A Critical Discourse Analysis of Bases of Power and InfluenceTactics inTrump's 2018 Speechat the UnitedNations

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Abstract

Trump'spoliticalspeechesare alwayscontroversialinvolvingpoliticalaswellas economicconflicts. Thisarticle is intended toanalyzethepoliticalspeechof Trumpat theUnited NationsinSep.2018.Itaimsatidentifyingtheinfluencetacticsrepresentingthedifferenttypes of powerinTrump'sspeech.Thespeechinvolvedthreemainthemes,includingAmerican economy,Trade andoil,andIranianchemicalweapons.The articleisconducted qualitatively througha descriptive-analyticalmethodbasedonFairclough(1995) CDA andYukl's(2006) taxonomyofpowerinfluencetactics.TheresultsindicatethatTrumpuseslegitimatepowerin hisspeechpresented throughthe legitimating,inspirational,relationalpersuasion,andpressure influencetactics.Further,headoptstheideology ofcomparing hisadministrationtotheprevious policies usingdifferent deixis and personalpronouns, basically"I" and"We".

 Keywords: *CDA, Ideology,Influence.*

1. Introduction

The notion of politicsis likethe acquisitionof the symbolic power andits performanceforpoliticalpurposes,specifically "tomediateinthecourseofevents,to controltheactionsandopinionsofothersand toproduceevents,usingtheproductionand transmissionofsymbolicforms." [1]. According to Rachman and Yunianti [2], politic is eternallylinkedwithactionsthattakeinevitableactionsandpoliciesinthegovernmentor society.De Wet [3]claimsthat"the language ofpoliticalpersuasionisgearedtocontrolling recipients"beliefsandorientation/orbehaviour,thatis,tocreating,maintaining,ormodifying theirattitudesonapoliticalargumentorcompellingthemtoact".Persuasionisdefinedasan efforttoincreasepublicsupportforanopinionorcourseofaction.Itisthewaytopersuadenot

only convincethelistenersbutalsochangingtheirreceivers'minds[4].Thepoliticalspeech representsrelativelyautonomousdiscourseproducedorally byapoliticianforanaudience,the purposeofwhichisprimarily persuasion[5].Beard[6]notesthattheinfluenceofany political speechisthatitsrelationshipwithamediumof presentingandshapingpoliticswhichincludes ideological views formedof arangeof beliefs.

By theunanticipatedvotingofDonaldTrumptobethePresidentoftheUnitedStatesof America,notableshifts tookplaceandmostly attheeconomiclevel[7].Someofthesepolicies arehighlyuncertainandhaveasignificantinfluencenotonlyontheeconomyoftheUnited Statesbutindeedtheeconomy oftheentireworld[7].Trump's style of speech is conversational, and his unscripted comments can be full of surprises and difficult-to-follow tangents. He always turns to a single new idea before finishing the previous one, and his speeches are full of nonsequiturs.with broken, incomplete sentences, flitting from one idea to the next. It's easy to see how this works; he offers ambiguous signals with a raised eyebrow or a shrug, allowing his viewers to make their own decisions[8]. Allthesefeaturesmakehis speechesan excellent raw material to be underfocus and investigation.This article tackles one of hisimportantspeechesattheUnitedNationsin2018toinvestigateandexaminehispowerful tactics as wellas ideological perspectives.

Many studieshavebeenconductedtoinvestigateTrump'sspeechesthroughtheCDA.[9] drew on an eclectic model adapted from to investigate sexist ideology's derogatory representation and undervaluation of women.[10]and[11].The results revealed that the sexist elements of Trump's vocabulary are primarily the product of fact being encoded from a masculine perspective.Moreover, [12]this study aimed to examine Donald Trump's inaugural speech from the perspectives of transitivity, modality, personal pronoun, and coherence to announce the speaker's political intention and to aid readers in comprehending the meaning of discourse, thus fostering critical knowledge and analytical experience..Theresearcheradoptedthe frameworkofHalliday'ssystemicfunctionalgrammarfromthepointofits threemeta-functions, andtheconclusionsrevealedthatTrumppicksmaterialprocessesandrelationalprocessesto show that hecan improvethecurrent circumstance. Another studybyRachman andYunianti [2] focusedontheutteranceTrumpusedandthe way headdresseshisspeechesthroughVanDijk's thematictheory.TheoutcomesexplainedthatTrumpfrequentlyusedinformallanguagetoshow thathewantstheaudiencefeelscloseandintimatewithhim.Trumpismoreinfluentialin presentinghis views.

