they his parents would be proud of him if they were still alive to witness his victory. He also believes that there is life after death. From his late parents, he digresses to his sisters, brothers, children, his colleagues



and collaborators. He mentions them one by one, calling them by their first name. He thanks each one of them and recognizes that their support to him has been incredible. We can conclude, through the analysis of this sequence, that Trump is really aware that success is not a personal matter but a collective one.

3.2 Microstructural Analysis of Donald Trump's Victory speech.

As said in the section above, this chapter focuses on two levels of analysis: The micro level and macro level of analysis. The macro-structural level as carried out in the section above has concentrated on the different topics and their internal organization. But in this present section on micro-structural analysis, emphasis is put on the analysis of the different speech acts as well as the types of deixis identified in the speech.

3.2.1 Speech Act Analysis

From the identification of speech act, we have come up with the statistical table below. The quantitative analysis summarizes and provides the frequency, the percentage and the quality of each speech act in the speech. The linguistic elements identified and listed in this table are also analysed.

Table 1 : Statistics of the speech acts identified in Donald Trump's Victory Speech

Speech act	Number	Percentage
Representatives	75	45.1%
Expressives	39	23.4%
Declarations	00	00%
Directives	20	12%
Commissives	32	19.2%
Totals	166	100%

Looking at the statistical table above, one can notice the numbers and proportion of the speech acts used in victory speech pronounced by newly elected US President Donald Trump. It is obvious that the illocutionary representative speech acts are mostly used and hence come first at the rate of 75 in number and 45.1% in terms of percentage. This particular speech acts expresses what the speaker believes to be the case or not. In other words through the speaker's use of representative speech acts, we can understand his belief about the world- that is his representation of the world as he believes it is. So, the dominance of the representative speech acts over all the other types of speech acts can be interpreted as an effort from the speaker to convey his beliefs to the audience.

The expressive speech acts rank second, they are 39 given 23.4% in terms of percentage. As for the commissive speech acts, they are 32 given 19.2% out of the total speech acts and occupy the third position. The communicative intention of the speaker in using expressive speech acts is to manifest his feelings of appreciation towards the electorate for casting their vote for him and for electing him as the President of the USA. He uses the commissive speech acts to express the actions that he is going to perform in the future. Here, through these speech acts, he reaffirms his promises and pledges for American people. The last speech acts used are the directives, they are 20 given 12% and occupy the last position based on the statistical table above. The directive speech acts are used by the President to make some requests.



In the section below, we have dealt separately with each one of the speech acts covered in this speech and listed in the table above. We now start with the first dominant one, the representative speech act.

Representative Speech Acts

This type of speech acts is the one that states what the speaker believes to be true or not. Thus, the analysis of representative speech acts contributes in understanding the ideology and the communicative intention of the speaker. The analysis of the previous statistical table points out that representative illocutionary speech acts are mostly prevalent in this speech. It means that the speaker has made a linguistic effort to make his words fit his belief. In utterance (9) he believes that Hillary Clinton renders a good service for the USA and he expresses this belief. In (11, 12), he appeals all American Democrats and Republican to bind their wound of division and to gather together as one nation. He believes that unity is the soul of the nation and he expresses this ideology of union through the representative speech act. In utterance (29) and (31), he recognizes the merit of those who serve the nation, more specifically, the former US soldiers. But he introduces his economic plan for the whole nation in utterances (78, 79, 93).

Expressive Speech Acts

In comparison to the representative speech acts that state what the speaker believes to be the case or not, expressive speech acts state what the speaker feels. He expresses his feelings of appreciations and gratitude towards his campaign team, his parents and friends, the electorates and his opponent Hillary Clinton in utterances 1, 2, 3, 4, 7, 49, 54, 74, 75, 76, 80, 81, 82, 84, 86, 87, 95, 101, 112, 113, 137, 138, 143, 144, 145, 153, 158, 161, 162, 163, 164. The verbs he mainly uses to express his gratitude is "thank". This verb expresses the internal feeling and the psychological state of the speaker. Conventionally, at the end of event like this, the winner usually expresses his gratitude and appreciation toward those whose contribution and help have contributed to his victory. So, Donald Trump has not violated that social convention in his speech.

