MALAYSIAN JOURNAL OF APPLIED LINGUISTICS

https://e-journal.uum.edu.my/index.php/mjoal

IDEOLOGY AND POWER DYNAMICS IN PRESIDENT TRUMP'S FAREWELL ADDRESS: A CRITICAL DISCOURSE ANALYSIS

[1]Ridha Rouabhia & [2]Nayef Jomaa Jomaa
[1]Department of English Language and Literature,
Faculty of Letters, Karabuk University, Karabuk, Turkey
[2]English Language Unit, Preparatory Studies Center,
University of Technology and Applied Sciences, Salalah, Sultanate of Oman

[2]Corresponding author: nayef.jomaa@utas.edu.om

ABSTRACT

This analysis focuses on President Trump's Farewell Address, utilizing Critical Discourse Analysis (CDA) and Fairclough's Three-Dimensional Model. Its objective is to examine the rhetorical strategies employed in the address, such as repetition, hyperbolic language, antithesis, and narrative structure. The analysis also takes into account sociocultural context factors along with power dynamics and ideological positioning evident in the address. The findings highlighted how language choices impact persuasion within political discourse by constructing a cohesive message that reinforces American values while inspiring hope for future endeavours. However, it is important to note that this analysis only focuses on a single case study without comparing President Trump's discourse with other political figures' speeches or statements. To gain a more comprehensive understanding of his communication style and strategies, future research could expand its scope by incorporating a wider range of speeches from different contexts considering sociocultural factors with multiple perspectives.

Keywords: critical discourse analysis, Donald Trump, farewell address, ideology, power dynamics

INTRODUCTION

The field of discourse analysis has attracted multidisciplinary interests in the early seventies, thus developing into multiple approaches (Jomaa, 2019). Linguistically, discourse analysis has been identified as text-linguistics, text analysis, conversational analysis, rhetorical analysis, functional analysis, and clause-relational analysis (Bhatia, 2013). In this regard, several studies have focused on analysing political speeches. For instance, President Trump's time in office, from January 20, 2017, to January 20, 2021, was filled with important events and debates. His administration had a focus on populism and nationalism, particularly immigration policies as well as trade and deregulation. President Trump made use of different communication methods during his presidency such as social media platforms like Twitter to directly interact with the public and influence public opinion. Studying political communication, like President Trump's speeches and statements, through the lens of Critical Discourse Analysis (CDA) offers valuable insights into the hidden ideologies and power dynamics at work (Al Dilaimy et al., 2022). That is, CDA provides a deeper understanding of how language is employed to shape meaning, influence public opinion, and either uphold or challenge established power structures (Ghaderinezhad, 2015). By analysing President Trump's linguistic choices, and discursive strategies, as well as considering the sociocultural context surrounding his farewell address, we can reveal the ideological framing and power dynamics that shaped his communication style as well as policy agenda. Therefore, the purpose of this study is to reveal the ideological framing and power dynamics present in President Trump's discourse during his farewell address by analysing linguistic patterns and discursive strategies, examining how President Trump positions himself to persuade his intended audience and exploring the socio-political implications of President Trump's farewell address on public discourse and policy debate.

LITERATURE REVIEW

Studying ideology and power in political discourse is of paramount significance due to its multifaceted implications. As noted by Wodak (1989), critical linguistics offers a lens through which the mechanisms of power that perpetuate societal inequality can be systematically dissected within political discourse. This analytical approach enables a comprehensive understanding of how power dynamics are established and sustained through language. In this regard, the role of political discourse in propagating ideologies and values is a central focus. In their studies, Saedeen and Albzour (2022) and Nahrkhalaji (2011) have highlighted that analyzing the language employed in political communication unveils the underlying ideologies and values being promoted. This exploration enhances our ability to decode the subtle messages and belief systems that shape political narratives.

Engaging with the language of political discourse not only unveils ideologies but also cultivates critical awareness of power structures and ideological relationships (Nahrkhalaji, 2011). This intensified awareness enriches comprehension of contemporary social and political issues, enabling a deeper grasp of the forces at play. The translation of political discourse transcends linguistic transfer and delves into the realm of ideology and values (Nahrkhalaji, 2011). Understanding the intricacies of these underpinnings is essential for accurate and nuanced translation, underscoring the inextricable link between language and ideology. Indeed, the study of ideology and power in political discourse provides a comprehensive framework for deciphering power dynamics, revealing hidden ideologies, cultivating critical consciousness, and refining the art of translation. However, the complexity of the concept of ideology warrants careful consideration.

