Sexism in Trump's Political Speeches: A Critical Discourse Analysis Approach

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Abstract
Language use embodies attitudes as well as referential meanings. Women's language has the attitude that women are marginal to the serious concerns of life. The marginality of women is manifested in both the ways women are expected to speak and the ways they are spoken of. The current study investigates such language in five of Donald Trump's political speeches to achieve the following aims(1) identifying the linguistic realization of sexism in Trump's Speeches;(2) uncovering how power and ideology of the speaker is contextually realized;(3) developing a model for the analysis of Trump's speeches.

1. Introduction

The current study shed light on sexism. Sexism is represented not only in the use of certain linguistic forms and expressions, but it is also institutionalized in the sense that it represents the ideology of a particular institution. When someone is accused of being sexist, he is accused of having false beliefs and ideologies. Accordingly, the researchers attempt to analyze sexist language in Trump's speeches with the aim of questioning a change which is that men and women or women and men should be equal. Women should not be treated as fine ladies or emotional creatures, but they should have their own rights and their own status in society.

1.1 The Problem
1. How is sexism linguistically realized in Trump's speeches?
2. How is Trump's ideology contextually realized?

1.2 The Aims
1. Identifying the linguistic realization of sexism in Trump's Speeches.
2. Uncovering how power and ideology of the speaker is contextually realized.
3. Developing a model for the analysis of Trump's speeches.

1.3 The Hypotheses
1. At the micro level, sexist language is realized through the use of different levels of language such as lexical, pragmatic, and rhetorical.
2. At the macro level, the speaker's power and ideology are realized through the use of sexist linguistics means.

1.4 The Procedure
2. Analyzing five sexist speeches delivered by Trump.

2. Critical Discourse Analysis (CDA)

Critical discourse analysis(CDA) is a practically-oriented approach addressing a social problem with the aim of resisting it. It is not concerned with language, but with the linguistic character of social and cultural processes and structures. That is, the role of structures, strategies or other properties of texts and talk in establishing and maintaining power relations between different groups in society (van Dijk,1993:250). Language, according to CDA, is never neutral and it always has some implications of the world that surrounds its speakers or
at least it is not neutral on a personal level. It is, then, a form of social practice that seeks to examine both the manner in which discourse is shaped by relations of power and ideology, and the manner in which discourse actively plays a role in shaping these relations (Fairclough & Wodak, 1997: 258). Hence discourse is both a mode of action where a person acts upon the world and upon others as well as a mode of representation where it is a reflex of the world in general and the situational variables in particular (Fairclough,1992:63). Therefore, discourse is a practice that does not just represent the world as it is, the world is also signifies, constructed and constituted in meaning through discursive practices. These practices contribute both to reproducing society (social identities, social relationships, systems of knowledge and belief) as it is, as well as to transforming it (ibid. :65).

3. **Ideology**

Generally, the notion of ideology is used in the mass media and social sciences. Its everyday usage is rigid and misguided or ‘partisan’ ideas of others: 'We have the truth and they have ideologies', hence its usage is negative. Such negative meaning can go back to Marx Engels for whom ideologies are a form of 'false consciousness' (van Dijk,2005:1).

Both in politics and in the social sciences, the notion of ideology continues to have its negative connotations. Part of its negativity, ideology plays a crucial role in the legitimization of power abuse by dominant groups though, originally, it does not have this negative meaning(ibid.). It is first introduced by the French philosopher Destutt de Tracy to refer to a novel discipline that studies ideas. These ideas are understood as systems of the prevailing ideas of the elites on the one hand and on the other hand, the false ideas of the working class which is misguided about the conditions of its existence(Van Dijk,1998:15).

Van Dijk(ibid.) lists five points about the everyday use of the term ideas:
1. Ideas are processes in the mind.
2. Ideas are products of thinking or thought.
3. Ideas are part of knowledge.
4. Ideas are both personal and social(the researchers' emphasis). Accounting for ideologies in terms of ideas does not imply that they are only mental but they are socially shared and related to the societal structures.
5. Ideas are new and original important thoughts.