Despite thedifferentstudies carried outtoanalyzeTrump'sspeeches,still,there isaneed formoreotherstudiesconcerninghisotherinfluentialspeeches.Thisarticleisintendedto identifythebasesofpowerandthetypesofinfluencetacticsformulatingdifferentideological perspectivesinoneof Trump'simportantspeechesatthe UnitedNationsin2018.Accordingly, this article intends to answer two questions:

1.WhatarethebasesofpowerandtheinfluencetacticsuponwhichTrump'sSpeechat the United Nationsin September2018 is built?

2. What ideologicalperspectives areimplied inTrump's speech?

2. An overviewofCriticalDiscourseAnalysisCDA

CDA isamethodindiscourseanalysis,whichconcentratesonthediscursivesituations, elements,andimpositionofpowerby commandinggroupsandorganizations.Itexamines discourseanditsusesinsociety,mainly thoseassociatedwiththeimbalanceandhowthey are representedinthecommunityandsometimeslegitimized[13]. AccordingtoVanDijk[14], CDA is a form of discourse analytical analysis that focuses on the establishment, representation, and perpetuation of social power abuse, domination, and inequality in the social and political context through talk and text.

Many scholarsgavetheirstandpointofCDAamongthem[15]whoshowsthattherange ofCDAisnotonlylanguage-based;itssignificantaspectattractsscholarsfrommanysystems,as wellas activists.Furthermore, Widdowson [16]added,CDA triestopresentthe manipulative essenceofdiscursivepractices, andenhancecommunicationandwell-beingby eliminatingthe boundariesofexpectedbeliefslegitimizedwithinadiscourse.ForBillig [17]CDAhasthe fundamental properties of a decisive approach,andhe considersit as an interdisciplinary method.

Moreover,CDAisappliedtorefertoappropriatemodelsandstrategiesthathavebeendesigned toanalyzediscourse in distinctways[18]. Tenorio[15]statesthat thepracticeofCDA is to look intohow discoursescreateparticipantsincommunicationasindividualswithdevotionstothecollectiveandto beginontheanalysisof thediscursivemeansbywhichtheworldcomesintothepresence.Asa methodologicaldevice,CDAconnects the real textbeing analysed, the discursiveprocesses included in creating the text, and thewidersocialcontextsthatencompassthecreationofthe textandthediscursive practices[19].Furthermore, it looks into the social context to examine the sociopolitical conditions that shape discourse and how power dynamics are formed and analysed. It implies that it can also be used to describe, identify, evaluate, and critique social life as expressed through expression.CDA explores the connections between discursive activities, texts, and events, as well as broader social and cultural systems, relationships, and processes [20].

Fairclough's(1995)Three interconnected research processes are bound to three interconnected discourse dimensions in the CDA model.The three dimensions of analysis are the object of study (textual, visual, or verbal and visual texts), the mechanisms by which the object is produced and received by human subjects (writing/speaking/designing and reading/listening/viewing), and the socio-historical factors that influence these processes[21].According to Fairclough,eachof thesedimensionsneedsa distinctkindof analysis.Text analysis, for example, necessitates explanation, while processing analysis necessitates interpretation, and social analysis necessitates explanation.What's important about

this approach is that it allows you to focus on the text's signifiers, such as clear linguistic choices, juxtapositioning, sequencing, and design, among other things. It also necessitates that you comprehend the historical purposes of these selections, as well as the fact that these selections are linked to the requirements of that utterance's probability[13].

