

Features of political discourse (Based on speeches of D. J. Trump and H. Clinton)

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Abstract. The paper under discussion deals with specifics and similarity of the political discourse of Donald Trump and Hillary Clinton. The thematic groups of terminological units of pre-election speeches were analysed. The obtained results enabled determination of the 9 thematic groups of terminology in political discourse followed by the prototypes identification. Terms of economic and political subjects prevail in speeches of the both candidates by a wide margin. Terminology was not only quantitative indicator but also an important quality indicator of politicians' success in their efforts to convince the voters.

Keywords: *terminology, political discourse, communicative act, social interaction, identification.*

1 Introduction. Political communication is a means of interaction between the political power players and the electorate. Solely political issues may result in linguistic and cultural contradictions as well as aggravation of the political environment and economic picture could lead to lexical-semantic changes in communication. The political discourse reflects the different forces' contestation for possession of authority that determines the peculiarities of communicative action to the extent of the political discourse. The basis of communicative acts of the political discourse is an attempt to influence an interlocutor that determines explicate and implicative suggestibility that dominates informational content [1; 2; 3; 7].

The relevance of research is determined by orientation of the modern linguistic investigations on searching for universally applicable linguistic means for interpretation of the modern political texts, focusing of the linguistic studies on the comprehensive and systematic study of political communication in English. In addition, it is determined by interest in the studying matters concerning pragmatic and functional characteristics of linguistic phenomena.

The study aims to designate features of the political discourse in speeches of presidential candidates of the USA (D.J.Trump and H. Clinton) in 2016. The tasks of this research are 1). to distinguish the main themes of speeches, 2). to implement the quantitative analysis of special terminology, 3). to indicate communication strategies of the candidates, 4) to analyze the content of key ideas of their political programs with which politicians tried to enlist the support of voters during complicated debates in 2016.

The success on the political scene depends in many ways on effective establishment of communicative links between an addresser (politician) and an addressee (voter) by filling of communicative code of the message with language elements. They are potentially capable of coming through the filters of consciousness determinate by the society and convincing the citizens of the reliable, helpful and sincere intensions of their elect [2, p.58-62].

N.V.Kondratenko defines the political discourse as an expression of political communication. «The political discourse is a concrete expression of political communication that provides actualization of the political text in the communicative act of interaction between a political subject (politician, political force, authority) and political object (audience, electorate, voter)» [11, p.176-182]. Hence, the political discourse reflects the intentions and actions of politicians.

2 Analysis of features of political discourse of D. Trump and H. Clinton. D.J.Trump and H. Clinton discussed important issues of modern American society in their campaign speeches. The main themes of the speeches and debate were the following: the economic status of the state, the foreign and domestic policy of the USA, participation in the military conflicts in the Middle East, social and environmental issues, issues connected with development of renewable energy sources. The process of quantitative calculations of recurrent lexicon was used for more accurate distinguishing the main groups of terminological vocabulary in the campaign speeches of American presidential candidates in 2016. Quantitative measures of usage frequency of terminology corresponding to the topics allow us to distinguish themes, which in general prevailed in the political discourse in 2016. However, it should be noted that the quantitative measures of two candidates' speeches are different. H. Clinton delivered a greater number of speeches, which on average had larger text volume, thus the total number of words, including non-notional parts of speech, in her texts is 305 567 (101 speeches), while this indicator is lower for D.J.Trump and it is equal to 98 679 (79 speeches). However, transferring results in percentage of the number of terms in different themes to the total number of words provides a clear idea of prioritizing terminology of the certain areas in the speeches of the both candidates, which ones were prevailed in their speeches. In addition, it clarifies which portion of the total number of words in speeches of each candidate was represented by special vocabulary and, finally, in general what was the part of terminology in political speeches in 2016. Two separate text corpus of the speeches of leading candidates for the US presidency (D.J.Trump and H. Clinton) in 2016 with a total number of 404,246 words were created for performing this calculation.

The matter for creating these text corporuses were the texts of campaign speeches taken from the following websites:

<http://www.presidency.ucsb.edu>, <http://www.bbc.com/news/election-us-2016>, <http://www.cbsnews.com/video>.

The most often used by the candidates 9 thematic groups of terminology in political speeches were discovered, according to the quantitative results.

1). **Policy:** *agenda, anarchy, chancellor, congress, dictator, diplomat, electorate, foreign policy, mayor, NATO, president, prime minister, republican, Secretary of State, veto;*

2). **Economics:** *ability-to-pay, accountancy, currency,*

debt, deductible, devaluation, due bill check, economic catastrophe, entrepreneurship, global economic crisis, labour exchange, reducing the budget deficit, stockpile, subsidy, loan, IRS.

3). **Demography:** birth rate, child-woman ratio, cohort, death rate, decline in population, depopulation, ethnodemography, geodemography, marriage rate, middle adulthood, migration, natural increase, population census, relative sterility, vital revolution.

4). **Military:** Admiral, air campaign, army tank, civil war, commander in chief, General, gun, long-range missiles, massacre, military, nuclear weapon, retired National Guard, rifle, SEAL, soldier.

5). **Education:** academic year, Common Core, crash course, curriculum, dissertation, distance learning, faculty, further education, grade, headmaster, infant school, lecturer, tertiary education, university, vocational college.

6). **Juridical subjects:** Central objectives, constitution in force, court, criminal law, declaratory judgment, defaulting, General Prosecutor, jury trial, lawsuit, legislature, reasonable bail, statute, subpoena, transaction, welfare of the state.

7). **Social subjects:** alliance, caste, correlation, ethnic group, gender, immigration, lobbying, lumpen, nation, sectarian, social group, social outcast, social security, society, sociology.