4. **Power**

Power, according to CDA, is "a systemic characteristic, a transformative and non-static feature of interaction that is both enacted and contested in every interaction" (Holmes, 2005:32). This reinforces the idea that power is dynamically constructed and exercised in everyday interaction. Individuals manifest power in different ways as they construct their own identities and roles in response to the behaviour of others. For instance, when an individual uses language to control people’s minds, beliefs, and actions, then one is aiming at acquiring more power and directing things and events towards a specific goal or agenda (ibid.)

In the same vein, power is defined in terms of control, that is, a particular group has more or less control over another group. This kind of power is due to the privileged access to social conditions such as money, force, status, knowledge, etc. Thus, the power of dominant groups is integrated in their laws, rules, norms, and habits. They exercise their power in everyday acts as in the case of sexism; within the same group men are dominant and more powerful than women(van Dijk, 2015: 496).

5. **Sexism**

Sexism is the use of language to discriminate against women and to belittle and trivialize those activities associated with women. Sexism is defined as "the practices whereby someone foregrounds gender when it is not the most salient feature". It, just like racism and other discriminatory forms of language, stems from larger societal forces, wider institutionalized inequalities of power and conflict over who has rights to certain positions and resources(Mills, 2008: 1). Sexist language is a language that shows gender bias; a favour of one sex at the expense of another. In all cases, the bias is in favour of men against women(Lei, 2006: 1). Language does not merely reflect the nature of society, but it is a fundamental means of constructing and maintaining that society. Historically, society is 'men oriented' and 'men centered'. Universally, gender discrimination exists and society divides its people into two classes men and women. Men are superior and they exert power over women. Women, on the other hand, are considered to be inferior(Lazar, 2010:10). The question may arise is how do men exercise superiority over women? To answer this question,Vetterling-Braggin (1981: 2) states that "a statement is sexist if it contributes to, encourages, causes, or results in the oppression of women". It seems that
this definition restricts sexism to language only. However, Vetterling-Braggin suggests that "a statement is sexist if it constitutes, promotes, or exploits an unfair, irrelevant, or impertinent distinction between the sexes" (ibid.: 3).

Moreover, Zwicky (1997: 25) questions whether individuals choose the words that are sexist or the institutional nature itself is sexist. In the same vein, Butler (1997: 1) claims that people are injured by language. This means that people have power to injure and language acts against them. However, for Mills (2008: 36), individuals are not injured by language, but by the ruling system of a particular society. Being a sexist system, individuals attempt to challenge it and change the way people use language.

To sum up, "Sexism is a language which discriminates women by representing them negatively or which seems implicitly assume that activities primarily associated with women were necessarily trivial" (Vetterling-Braggin, 1981: 27).

The Model of Analysis
The Eclectic Model for the Analysis of Trump's Speeches.
Data Analysis

Extract 1
Women have one of the great acts of all time. The smart ones act very feminine and needy, but inside they are real killers. The person who came up with the expression ‘the weaker sex’ was either very naive or had to be kidding. I have seen women manipulate men with just a twitch of their eye—or perhaps another body part.

The Lexical Level
Lexicalization
In Trump’s speech, women are described negatively as he claims that they act all the time "The smart ones act very feminine and needy, but inside they are real killers". The comparative degree of the adjective "weaker" is magnificent in the sense that women are compared to the other sex and they are described as weaker than it.

Self-Identity Descriptions
In saying: “I have seen women manipulate men with just a twitch of their eye—or perhaps another body part”, Trump makes clear his identity as he appears to be anti-feminist describing women negatively.

Activity Descriptions
Trump’s task is to belittle the other sex in order to prevent them from their rights, that is, participating in the socio-political system.

Goal Descriptions
From the above speech, it seems that Trump’s goal is to present women negatively as he announces that women act.

Norm and Value Descriptions
Trump’s speech is considered as against the norm. He depicts women negatively "Women have one of the great acts of all time. The smart ones act very feminine and needy, but inside they are real killers”.