In another study, Diehl (2022) highlights the intricate nature of ideology within political

communication, emphasizing the lack of a universally agreed-upon definition. This lack of consensus becomes particularly evident when applied to empirical cases. The concept of populism, for instance, embodies diverse manifestations, encompassing movement, ideology, communication strategy, and more. Therefore, scholars have proposed varying approaches to conceptualizing populism, such as the minimal ideational definition and the ontological understanding as discourse articulation (Diehl, 2022). Yet, these approaches inherently assume coherence, neglecting potential discrepancies between ideology, communication, and organizational form.

In one of the studies, Bracciale and Martella (2017) investigated political leaders' Twitter timelines in Italy and revealed distinct communication styles, including 'Engaging,' 'Intimate,' 'Champion of the people,' and 'Man of the street.' While the latter two styles exhibit populist elements, their alignment with leaders' ideological positions remains fluid. Bonner's (2021) typology of punitive populism, developed through media communication analysis, identifies three variants: authoritarian, conflicted, and accountable. The typology underscores the interplay between media systems and political ideology in shaping these forms of populism. In essence, the exploration of ideology in political communication is a nuanced endeavour, influenced by the researcher's perspective, empirical context, and the multifaceted dimensions of politics under scrutiny. The diverse studies presented herein collectively contribute to a richer understanding of the intricate relationship between ideology, language, and power in the realm of political discourse.

Critical Discourse Analysis (CDA) adopted in this study is a research approach that delves into the analysis of texts, communication, and social practices to gain insights into, explain, and critically assess the reflection of social realities within the text (Armayanti, 2020). This method seeks to uncover underlying power dynamics, social inequalities, and embedded ideologies in discourse presentations (Irawan & Adnan, 2018). More specifically, CDA is a qualitative research theory that investigates texts and social practices across different levels, from local to societal, as noted by Armayanti (2020). Its pointed emphasis on social issues highlights power dynamics and the underlying causes of inequalities. Besides, discourse presentations shed light on these aspects since CDA's standout characteristic is the fusion of language micro-analysis and social structure macro-analysis. Therefore, the nuanced link between discourse and broader societal matters has been the focus of several studies (Irawan & Adnan, 2018).

Operating as a multidisciplinary field, CDA brings together linguists and sociologists in a collaborative effort to dissect and analyse social phenomena as they are represented within social discourses. In this context, language is regarded as a social semiotic system, acting as a conduit for transmitting socio-cultural norms and values (Santosa, 2016). An essential aspect of CDA is the active engagement with politics through its exploration and examination of specific research methods, statements, and values; this engagement allows CDA to address and confront the intricate interplay between discourse and socio-political realities (Armayanti, 2020).

Utilizing CDA, Castro Fernández (2022) analysed Trump's speeches spanning from 2015 to 2022 and identified a frequent use of nouns, pronouns, and modal auxiliaries. The study revealed that Trump strategically employed pronouns like "I" and "we" to underscore American superiority and supremacy, emphasizing a sense of national pride. In another study, Awawdeh and Al-Abbas (2023) focused on Trump's speeches during the coronavirus pandemic crisis. Their analysis showed Trump's use of linguistic devices to highlight concepts related to America's superiority, national unity, citizens' involvement, and self-glorification. The study also noted his use of pronouns "I" and "we" to stress egoism. Besides, Susanto, Satria, and Rosa (2022) conducted a study on Trump's

speech after the Orlando shooting. They used CDA to show how Trump effectively communicates conservative beliefs and values to the audience. The study highlighted his skilful use of fear and media coverage to convey his message, which ultimately contributed to his victory in the 2016 presidential elections.

In addition, Saedeen and Albzour (2022) analysed Trump's speech, where he denied the results of the 2020 presidential election. The study revealed various discursive techniques employed by Trump, such as using specific words or phrases, providing evidence or proof for his claims, and creating divisions between different groups of people. He used these tactics to justify denying the election results while trying to gain empathy from Americans at large. In the same domain, Al Dilaimy et al. (2022) examined Trump's aggressive language during his presidency which often targeted certain racial or ethnic groups with offensive remarks. Their analysis identified instances where power dynamics played out through racism and discrimination based on race or ethnicity in ten different ideological categories. The application of Critical Discourse Analysis (CDA) has uncovered a range of linguistic strategies employed by Donald Trump in his speeches that emphasize American superiority, advance political goals manipulate crises for personal advantage, and provide justifications for actions taken.