Commissive Speech Acts

Through commissive speech acts, the speaker commits himself to some future actions. This type of speech acts expresses what the speaker intends to do in a short term or long term future. There are 32 commissive speech acts used in this speech. They are found in utterances 13, 15, 17, 18, 19, 22, 23, 24, 25, 26, 27, 28, 32, 33, 34, 36, 37, 38, 39, 40, etc. Most of the commissive speech acts found in this speech express promises and pledges. This is the case of utterances 13 and 15 where he promises to be the President for all American and serve them and work for their best interest during his presidency. So, by using commissive speech acts in his utterances, the President reaffirms promises made during the campaign. He has also highlighted his plan and most of the future actions he intends to do has been made known through these categories of speech acts. For example, in the utterances 36, he promises to double the economic growth of the USA and make it the biggest economy in the world. In (37), he announces his diplomatic strategy; he promises that his foreign diplomacy will be based on the principle of reciprocity. Under his presidency, the USA will get along with the countries and nations that would want to get along with them. It also implies that the country would go in war against those who would want to go in war with them. In all, the performative verbs that are used to indicate the illocutionary force specifically the illocutionary commissive speech acts in these utterances are: "pledge", "will begin", "will be forgotten no longer", "will become", "will take", "will embark", "will double", "will get", "will have great relationship", "will seek", "will do great job" etc. Through these performative verbs, he makes explicit what he intends to do as the President of the United State. In addition, the performative verbs used in these sentences explicitly reveal the communicative intention of the speaker to the audience. Therefore, we can



conclude that the performative verbs are of a great importance in expressing the communicative intention of the speaker to the hearer.

Directive Speech Acts

The last speech acts that the speaker used in this speech are the directive. We have noticed that the directive speech acts used in the speech mainly express request and command. It is the case in utterances (92, 103, 107, 110, 111, 114 and 125) where the President has used them to make the audience notice the presence of his collaborators. More importantly, in a skillful way, he expresses the ideology of positive self-appraisal. However, he uses them to get information in utterances 132, 133 and 135, makes a command and gets his friend Reince say a word to the audience.

The Felicity conditions on the different speech acts

In this section, we have tried to check the validity of the aforementioned speech acts expressed by Donald Trump in his victory speech through the preparatory, the propositional content, the sincerity and the essential condition which make up the felicity conditions.

First of all, the propositional content condition requires that the participants in the communicative context understand the language being used and not to be in the role of actors or be lying permanently. Thus, considering the English language used by Donald Trump as the newly elected president of the United States of America to address the people of America. The constitution of the USA stipulates that the official language of the USA is English. Therefore, the propositional content condition is satisfied as the victory speech is delivered through English language. In addition, one can notice that the speaker is not playing a role in a drama, one can also notice that the context is one of an elections which has really taken place and that the electoral commission has officially and publicly declared the speaker as the winner of the election and this is a shared knowledge to all the audience. So, this really proves that the propositional content condition is fully satisfied.

As far as the preparatory condition is concerned, it requires that the speech act occurs in a context which is conventionally recognized either by social behavior or by legal requirement. In other words, the preparatory condition requires that the speech act must take place in a context which is conventionally recognized either by social behavior or by legal requirement.

In the case under study and as we have already mentioned, the context surrendering this speech is of non-fiction post-election. The presidential election is stated in the constitution of the USA which is the fundamental law of the US and the presidential elections takes place every four years. So, the legal requirement is met and the fact that the new elected president delivers a victory speech has become part of the social behavior of the population of the USA. That confirms that the preparatory condition is completely respected in this speech.

Coming to the sincerity condition, it requires that the speaker be sincere in delivering his message. In other words, there must be a correlation between what he intends and the speech act used to express his intended meaning. Furthermore, sincerity is defined in Oxford Advanced Learner's Dictionary (2010) as the quality of someone expressing or saying what he/she really thinks or feels in a genuine way. So, sincerity has to do with the state-of-mind of the speaker regarding his speech.