The Pragmatic Level
Speech Act
The above speech includes the speech act of accusing as Trump accuses women of acting all the time.

Politeness
Negative Politeness Strategies
Be Direct
Trump appears to be very direct in describing women. For him, women are real killers. They appear as smart and needy, but from inside, they are real killers.

The Rhetorical Level
Understatement
Every word in the above extract has a sense of belittling the other sex. Women act all the time, the smart one behaves differently from what she feels, and they manipulate others by their body parts.

The Social Analysis
It is true that the way people speak and the language they use affects other people’s lives especially if the person who speaks has an authority. This person who is Trump is not an ordinary person. His words will affect others because he represents the political system of the country. So, Trump’s words show how women are oppressed and they live without dignity in a masculine society, a society which looks at women as being manipulative. They use their body parts to manipulate others.

Additionally, Trump claims that women should not be described as the weaker sex because they manipulate men in order to get what they want. They use their body as a means to an end, that is to say, to deceive men and attract their attention. He refuses to describe women as weaker but in a negative sense. They are not weaker because they are manipulative. In fact, they are not weaker because they have the ability of doing what the other sex can do. They can work, study, and do many other things.

Extract 2
There’s nothing I love more than women, but they’re really a lot different than portrayed. They are far worse than men, far more aggressive, and boy, can they be smart. Let’s give credit where credit is due, and let’s salute women for their tremendous power, which most men are afraid to admit they have.

The Lexical Level
Lexicalization
For Trump, women are depicted negatively. They are far worse than men, more aggressive, and they have tremendous power which men are afraid to admit.

Self-Identity Descriptions
Trump’s words are an indicator for his personality. He admits that "There’s nothing I love more than women, but they’re really a lot different than portrayed. They are far worse than men, far more aggressive, and boy, can they be smart".

**Activity Descriptions**
It seems that Trump's ultimate task is to distort the image of women as he declares that "Let’s give credit where credit is due, and let’s salute women for their tremendous power, which most men are afraid to admit they have."

**Goal Descriptions**
Trump's words give evidence for his goals towards women. His goal is to make a comparison between women and men where the former are made far worse than the latter.

**Norm and Value Descriptions**
"They are far worse than men, far more aggressive, and boy, can they be smart." Describing women in such a way is a violation of the norm of treating them.

**The Pragmatic Level**

**Speech Act**
The speech act of insulting is indicated as Trump presents women as being lairs because in reality they are different from their portrayed, far worse and aggressive than men.

**Politeness**

**Negative Politeness Strategies**

**Be Direct**
Trump creates a negative context for women as he claims that "They are far worse than men, far more aggressive….. let’s salute women for their tremendous power, which most men are afraid to admit they have."

**The Rhetorical Level**

**Understatement**
Every word in Trump's extract understates women and attacks their dignity. "There’s nothing I love more than women, but they’re really a lot different than portrayed. They are far worse than men, far more aggressive, and boy, can they be smart. Let’s give credit where credit is due, and let’s salute women for their tremendous power, which most men are afraid to admit they have."

**The Social Analysis**
Trump admits his sexist ideology by claiming that the out-group is far worse than the in-group, far more aggressive, and have a tremendous power which the in-group may be afraid of. This means that women abuses their power against others.

To whomever his target is, Trump negatively evaluates women. His words represent the socio-political system and its thinking towards women. Socially and politically, women are different from men even in their personality and their characteristics. What adds more to the oppression of women is Trump's comparison of women to an inanimate thing. As Trump says that "there is nothing I love more than women", so for Trump women is a thing.

**Extract 3**
"Crooked Hillary Clinton is the worst (and biggest) loser of all time. She just can’t stop, which is so good for the Republican Party. Hillary, get on with your life and give it another try in three years!"

**The Lexical Level**

**Lexicalization**
Different lexical adjectives are mentioned to describe Clinton negatively. Trump mentions that "crooked Hillary Clinton", she is the worst and biggest loser.