These studies demonstrate how CDA can reveal complex ways on how language shapes socio-political dynamics. They have utilized Critical Discourse Analysis (CDA) to analyse various aspects of Donald Trump's speeches. They offer valuable insights that guide our analysis of President Trump's farewell address. By building upon these methodologies and findings, this present analysis aims at providing an all-encompassing understanding of underlying ideologies, and power dynamics embedded within President Trump's final address as a president.

METHODOLOGY

Data Collection

To acquire the transcript of President Trump's farewell address, the primary source utilized was the official website of the White House. This platform grants access to authentic speeches and statements delivered by the President throughout his term. The farewell address transcript was obtained and downloaded from this reliable source. Furthermore, secondary sources such as reputable news outlets and media organizations were consulted to cross-reference and validate the accuracy of this transcript, given its substantial length of approximately 2,773 words. These sources encompass prominent news networks like CNN, BBC, and The New York Times that frequently provide transcripts or summaries of significant speeches and events. Combining information from the official White House channels and trusted news sources ensured the reliability and precision of the farewell address transcript employed for the analysis.

Data Analysis

To analyse President Trump's farewell address using Fairclough's model (1989), the following step-by-step approach is employed:

1. Linguistic Analysis

a. Identifying and examining specific word choices utilized in the address, considering their connotations and ideological implications.
b. Analysing the use of metaphors and symbolism to shape meaning and reinforce particular ideologies.
c. Investigating how modal verbs are employed to convey certainty, probability, or necessity and their impact on persuasive strategies implemented within the discourse.
d. Exploring pronoun usage to reveal aspects, such as the speaker's identity, relation to the audience, and power dynamics.

2. Discourse Practice Analysis

a. Identifying patterns of repetition and analysing their rhetorical impact in reinforcing core messages and influencing the audience.
b. Examining the use of hyperbolic language and understatement to create emphasis and evoke strong reactions.
c. Investigating how antithesis and contrast are employed to frame arguments, generate persuasive effects, or highlight opposing viewpoints.
d. Analysing the narrative structure utilized in constructing a cohesive and compelling message, as well as examining framing techniques employed for effective communication purposes.

3. Sociocultural Analysis

a. Positioning the farewell address within a wider political and historical context to comprehend the societal and cultural influences impacting the discourse.
b. Analysing the power dynamics and ideological positioning evident in the address, considering how relationships between the speaker, audience, and other stakeholders shape its content.
c. Investigating how the address effectively engages and persuades its intended audience by examining strategies employed to appeal to their values, beliefs, as well as emotions.

FINDINGS

Lexical Choices

In President Trump's Farewell Address, the choice of specific words and their implications can be explored to understand the rhetorical strategies employed:
1. "Nobility" and "unique purpose": These words create a sense of greatness and exceptionalism, positioning America as a special nation with an important role. The implications suggest that America has a moral duty and plays a distinct part in history.
2. "Shared national identity" and "heritage": These terms emphasize the idea of belongingness to a collective identity and common heritage that unites Americans. The implications suggest unity based on shared history, reinforcing national cohesion.
3. "Free expression," "free speech," and "open debate": These phrases highlight democratic values and freedom of self-expression. The connotations imply a commitment to individual liberties while rejecting censorship or suppression of differing opinions.
4."Bold diplomacy" and "principled realism": These terms present Trump's foreign policy as courageous and grounded in moral principles. The connotations indicate a strong assertive approach

towards international relations, presenting Trump as a decisive leader.

5."Special interests", "corporations", and "global entities": These phrases carry negative undertones, suggesting excessive influence not aligned with everyday American interests. The language implies a populist stance, presenting Trump as a defender against powerful elites.

6."Best interest of American workers and families": This phrase emphasizes Trump's focus on the needs and concerns of ordinary Americans. Connotations imply a commitment to improving the lives of working-class citizens prioritizing their well-being.

7."National greatness", "pride", "glory": These words evoke patriotism and national pride. Implications suggest belief in American exceptionalism importance of preserving and celebrating the nation's achievements and values.

These word choices and their connotations contribute to the overall rhetorical strategies employed in President Trump's Farewell Address, shaping the audience's perception of his administration's accomplishments, values, and vision for the future.

Metaphors and Symbolism

In President Trump's Farewell Address, metaphors and symbols are utilized to shape meaning and ideology:

1. "North Star": This metaphorical symbol represents a guiding principle that informs decision-making. It implies that Trump's administration was driven by a strong conviction to serve the American people.