Therefore, one can notice that this felicity condition is hard to check and to testify since it deals with what is going on in the mind of the speaker. However, if one considers the utterance "Hillary has worked very long and very hard over a long period of time, and we owe her a major debt of gratitude for her service to our country". One would wonder how sincere Donald Trump is with this utterance. It is important to recall that



throughout the campaign speech, Trump has painted Hillary Clinton very negative. He describes her as being the incarnation of evil and defender of corrupted politicians. Hillary has taken an active part in the out-going administration and Trump presents her actions as completely failure. For him, election of Hillary Clinton as president of the US would be equal to years of poverty and lack. So, here, in the victory speech, the same Trump is admitting and recognizing the value of Hillary Clinton. He even went further acknowledging that American people owe her a major debt of gratitude for her service to their country. This is really surprising but the utterance “ I mean that very sincerely” which follows the first utterance mentioned above appears to be more convincing. It is possible that Trump really means what he says in this utterance. In a nutshell, the sincerity conditions is very difficult to prove in speech like the one under scrutiny. It is probably why Thomas (1995) says that, it is often impossible for others to determine whether or not sincerity conditions are fulfilled in a speech.

The last felicity condition to be considered is the essential condition. This felicity condition requires that the involved parties all intend the result, in such a case where a commitment changes the state of speaker from non-obligation to obligation, with the hearer being in the position of beneficiary. At this stage, the victory speech uttered by Trump is not intended to endow him with the legal and full power to start ruling the country. His administration starts leading the country after swearing in which has not yet been done. So, the conditions for the fulfillment of the essential condition has not yet fulfilled. Consequently, there is infelicitous condition.

In conclusion, according to Austin (1962) speech act can be said to be felicitous or infelicitous based on based on four conditions which are: the preparatory, the propositional content, the sincerity and the essential conditions. This section has dealt with these felicity conditions.

3.2.2 Analysis of Deixis in Donald Trump’s victory speech.

In this section, a mixed-method analysis is carried out. The quantitative analysis tries to point out the frequency of the occurrence of each category of deictic expressions and the ones that are used most frequently. As for the qualitative analysis, it presents the messages and ideas Donald Trump wants to convey to the audiences via the identified deictic expressions. So, we analyze the speech by statistically identifying the various deictic resources found in it. Then, we classify them into their corresponding deictic categories before determining their frequency of usage through a percentage calculation of the number of occurrences of each category. The table below summarises the types of deixis with their related percentages.

Table 2 : Classification of deictic expressions in Donald Trump’s victory speech.

Categories	Personal deixis	Spatial deixis	Temporal deixis	Social deixis	Discourse deixis
Types	I, You , we, he, she, they, it, me ,my, your, ,her, his, us, our, ours, their, them, themselves, people	in, on, this, that, these, those	Long period of time, now, anywhere, here, there, this moment, here tonight, in New York, two years, three years, four years, eight years	Our country, ours, our nation, our partnership, our victory, our campaign, one united people, Americans, their country, our veterans, our people,	but,



				American people	
Total	251	21	19	31	1
Percentage	77.7%	6.5%	5.8	9.5%	0.3%

The table above displays the frequency distribution of different types of deictic expressions used by the newly elected President Donald Trump in his message to his partisans and the whole American people. According to the statistics, the text contains a very considerable number of deictic expressions. It has a total number of three hundred and twenty three (323) deictic elements, including 251 (77.7 %) personal deixis, 21 (6.5%) spatial deixis, 19 (5.8%) temporal deixis, 31 (9.5%) social deixis and 01 (0.3%) discourse deixis. As it is shown on the table, in terms of frequency of usage, the analysis reveals a predominant use of personal deixis by President Donald Trump. This high use of personal deixis could be explained by the speaker's desire to reflect power and dominance over his audience. Furthermore, it could equally be attributed to his intention to involve his audience, the American people, in his administration's decisions and to let them share responsibilities in resolving the nation's problems and difficulties. It is a call for unity of actions to tackle the challenges that the whole country is facing. The social deixis ranks second in President's victory speech addressed to the American people. These social deictic elements are used to depict the social relationships that exist between the speaker and his audiences. As for spatial deixis used, they occupy the third position. In fact, President Donald Trump has made use of spatial deictics that indicate closeness to his audience and they have indeed helped him to shorten the gap between him and his audiences. Looking at the table, it is noticeable that discourse deixis are less used and ranked last in terms of number and frequency of usage as well.