3. Language, power, andideology

Public speech, such as ads, newspapers, political campaign debates, official records, laws and regulations, and so on, is the subject of critical discourse analysis. Its aim is to look into the relations between language, ideology, and power[4].Powerinpoliticaldiscourses canbeperformedandpracticed by bothcontinuousconflictsand/orbyco-operationbetween politicalactorsandorganizationsintendedatstoppingandresolvingpossibleconflicts[22].In Fairclough'swords,"criticalmeansexplaining connectionsandconditionsthatare hidden" [23], whichindicatesthatdecoding theprocessesofideology,forthediscursivemodelsofideology coversthepowerconflictsthataretakingplaceinthesocialworld.Ideologies are fundamental emotions that underpin shared social images of different forms of social groups. It has often been believed that ideologies are mainly articulated and acquired by discourse, or verbal or written correspondence[11].Ifideologiesare obtained,revealed, performed,andreproducedby discourse,thismustoccurwithinmany discursivestructuresand strategies.Forexample,thepronoun*we*isoneofthesestructures,typicallyusedtodeictically refertothein-groupofthecurrentspeaker [11]. Ideologies are fundamental concepts that underpin the shared social images of various types of social groups. Discourse and other social activities are built based on these representations. It has often been believed that beliefs are primarily articulated and acquired through debate, i.e. verbal or written communication. Members of a group traditionally use ideological rhetoric to explain, inspire, or legitimize their (group-based) practices [11].

4. Bases ofPowerandInfluenceTactics

To understand power, detailed informationisrequired toknowhowpower works. French,Raven[24]proposedataxonomy ofthebasesofpowerinvolvingfivetypesofpower: *legitimate power,referentpower,expertpower,rewardpowerand coercive power*. The legitimatepowerreferstotheformalauthoritystatedforthepositionoftheholderwithinthe organization.Itreferstothelegitimatepowerthathassomestandersthat aretobefollowedor acceptedby people.Thesecondbasisofpoweristherewardpowerwhichstandsfortheperson whocouldrewardothers[25].Thethirdbasisisthecoercivepoweritcanbeseen throughthreatsandpunishmentandinthiscase,itisthe oppositeof thereward,butbothsharea criticalaspectinthatbothdependonothersbelieving thattheagentcanrewardor punish[26]. These three basesof power are relatedtothe positionof power inwhicha personderiveshispower from the position in theorganization[27].

ThelasttwobasesofpowerinFrenchandRaven'staxonomy areexpertandreferent power. These twobasesof powerareassociatedwithknowledge andskillsandthe targetperson

knowsverywellthattheagentspeakinghasuniqueknowledgeandaccordinglyexpertinhis field.Thisleadsustoassociateexpertpowerwithanother typeofpowercalledinformational powerwhichhasmore effectonthetargetcognitiveaspect[26]. Finally,thereferentpoweris associated with the personal acceptance,approval,and self-esteem oftheagent andhence

influenceothers'feelings.Thiscanberelatedtothepersonalpowerapersonderivesforbeing likeable byothers [27].

Toachieve power,twointeractionalprocessesare required:accesstopower (basesof power)andtheexerciseof power (influence). Typically,the exerciseofpower iscarriedout throughdifferentinfluencetacticsinvolvingprimary influencetactics(rationalpersuasion, inspirationalappealandconsultation)andsecondary influencetactics(pressure,legitimating, coalition, ingratiation,personal appeal and upward appeal) [28]. Below are the typesof influencetactics, their uses and forms [28]as cited in [29]:

A. Coalitiontactics

USES: The agent receives support from differentpeople to influencethetarget person.

FORMS:1.To haveother people talkingto thetarget2.Bring someone to the meeting who can assist in delivering a plan to the goal 3.To useprior endorsement ofcoalition partners.

B. Consultation

USE: 1. To improvethe target person's motive, 2.To carryoutarequest orsupport aproposal by includingthe person in decidinghow it will be done.

FORMS: Performingcomprehensive policy, planor procedure.

C. Exchange

USES: To reward thetarget person.

FORMS: Trustworthytoprovide thepromised rewards.

D. Ingratiation

USES: To makethe target person feel acceptedand appreciated.

FORMS: 1.givingcompliments2. showingrespect 3.actingfriendly4. beinghelpful.

E. Inspirational appeal

USES: To develop enthusiasm and commitment byarousingstrong emotions and linkinga request or proposal to the target person's needs, values, hopes and ideals.

F. **FORMS:**1. Thetarget person's will2.To befamous, 3. To feel valuable4.To achieve something5.To makeavital contribution 6. To complete an outstanding feat 7. To bea member ofthe best team8.To engagein areal effort to do things moresuited.