2. "Dawn of a new Middle East": This metaphorical phrase symbolizes an era of peace in the Middle East, contrasting it with past conflicts. It suggests that Trump's administration played a significant role in achieving historic peace deals.

3."Putting the American people back in charge": This metaphorical expression signifies shifting power dynamics towards prioritizing everyday Americans over special interests and global entities. It reinforces restoring self-government and empowering citizens.

4."Building a country": This metaphorical phrase represents creating and shaping the nation. It implies that Trump's admin worked towards creating a country where citizens could find jobs, support families, and live in safe communities, thus actively constructing a prosperous secure nation.

5."Loss of confidence in ourselves": This metaphorical expression signifies a decline in belief and trust in America's values and history heroes. It suggests that a lack of confidence weakens the nation and hinders the ability to overcome challenges. It reinforces the importance of maintaining pride and faith in American ideals.

These metaphors and symbols shape the meaning and ideology in President Trump's Farewell Address, reinforcing the narrative of a strong and principled administration that prioritizes the interests of the American people and seeks to restore national greatness.

Modal Verbs and Certainty

In President Trump's Farewell Address, modal verbs are employed to express certainty, probability, or necessity:

1. "We accomplished a series of historic peace deals in the Middle East": The use of the verb "accomplished" indicates certainty that the peace deals were successfully achieved.

2. "Nobody thought it would happen": The use of the modal verb "would" suggests probability, indicating that the peace deals were unexpected or unlikely to be achieved.

3. "We should never lose this conviction": The use of the modal verb "should" conveys necessity and emphasizes maintaining a strong belief in America's greatness.

4. "That is not something we typically do": The use of the negation "not" conveys certainty, suggesting that certain actions or behaviours are not aligned with American values.
 5."We will always remain a land of hope, light, and glory ": The use of the modal verb "will" conveys necessity and emphasises the enduring nature of America as a nation characterized by hope, light, and glory.

These linguistic devices shape the meaning and tone of President Trump's Farewell Address, conveying a sense of certainty in accomplishments, the probability of unexpected outcomes, and the necessity of certain beliefs and values.

Pronoun Usage

In President Trump's Farewell Address, the use of pronouns provides insights into the speaker's identity and relationship with the audience:
1. The pronoun "we" suggests that President Trump positions himself as part of a collective group, including his administration and the American people. It conveys a sense of shared accomplishment and unity.
2. The pronouns "I" and "you" establish a direct connection between President Trump and the audience, implying personal investment in serving their interests.
3. The use of "our" emphasizes a collective identity and shared commitment to prioritize the American people's interests over external entities.
4. Highlighting "your needs were my first..." implies attentiveness to Americans' concerns throughout his administration.

These patterns reveal how President Trump identifies with Americans as their leader who closely relates to their interests and concerns using inclusive language like 'we' and 'our'.

Discourse Practice Analysis: Rhetorical Devices and Narrative Strategies

Repetition and Emphasis

In President Trump's Farewell Address, strategic repetition is employed to emphasize key points and convey a sense of conviction:
1. "We must always hold onto this belief": The repetition of the word "belief" underscores the importance of maintaining a strong conviction. It creates an urgent tone and emphasizes the enduring nature of this belief.
2. "Freedom of expression, freedom of speech, and open debate": By repeating the word "freedom," emphasis is placed on democratic principles and individual liberties. This reinforces their significance in shaping the American identity.
3."That's not who we are as Americans": The repetition of phrases like 'that's not' establishes certainty while defining boundaries for behaviour. It suggests that certain actions or behaviours do not align with American values or are not acceptable.
4."I fought for you, I fought for your family, I fought for our country": The use of the repetitive phrase 'I fought' highlights personal commitment and dedication towards serving Americans. It reinforces active engagement in advocating their interests.

These instances of repetition serve rhetorical purposes such as emphasizing key ideas, creating a sense of conviction, and reinforcing the speaker's commitment to certain values and actions. They help reinforce the overall message and make it more memorable for the audience.

Hyperbole and Understatement

In President Trump's Farewell Address, language is employed to make a persuasive impact:
1. "We achieved a series of significant peace deals in the Middle East": The use of the word "significant" emphasizes the importance of the peace deals without overstating their historical nature.
2. "Many doubted it could happen": Instead of using hyperbolic language like "nobody," this phrase acknowledges scepticism while avoiding exaggeration.
3. "I am proud to be a President who prioritized diplomacy over conflict": This statement highlights diplomatic efforts without making exaggerated claims about being unique among presidents in decades.
4. "We worked towards empowering American citizens in our country's governance": By focusing on empowerment rather than claiming complete control, this phrase presents a more balanced perspective on citizen involvement.
These instances of hyperbolic language serve to emphasize the achievements and successes of President Trump's administration, creating a persuasive impact by presenting them as extraordinary and groundbreaking.