Thus, as a recapitulation of the proportion of deictic elements in this speech, the deictic person pronouns come first and are followed by the social deictic elements used to depict the distinction between the participants. Spatial deictic expressions come in the third position and are followed by temporal deixis. As for the discourse deictic elements, they are less used in this speech. So, the section below deals separately with each type of deixis as listed in the table above.

Person Deixis

First of all, person deixis deals with the identity of those who take part in a speech event. It helps to know who the participants are, what are they doing and how they are related to each other in the speech. So, linguistically, person deixis is marked by personal pronouns. Politicians use them to convey their ideologies, messages, positions, identities to the public. In addition, politicians use person deixis to indicate, accept, deny or distance themselves from responsibility for political action.

In this speech, Donald Trump uses eight pronouns (I, you, he, she, it, we, you, and they) and their different forms. The personal pronoun 'I' in this speech is pervasive. In this speech, it is used for self-reference and self-centeredness. In this case, the speaker manipulates 'I' to refer to himself and express his personal representation about the America through the use of mental processes "knows" as in "...I've gotten to know our country so well...". He uses "I" to speak as a citizen and as the future President of America. Through this deictic, he seeks to establish a close relation and reduce the distance between him and his audience and to create familiarity with them. Using expressions such as "I pledge to every citizen of our land that I will be President for all Americans, and this is so important to me", he wants to present a good image of himself as a future good and caring President. In the same context, the verbs associated with the personal pronoun 'I' such as 'pledge' and 'will be' are significant because they express commissive actions. The choice of these verbs is important because they indicate his determination to serve American people and that he has contributed to reinforcing the



audiences' confidence in him as a politician, and consequently, constructs a positive picture of himself. Donald Trump portrays himself as a future reliable and sincere President and this is a skilful way for him to enhance his credibility toward American people. The objective and possessive forms of this first person singular pronoun 'I' are equally used in this speech.

Regarding the first plural personal pronoun 'we', it is also used in a great number in this speech. Allen (2007, p.9) explains that political actors use person pronoun 'we' for a number of reasons: either to talk on behalf of their political party or to deflect individual responsibility; to include or exclude listeners from group membership as well as to invoke a general collective response or attitude to a matter. In this speech, the speaker uses it to persuade and enhance a sense of unity, identification and belonging to the same country, the USA. It is shown in the sequence "*I'm reaching out to you for your guidance and your help so that we can work together and unify our great country*". Therefore, the pronoun "we" plays a powerful persuasion role in this victory speech since it has helped the speaker to involve the American citizen in what he says and in what he commits himself and his entire administration to do. The pronoun "we" is inclusive and it refers to the speaker and the whole American people.

Regarding the use of the second person pronoun 'you' in this speech, it has many indications. Firstly, Trump uses 'you' to refer to the people in the immediate context of the speech that are listening to his speech. So, in using this deictic pronoun 'you' to address the audience who are listening to this speech, he seeks to instill and establish a kind of solidarity with each one of them. In other words, through this pronoun, he is showing indirectly his audiences how they are close to him and how they are in strictly bond with one another. This is expressed in utterance like "*...You've all given me such incredible support, and I will tell you that we have a large group of people ...*". In this utterance, the pronoun 'you' refers to all the Americans who are listening to him when he is speaking. The use of 'you' in this way is impersonal because it refers to anyone or everyone at the same time.

More importantly, this impersonal use of 'you' evokes a sense of generalization in which the speaker tries to tell his audience that what he or she says is a kind of truth or the knowledge of the fact. In addition, the objective and possessive forms or variants of person deictic 'you' are also used impersonally as well to refer not only to the speaker but also all the people that have attended the meeting and those at home that are watching as well. Thus, Donald Trump presents his ideas and information as generally accepted facts and hopes that the audiences everywhere would appreciate them.