**Self-Identity Descriptions**
By describing Clinton as being crooked, Trump identifies the way he thinks of women, in general, and Clinton, in particular.

**Activity Descriptions**
Trump describes the political activity of Clinton claiming that her nominating is good for her party "She just can’t stop, which is so good for the Republican Party".

**Goal Descriptions**
Trump's goal is very clear concerning the nomination of Clinton. His goal is to prevent her from nomination by describing her negatively.

**Norm and Value Descriptions**
Trump's prevention of Clinton from nominating is an indicator of his violation of the norm which is paving the way for women to be leaders in the socio-political system.
Trump uses the speech act of insulting as he insults Clinton of being crooked, worst, and biggest loser.

**Politeness**

**Negative Politeness Strategies**

**Be Direct**

Trump is in the process of creating a negative situation concerning the nomination of Clinton. He declares that Clinton is the worst and she must be stopped.

**The Rhetorical Level**

**Understatement**

Trump tries to play down Clinton as he claims that "Crooked Hillary Clinton is the worst (and biggest) loser of all time..... Hillary, get on with your life and give it another try in three years!"

**The Social Analysis**

Trump shows his sexist ideology as he claims that Clinton is not supposed to be a presidential candidate. Just because she is a woman, she will lose the election. By having a deep concentration on Trump's words, it is clear that women are not only oppressed and devalued but they are also described by using violent and harsh terms. Their dignity is attacked just because they ask for their rights. Because Clinton nominates for the election, she is described as "crooked" and worst loser all the time.

In the same vein, Trump feels that he will win the fight with Clinton because she is going to lose the election and she will try again after three years” Hillary, get on with your life and give it another try in three years!”

Trump has to respect others' ambitions and give them a space of freedom to achieve what they want. Clinton is an example of the others' ambitions. She recognizes her ability to be a presidential candidate and this is her right. Thus, Trump has to admit such right and let her practice it freely without any attack.

**Extract 4**

"Well, I actually think she’s a hopeless case. I call her Pocahontas, and that’s an insult to Pocahontas. I actually think that she is just somebody who has a lot of hatred, a lot of anger".

**The Lexical Level**

**Lexicalization**

Trump mentions different negative lexicalizations in describing Elizabeth Warren who is an American politician. He describes her as being "a hopeless case, I call her Pocahontas, and that’s an insult to Pocahontas. I actually think that she is just somebody who has a lot of hatred, a lot of anger".

**Self-Identity Descriptions**

Trump identifies his way of thinking towards Elizabeth Warren whom she is described as being "a hapless case".

**Activity Descriptions**

The activity that is described in the above extract is the activity of calling Warren as a Pocahontas which is a nickname describing somebody whose race is not known for people.

**Goal Descriptions**

Trump's goal is to describe Elizabeth Warren negatively due to her being a political woman to let the audience neglect her position in society and never give her a vote.

**Norm and Value Descriptions**

Talking harshly about women gives a clue for Trump's violation of the norm.

**The Pragmatic Level**

**Speech Act**

The speech act of insulting is indicated as Trump insults Warren by calling her by different negative features. For him, Warren is "Pocahontas… just somebody who has a lot of hatred, a lot of anger".

**Politeness**

**Negative Politeness Strategies**

**Be Direct**

The negative context which the audience are put in is that of a political female whose race is unknown and that she is full of hatred feelings and a lot of anger.

**The Rhetorical Level**

**Understatement**

Trump uses words that devalue Warren and her position as a female senator. She is called by a nickname and described violently.

**The Social Analysis**

Being in a masculine society, Trump attacks Warren because, for him, she must never be in a political position. Just because she is a women, she has no right to have a good position in the socio-political environment. Therefore, he attempts to fight her and accuses her of being nonnative.
Trump tries to attack women and de-emphasize their role in society. His ideology is that women should not work and if they decide to have a job they will be insulted and made fun of. Elizabeth Warren is an example of those political women who fight for her rights and wants to participate in the political system. She is the leading figure of Democratic Party and an educated woman. Trump attacks her by using violent terms as an attempt to prevent her from nominating for the presidential election.