Antithesis and Contrast

In President Trump's Farewell Address, contrasting elements are utilized to highlight arguments:
1. "We fought for the principle that every citizen is entitled to equal dignity, equal treatment, and equal rights because we are all made equal by God": By juxtaposing "equal dignity, equal treatment, and equal rights" with the notion of being "made equal by God," a contrast is created between societal principles of equality and the belief in inherent human worth. This framing suggests that equality goes beyond social constructs as it stems from a higher power.
2. "No nation can long thrive that loses faith in its own values, history, and heroes; these are the very sources of our unity and vitality": The antithesis between losing faith" and "values, history, and heroes" establishes a contrast between negative consequences associated with losing faith versus positive sources contributing to unity and vitality. This emphasizes maintaining a belief in American values and history.
3."We must never lose this conviction. We must never forsake our belief in America": The use of antithesis through phrases like 'never lose' vs.' never forsake' creates an oppositional effect. It highlights the importance of steadfastness and commitment to American ideals.
These instances of antithesis serve to create a rhetorical impact by presenting contrasting ideas and framing arguments in a way that highlights the speaker's position and emphasizes the importance of certain values and beliefs.

Narrative Structure and Framing

In President Trump's Farewell Address, narrative strategies are employed to construct a coherent and compelling message:
1. Historical narrative: President Trump uses a historical perspective to present his administration's achievements, particularly highlighting peace deals in the Middle East as significant accomplishments that have brought about lasting peace and harmony. This approach emphasizes progress and success.
2. Personal narrative: President Trump shares personal stories to connect with the audience, emphasizing his commitment to fighting for the American people and their families. By positioning

himself as a leader who prioritizes their needs and concerns, he aims to create empathy and relatability.

3. National narrative: President Trump constructs a national story centred around American values, history, and heroes. He underscores the importance of preserving these elements for unity and vitality within society while appealing to patriotism by evoking pride in one's country.

4. Future-oriented narrative: Looking ahead optimistically, President Trump employs a future-focused storyline. He asserts that this is just the beginning of an ongoing movement, and encourages Americans' deep love for their nation by suggesting that there are no limits on what can be achieved. This strategy fosters anticipation and potentiality and inspires hope among listeners.

These narrative strategies work together to construct a coherent and compelling message that showcases the accomplishments of President Trump's administration, establishes a personal connection with the audience, reinforces American values, and inspires hope for the future.

Sociocultural Analysis: Power Dynamics, Ideological Positioning, and Audience Engagement

Political and Historical Context

President Trump's Farewell Address was given on a date close to the inauguration of President Joe Biden. It occurred during a time of intense political divisions in the United States, with debates surrounding immigration, healthcare, racial justice, and foreign policy. His presidency was characterized by a confrontational style and nationalist rhetoric that appealed to some but faced criticism from others.

The address took place after the 2020 presidential election whereby President Trump contested results and made unsupported claims about voter fraud. This added to existing tensions between his supporters and opponents. Additionally, it followed the storming of the U.S. Capitol by pro-Trump supporters on January 6th which raised concerns about democracy and peaceful transitions of power. Given this socio-political context, President Trump's Farewell Address aimed to shape public perception of his presidency while emphasizing achievements defending policies rooted in nationalism and conservative values rejecting political correctness.

Positioning and Identity

In President Trump's Farewell Address, he establishes his relationship with different groups, including his family, administration members, the American people, and the nation as a whole:

1. Family: President Trump expresses appreciation for his family members such as Melania (his wife), children, and son-in-law, Jared Kushner. This portrays him as a leader who values familial support and recognizes their contributions.

2. Administration: President Trump acknowledges Chief of Staff Mark Meadows, White House staff, Cabinet members, and dedicated administration personnel for their hard work. By doing so, he positions himself as an appreciative leader who recognizes collective achievements.

3. American people: President Trump shows gratitude to the American citizens while acknowledging it as an honour to serve them as a president. This emphasizes shared values between him and citizens while recognizing their role in shaping America's future.

4. Nation: President Trump highlights prioritizing America first by serving its workers, families, and overall well-being. He aligns himself with the national identity by emphasizing the importance of history, American heroes, and core values.