8). **Environmental protection and health care maintaining:** conservation of natural resources, disabled people, environmental emergency, environmental protection, global environment facility, hazardous wastes, index of health status, Medicaid, medical insurance, Medicare, natural calamity, negligence, Obamacare, reserve.

9). **Innovative technology:** browser, cyberspace, data bases, e-commerce, gadget, HDTV camera, innovation, interactive TV, internet, Nanotechnology, tendency, video conferencing, web hosting, Web server, Web-development.

However, these subjects are arranged differently for each candidate on a scale of importance, Republican D.J.Trump has used more terminology from economic and demographic issues, innovative technologies:

*We need to lash up with our allies, and ensure our intelligence services are working hand-in-hand to dismantle the global network that supplies money, arms, **propaganda** and fighters to the terrorists. We need to win the battle in **cyberspace**.*

*We have to make our country rich again so we do that, so we can save **Social Security**. 'Cause I'm not a cutter; I'll probably be the only Republican that does not want to cut **Social Security**. I'm not a cutter of Social Security; I want to make the country rich so that **Social Security** can be afforded, and **Medicare** and **Medicaid**. Get rid of the waste, get rid of the **fraud**, but you deserve your **Social Security**; you've been paying your Security. And like, I like **Congressman Ryan**, I like a lot of the people that are talking about you know cutting Social Security, and by the way the **Democrats** are eating your lunch on this issue.*

*We have **leadership**, again no leadership respects us. You know, leadership of other places never respect stupid people, okay, that's one thing you're going to find. The same thing is happening there. And I never knew that Afghanistan until a year ago or so, Afghanistan has tre-*

*mendous wealth in **minerals**, different, not the **oil**, but minerals. And we're fighting here, and on the other side of the mountain China is taking out all the minerals. They're taking it out. **Trillions** of dollars and **millions** of dollars of minerals. So we're fighting here and they are taking it out, looking at us and saying thank you very much sucker. It's really, really crazy.*

Democrat H.Clinton has focused on economics, politics and education: *When I was **Secretary of State**, we worked closely with our allies Japan and South Korea to respond to this threat, including by creating a missile defense system that stands ready to **shoot down** a North Korean warhead, should its leaders ever be reckless enough to launch one at us. The technology is ours. Key parts of it are located on Japanese ships. All three countries contributed to it. And this month, all three of our militaries will run a joint drill to test it.*

*This is not someone who should ever have the **nuclear codes** – because it's not hard to imagine Donald Trump leading us into a war just because somebody got under his very thin skin.*

*He believes we can treat the U.S. economy like one of his casinos and default on our **debts** to the rest of the world, which would cause an **economic catastrophe** far worse than anything we experienced in 2008.*

*I wrestled with the Chinese over a climate deal in Copenhagen, brokered a ceasefire between Israel and Hamas, negotiated the reduction of nuclear weapons with Russia, twisted arms to bring the world together in **global sanctions** against Iran, and stood up for the rights of women, **religious minorities** and **LGBT** people around the world.*

3 General observations and conclusion.

Terminology is almost equal to 9-11% of candidates' speeches. Moreover, it is not only the most numerous and in addition, it is the most flexible part of the modern English vocabulary. Withdrawing of the term beyond its term system leads to its determinologisation resulting in the conversion of word's semantic structure, the extension of the concept's denotation, the accumulation of new senses, the development of figurative meaning.

The candidates for the US presidency widely have used this peculiarity of the terminological unit in their election campaigns in 2016.

Therefore, it should be noted that terms of economic and political subjects prevail in speeches of the both candidates by a wide margin. That is not surprising, because US citizens are concerned about economic subject right after a recession. That is why corresponding to the needs of the public and time both candidates actively employ the terms: *decrease, business competition, economy, tax, development* and many others. Demography and military activity of the USA in the world policy took the 2-3 places respectively. Donald Trump paid the voters' attention to his own fortunes and economic opportunities, Hillary Clinton appealed to her political experience and outstanding biography, relationships with the world leaders.

In summary, we should mention that the candidates for the US presidency in 2016 actively employed branch terminology in their pre-election political discourse corresponding to the modern public needs and with aim to demonstrate their professional knowledge. Each candidate differently represented the success of election strategy

and originally divided various socially important issues in their addresses. The usage of quantitative analysis of the terminological vocabulary in the texts of American politicians' speeches allow to investigate the priority ranking of these subjects. Terminology was not only quantitative indicator but also an important quality indicator of politicians' success in their efforts to convince the voters.

Thus, the most important function of the political discourse is the function of political propaganda, the function of influence and persuasion. The discourse is an

essential component social and cultural interaction, the characteristic features of it are the interests, goals, methods and the formation of such public opinion that is required for the discourse's author.

We consider that the development of research methodology of the political discourse taking into account the diversity of methodological tools of interdisciplinary field is the promising aspect of the research. Also the role of political discourse as organizer of public opinion needs a further study.

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Особенности политического дискурса (на материале предвыборных выступлений Дональда Трампа и Хиллари Клинтон)

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Аннотация. В обсуждаемой статье рассматриваются особенности и отличия политического дискурса Дональда Трампа и Хиллари Клинтон. Проанализированы тематические группы терминологии предвыборных выступлений кандидатов. Полученные результаты позволили определить 9 тематических групп терминов политического дискурса, а затем идентифицировать прототипы. Терминология, была не только количественным показателем, но и важным показателем качества успешности выступлений политиков.

Ключевые слова: терминология, политический дискурс, коммуникативный акт, социальное взаимодействие, идентификация.