As for the use of the third deictic person pronoun 'they', Allen (2007:11) explains that it may be employed to distance the speaker from the thing spoken of, to show ideology differences or to lessen the speaker's responsibility for actions and events. Trump uses this third person plural pronoun 'they' to index the "Democrats". Here, he brings the Democrats under attack since they are opposed to his political agenda. He says: *You know, they kept saying we have a small staff. Not so small. Look at all the people that we have. Look at all of these people.* Here, Trump tries to present himself and his group in a positive light while giving negative picture of the opposition group.

Analysis of Social Deixis

Social deixis refers to the social characteristics or distinctions between the participants in a speech. Looking at the statistical table above, it is noticeable that Donald Trump has also made use of social deictic to convey his message to the audiences as well as his mental model in delivering this victory speech. First of all, the social deictic expression "*our nation, our country*", "*our inner cities, our highways, bridges, tunnels, airports, schools, hospitals*" and "*American people*" associated with the action words "*working, rebuilding, renewing the*



American dream” in utterance 18, 20, 26 shows the President’s commitment to his country and his determination to work for the general interest, including the construction and renewal of infrastructure, the renewal of the hospital equipment and schools. It is also a way of telling the audience that he intends to serve the country with great dedication and devotion. It is also an indirect way of telling them that the American people are lucky to have chosen him to preside over the country’s destiny and to pursue the fulfillment of the American dream.

In the same vein, the social deictic expression “*our great veterans*” in utterance 29 associated with the verb “take care of” expresses a sense of gratitude for service rendered for the country. Through this deictic expression, the new President is telling the retired soldiers that under his administration, American will not forget their sacrifices for the country. Above all, the association of the aforementioned deictic expressions with some action words helps the President to construct a positive image towards the American people.

Temporal Deixis

Temporal deixis are expressions used in the speech to point to a time or to show the unit of time in discourse. We have noticed that the temporal deixis used in this victory speech has enabled Donald Trump to indicate the events with respect to a specific temporal point in his speech. As example, he has used the temporal deictic element “now” in “*our work on this movement is now really just beginning*” to refer to the present time of his speech. Here, the use of “now” connotes with his campaign catchy words “*America first, Make America great again*”. Also, the word “now” implies that he is psychologically pleased and contends that in his term of presidency, the American will recover its reputation as the first economic and military power in the world.

Spatial Deixis

Spatial deixes are used to mark the locations of participants and entities in the space in the speech. In this speech, the demonstrative “this”, “these” and “here” are used by Trump to indicate his closeness to his audience in utterances (132, 136). The adverbial element “her” refers to the place where the speech has been delivered. In contrast, We have noticed that “that”, “those” and “there” mark distance to the speaker. These instances are found in utterance (125).

This section has focused on the quantitative and qualitative analysis of the deictic expressions in this speech. The different meanings they intend to convey have been pointed out. There is only one case of the used of discourse deictic element and it has been used to express a sense of contrast.

Conclusion

This paper has shown how language is purposefully used to achieve certain predetermined goal. The macrostructural analysis has shown the global organization of this victory speech. There are a total of three topics around which the central message is built: Appreciations, Appeal for unity and Unveiling plans. Trump has intentionally and consciously selected these topics to control the flow of information in his speech. These topics stem from his mental representation. The microstructural analysis reveals how linguistic elements in this case the pragmatic elements are combined by Donald Trump to convey his messages in a very persuasive way. He uses various speech acts in combination with deixis to communicate his thoughts, and messages to the audience. Through person deixis, he voices his sympathy and solidarity and presents a positive image of his coming administration. Place deixis is equally used in the data to show closeness or distance with those who are spoken to. Thus, in view of the data collected, processed and analysed, we can conclude that language is a real tool capable of achieving political objectives and through these linguistic elements (speech acts and deictic expressions) one can interpret as well as disclose the messages and ideologies expressed in political language.



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