These positioning strategies serve to create a sense of connection, gratitude, and shared purposes. By acknowledging the contributions and support of various stakeholders, President Trump seeks to

reinforce his leadership role and present himself as a leader who is dedicated to the well-being and success of his family, administration, the American people, and the nation as a whole.

Audience Engagement and Persuasion

In President Trump's Farewell Address, various strategies are employed to effectively engage and persuade the intended audience. These include:

1. Appeal to shared values: President Trump emphasizes common values and beliefs that resonate with the audience, such as the importance of American workers and families, preserving American history and heroes, and defending American values. By highlighting these shared ideals, he aims to establish a connection with the listeners while fostering a sense of collective purpose.

2. Emotional appeal: President Trump utilizes a language infused with emotion along with vivid imagery in order to evoke strong emotional responses from his audience. For instance, he speaks about the unwavering support and love demonstrated by Americans towards their country. He also mentions pride in waving the American flag as well as his belief in America being regarded as one of history's greatest nations. These emotional appeals seek to cultivate feelings of loyalty, patriotism, and attachment towards both the nation and its leader.

3. Rhetorical questions: President Trump employs rhetorical questions that prompt reflection on certain ideas or issues. For example, "What has always allowed America to prevail over challenges?". By posing these questions, the aim is for audiences to consider strengths and values contributing towards success, reinforcing the message of greatness.

4. Repetition: President Trump uses repetition effectively to emphasize key points or ideas. He repeats phrases like "We put American people back in charge" multiple times throughout his address. The intention is to reinforce his message, making it more memorable for listeners.

These strategies of appealing to shared values, using emotional language, employing rhetorical questions, and utilizing repetition work together to engage and persuade the intended audience. By connecting with their values, evoking emotions, encouraging reflection, and reinforcing key messages, President Trump seeks to rally support.

Linguistic Patterns and Ideological Signatures

The analysis of President Trump's Farewell Address reveals several key findings regarding the linguistic choices and their ideological implications. These findings shed light on the strategies employed by President Trump to engage and persuade his intended audience.

First, the use of terms like "nobility," "unique purpose," and "greatness" by President Trump presents America as an exceptional nation with a special role in history. These terms evoke a sense of grandeur and exceptionalism, appealing to patriotic sentiments and reinforcing national identity. Second, emphasising "shared national identity" and "heritage" fosters a sense of belonging among Americans. By highlighting common values and history, President Trump aims to create unity among his audience. Furthermore, phrases like "best interests of American workers and families" align with populist rhetoric that positions President Trump as a defender of ordinary people against powerful elites. This language connects him with his audience's concerns.

Additionally, negative connotations associated with terms like "special interests," corporations," and global entities" suggest that these entities do not prioritize everyday Americans' needs. This reinforces populist narratives that aimed at gaining support from frustrated individuals. Moreover,

phrases such as "free expression," "free speech," and "open debate" align President Trump's discourse with democratic principles while rejecting censorship or suppression. By emphasizing these values, he appeals to supporters who value individual liberties.

Discursive Strategies and Power Manifestation

The discursive strategies employed by President Trump in his Farewell Address reflect and reinforce power dynamics within his discourse. One strategy is using authoritative language and declarative statements, where he asserts his authority and expertise to establish dominance over the audience. Another strategy used by President Trump is the repetition of key phrases and slogans like "Make America Great Again," which solidifies his position in the supporters' minds, reinforcing power dynamics. Furthermore, binary oppositions and polarizing language are frequently employed to create divisions between groups. Terms like "fake news" delegitimize opposing viewpoints while consolidating support from a specific base. Further, narrative framing shapes public perception by emphasizing achievements and portraying him as a strong leader who can solve societal problems.

Socio-political Implications and Influence

The discursive strategies utilized by President Trump in his Farewell Address have notable socio-political consequences and impact. Through the use of authoritative language, repetition, binary oppositions, and narrative framing, President Trump reinforces power dynamics and influences public perception. These strategies contribute to shaping his political image while consolidating support from his base. Besides, they marginalize dissenting voices and undermine opposing viewpoints which exacerbate societal divisions. The employment of these discursive strategies carries implications for public discourse as well as policy debates since they shape narratives and ideologies that inform political decision-making.

DISCUSSIONS

This qualitative study utilized a critical discourse analysis to examine President Trump's Farewell Address, employing Fairclough's Three-Dimensional Model. The study's primary aim was to analyse the rhetorical strategies employed in the address, including repetition, hyperbolic language, antithesis, and narrative structure. In addition, sociocultural context factors, power dynamics, and ideological positioning were considered in the address.