Extract 5
"Look at that face! Would anyone vote for that? Can you imagine that, the face of our next president? I mean, she’s a woman, and I’m not supposed to say bad things, but really, folks, come on. Are we serious?"

The Lexical Level
Self-Identity Descriptions
Trump’s words implies his superficial thinking. For him, the women’s face is important in the process of election "Look at that face! Would anyone vote for that".

Activity Descriptions
Trump describes Hillary Clinton as being no more than a woman "she’s a woman". His task is to look down upon her and prevent her from being a presidential candidate.

Goal Descriptions
Trump’s goal is to prevent Clinton from nominating in order to get rid of his competitors.

Norm and Value Descriptions
Trump claims that Clinton’s nomination is a violation of the norms of society because "she is a woman".

The Pragmatic Level
Speech Act
Trump uses the speech act of criticizing. "look at that face! Would anyone vote for that?...........but really, folks, come on. Are we serious?"

Politeness
Negative Politeness Strategies
Be Direct
The negative situation that Trump makes is his concentration on Clinton's face and appearance. Because he dislikes her face and she is a woman, Clinton should not be a president.

The Rhetorical Level
Rhetorical Question
Trump makes a series of rhetorical questions attracting the attention of the audience on Clinton’s face "Would anyone vote for that? Can you imagine that, the face of our next president?..... Are we serious?"

Understatement
Trump tries to underestimate the position of Clinton focusing on naïve things such as her physical appearance. For him, Clinton is not supposed to be a president due to her face.

The Social Analysis
Trump deemphasizes the positive values of the out-group and this is normal due to his being a sexist person. He represents the false beliefs of other men. The beliefs which prevent women from their socio-political rights due to their being women and they are weaker than men. What is more, Trump neglects the role of Clinton as a political figure, focusing on her physical appearance. He cannot imagine her to be a president due to her face "Can you imagine that, the face of our next president?"

Hillary Clinton should never be a president because her face is not admirable for Trump and more importantly she is a woman. Trump's claim "she is a woman" emphasizes how women are oppressed and prevented from nominating and having a political position. Trump has no right to judge a woman by her looks and prevent her from election.

Results of Analysis
This section summarizes the findings of Trump's sexist speeches

<table>
<thead>
<tr>
<th>Speech Acts</th>
<th>Percentages</th>
<th>Politeness</th>
<th>Percentages</th>
<th>Rhetorical Strategies</th>
<th>Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insulting</td>
<td>60</td>
<td>Be Direct</td>
<td>100</td>
<td>Understatement</td>
<td>100</td>
</tr>
<tr>
<td>Accusing</td>
<td>20</td>
<td></td>
<td></td>
<td>Rhetorical Question</td>
<td>20</td>
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<tr>
<td>Criticizing</td>
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</table>
The above table shows the percentages of the pragmatic and rhetorical strategies used in Trump's speeches. It is evident that Trump uses the speech act of insulting more than any other speech acts. In terms of politeness strategies, the speaker always tries to be direct. Concerning rhetorical strategies, in all Trump's speeches, the strategy of understatement is used while the strategy of rhetorical question is used twice.

Conclusions

Sexism is the upshot of implied ideologies about gender stereotypes. It is realized through the use of certain lexical, pragmatic, and rhetorical levels of language. At the lexical level, Trump implies the use of negative words to describe women. At the pragmatic level, Trump heavily uses insulting which is an indicator of the way he thinks towards the status of women. He always tries to downgrade their status in society. At the rhetorical level, he more uses understatement than any other strategies. Such results validate the first hypothesis which reads as: At the micro level, sexist language is realized through the use of different levels of language such as lexical, pragmatic, and rhetorical.

At the macro level, Trump's evaluation of women reflects his ideology about the superiority of males on females and how such ideological beliefs are ingrained in language and are difficult to be changed. This validates the second hypothesis: At the macro level, the speaker's power and ideology are realized through the use of sexist linguistics means.

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