The findings of this study shed light on how language choices impact persuasion within political discourse by constructing a cohesive message that reinforces American values while inspiring hope for future endeavours. These findings align with research by Al Dilaimy et al. (2022), who conducted a critical discourse analysis of President Trump's aggressive and offensive language before and after his inauguration speeches. Their research revealed that specific words and phrases were used to create divisions between different groups of people as a means to justify denying election results while gaining empathy from Americans.

Further, Ghaderinezhad (2015) explored the relationship between language and ideology in Critical Discourse Analysis texts. The study highlighted how language choices play a significant role in shaping socio-political realities and reinforcing power dynamics within society. This finding is consistent with our own analysis, which identified authoritative language use alongside repetition and binary oppositions present in President Trump's Farewell Address that aimed at reinforcing

power dynamics and ideological positioning.

Another relevant contribution comes from Saedeen and Albzour (2022), who analysed one of Trump's speeches whereby he denied the results of the 2020 presidential elections using various discursive techniques, such as specific word choice or providing evidence for his claims while creating divisions among different groups based on their identities or beliefs systems. This finding aligns closely with our own analysis, which also found the repetitive use of hyperbole alongside binary oppositions employed by President Trump during his farewell speech, aiming at reinforcing his ideological positions whilst marginalizing dissenting voices. These studies collectively highlight persuasive strategies employed by President Trump in constructing his political messages.

Lastly, the sociocultural analysis of President Trump's Farewell Address aligns with previous research emphasising sociocultural factors' influence on political communication. The address took place during a time of intense political divisions in the United States, with debates surrounding immigration, healthcare, racial justice, and foreign policy being at their peak. This context further deepened divisions shaping discourse, as highlighted by Al Dilaimy et al. (2022), who analysed aggressive language targeting racial or ethnic groups used by Trump. These studies demonstrate the importance of considering sociocultural context and its impact on shaping and influencing the political discourse.

Our study is unlike previous studies in terms of both methodology and findings. In terms of methodology, while Al Dilaimy, Al-Rawe, and Suleiman (2022) and Saedeen and Albzour (2022) conducted critical discourse analyses on President Trump's speeches, our study specifically utilized Fairclough's Three-Dimensional Model to analyse the Farewell Address. This model allowed us to delve into the address's linguistic, discursive, and sociocultural dimensions. By doing so, we could gain a comprehensive understanding of how President Trump employed rhetorical strategies that shaped his ideological framing and power dynamics evident in his speech.

Besides, the findings of this study identified specific rhetorical strategies used in the Farewell Address, such as repetition, hyperbolic language usage, antithesis techniques, and narrative structure. These strategies served multiple purposes, including reinforcing President Trump's ideological positions and establishing authority, constructing a cohesive message that appealed strongly to American values while inspiring hope for future endeavours. The sociocultural factors were also analysed that highlighted power dynamics at play along with positioning ideologies evident throughout this discourse, considering the broader political and historical context.

In their studies, Al Dilaimy et al. (2022) focused on examining aggressive, offensive language used by President Trump before and after inauguration speeches, whereas Saedeen and Albzour (2022) examined speeches where he denied the results of the presidential election held during the year 2020. These studies have primarily explored the use of specific words and phrases, creating divisions between different groups and providing evidence of claims made. While these aspects were considered part of our analysis, we adopted a more holistic approach to analysing the overall rhetoric strategy and the sociocultural context within the farewell address.

CONCLUSION

The examination of President Trump's farewell address using Critical Discourse Analysis (CDA) and Fairclough's Three-Dimensional Model has provided valuable insights into the underlying ideologies, power dynamics, and persuasive strategies employed in his communication style. In terms of the linguistic analysis, the study revealed that President Trump utilized language that conveyed authority, repetition, and binary oppositions to shape meaning and influence public opinion. His choice of words reflected his ideological stances while reinforcing his position of power. In the dimension of discourse practice, it was observed that President Trump employed narrative framing techniques along with repetition and exaggeration to strengthen power dynamics and construct a coherent message. These strategies positioned him as a strong leader while marginalizing dissenting voices. The socio-cultural analysis dimension shed light on the political context surrounding President Trump's farewell address. It occurred during a highly polarized period marked by significant divisions following the 2020 presidential election which intensified political tensions.

This examination of President Trump's farewell address has made significant contributions to the fields of CDA and political communication. First, this analysis has demonstrated the applicability of Fairclough's Three-Dimensional Model in analysing political discourses. By examining linguistic, discursive, and sociocultural dimensions in President Trump's farewell address, researchers have gained a deeper understanding of ideological framing, power dynamics, and persuasive strategies employed in his communication style. Second, this analysis has revealed how language is used to shape public opinion and reinforce power dynamics. President Trump utilized authoritative language, repetition, and binary oppositions that reflected his ideological positions while reinforcing his authority.

Furthermore, this analysis highlighted discursive strategies employed by President Trump to construct a coherent message. The use of narrative framing techniques alongside repetition and hyperbole positioned him as a strong leader while marginalizing dissenting voices. Lastly, this analysis emphasized considering the sociocultural context surrounding political discourse. President Trump delivered his farewell address during a highly polarized period influenced by post-2020 presidential election tensions. This context further deepened divisions shaping the discourse.

Though examining President Trump's farewell address using Critical Discourse Analysis (CDA) and Fairclough's Three-Dimensional Model has yielded valuable insights, it is important to acknowledge certain limitations. First, the analysis focused exclusively on the farewell address and did not consider other aspects of his communication or the broader political context. To gain a more comprehensive understanding of his communication style and strategies, future research could expand the analysis to include a wider range of speeches and statements. Additionally, this analysis was limited to a single case study without comparing President Trump's discourse with that of other political figures.

Besides, future research could explore similarities and differences in discourse among different leaders to identify common patterns or unique strategies employed by each individual. Furthermore, while linguistic and discursive dimensions were emphasized in this analysis, less attention was given to sociocultural context factors. Consequently, future research could delve deeper into how sociocultural factors influence leaders' speech, media impact on public opinion, and shaping the political discourse. Lastly, it is worth noting that future studies can incorporate multiple perspectives

along with various methodologies for providing balanced analyses of political discourses.

ACKNOWLEDGEMENT

REFERENCES

Al Dilaimy, H., Al-Rawe, M., & Suleiman, S. (2022). Donald Trump's aggressive and offensive language before and after his inauguration speeches: A critical discourse analysis. *International Journal of Linguistics and Translation Studies*, *3*(1), 1-9.

Armayanti, R. (2019). Critical discourse analysis (CDA) on qualitative research: A review. *REiLA: Journal of Research and Innovation in Language*, *1*(1), 29-34.

Awawdeh, N. A. A. F. (2021). *A Critical Discourse Analysis of President Donald Trump's Speeches during the Coronavirus Pandemic Crisis*. (Unpublished Master's thesis in Middle East University, Amman, Jordan).

Bhatia, V. K. (2013). *Analysing genre: Language use in professional settings*. Routledge.

Bonner, M. (2021). What is punitive populism? A typology based in media communication. *MATRIZes*, *15*(1), 77-102.

Bracciale, R., & Martella, A. (2017). Define the populist political communication style: the case of Italian political leaders on Twitter. *Information, Communication & Society, 20*, 1310 - 1329.

Fernandez, M. C. (2022). A corpus discourse analysis of Donald Trump's speeches between 2015 and 2022. *Qantu Yachay*, *2*(1), 147-166.

Diehl, P. (2022). For a complex concept of populism. *Polity*, *54*(3), 509-518.

Ghaderinezhad, B. (2015). On the relationship between language and ideology represented in the CDA texts. *International Journal of Humanities and Cultural Studies*, 878-889.

Irawan, A. M., & Adnan, Z. (2018). Locating critical discourse analysis (CDA) in discourse and social studies. *International Journal of Humanities and Innovation (IJHI)*, *1*(2), 127-139.

Jomaa, N. (2019). Multiple approaches to analysing academic discourses: similarities and differences. *Eurasian Journal of English Language and Literature, 1*(1), 1-14.

Nahrkhalaji, S. S. (2007). Language, Ideology and Power: a Critical Approach to Political Discourse. *1ˢᵗ National Conference of Language, Discourse and Pragmatics, Chamran University, Ahvaz, Iran.*

Saedeen, M., & AlBzour, N. N. (2022). Donald Trump's denial speeches of the 2020 United States presidential election's results: A critical discourse analysis perspective. *Advances in Language and Literary Studies*, *13*(1), 32-40.

Santosa, R. (2016). Critical discourse analysis (CDA): Systemic functional linguistics (SFL). In *PRASASTI: CONFERENCE SERIES* (pp. 46-57).

Susanto, J., Satria, R., & Rosa, C. H. (2022). Donald J. Trump's speech on the Orlando shooting: Critical discourse analysis. *Professional Discourse & Communication*, *4*(3), 19-28.