G.Legitimating tactic

USES: To establish the legitimacyof respect orcommand.

FORMS: 1. Providing evidenceof priorprecedent.2. Showingconsistencywith organizational policies and rules 3. Showingconsistencywith professional role expectations.

H.Personal Appeal

USES: Askingsomeoneto do a favor

FORMS: 1. To ask thetarget person to carryout a request or support aproposal2.To emphasise the close relationship between theagent and thetarget before askingthe favor3.To saythatyou need to ask for afavor.

I. Pressure

USES: To invokethe possibilityof unpleasant consequences

FORMS: 1. threats2. warnings3.repeated requests 4.frequent checkingfor the completion of requests.

I. Rational persuasion

USES: 1. To perform reasoningandactual proof that a proposal orrequestis essential and feasible. 2. To highlight the advantages of an offeror adviceforthe target person as an individual.

FORMS: 1. The agent indicates the anticipatedgains forthe organization.2. Theagent may explain the interest of arequest forthe target person's career, develop theperson's skills, or make the person's job betterand easier.

G. Upwardappeal

USES: The agent seeks help from someonewith authorityover thetarget.

FORMS: 1. Askingathird party. 2. Askingsomeonewithahigher power to find asolution.

Asfarasthecurrentarticleisconcerned,itattemptstoanalyzeTrump'sspeechinthe

United Nations to identifypower influencetactics and the ideological perspectives of his speech.

5. Methodology
A-Data Collection

Thepresentarticlesuggestedalinguisticstudy ofDonaldTrump'sspeechatthe73rd session of the United Nationsin September2018. The sourceof the dataistaken from https://www.vox.com/2018/9/25/17901082/trump-un-2018-speech-full-text. The speech lasted34:51minutes,withatotalof3615words.Thetranscriptofthespeechwillbeanalysedto investigate the influencetacticsandthe ideologicalperspectivesintendedfromthe speech.The data involves threemain themes, includingAmerican economy, Trade andoil, andIran.

B-Model ofAnalysis

ThearticleiscarriedoutthroughthequalitativeanalysisapplyingCDA, a method and analysis technique developed by constructionists in the 1970s as part of the Critical Research Paradigm. Furthermore, it should be noted that in discourse studies, discourse analysts are not primarily concerned with the sample size of the given corpus, since a "large sample can produce an uncontrollable amount of data without contributing to the study's analytical outcome." Therefore,valuableanalyticalinterpretationsindiscourse studies canalsobe madewitha small samplesizeofthecorpus[30]. Henceforth,a descriptive-analyticmethod ofresearch-based Faircloughmodel(1995)and Yukl's (2006) taxonomyof power influencetactics.

C-DataAnalysis
Theme(1): American Economy

Throughouttheelections,Trump vowed to invest a lot of money on projects that would build a lot of employment in construction, steel production, and other industries. Trump's economic plans include tax cuts for people across the board and a reduction in corporate taxes from 35 percent to 15 percent. He has vowed to reduce regulations that he claims are impeding business growth and job development[31].AsGolshan[32]noted, Trump's speeches strongly aroused in hisaudience strong resonating emotions of "fears of joblessness, worries abouttheUnitedStatesdropping itsstatusasadominantworldpower,cares about foreign terroristorganizations."

Extract(1):"Today,Istandbeforethe UnitedNationsGeneralAssemblytosharethe extraordinary

progresswe'vemade.In lessthantwoyears,myadministrationhasaccomplished morethan almost anyadministration in the historyof our country".

Trumpstartedhisspeechwithastatementproviding informationconcerning the communicativeeventusing thetimedeixis"Today".Theuse ofthepersonalpronoun"I"stands forTrumphimselfandthisreferencepresentsparticularemphasisandauthority forthespeaker (Trump)inadditiontohispositioninthepolitical.Theverb"stand"showsamaterialprocessin whichtheactor"I",theplacedeixis"beforetheUnitedNations…" torefertowherethe actionis taking placeandthecomplement"tosharetheextraordinary…"addsmoreinformation concerning theactionperformed.Thefollowing sentencealsobeginswithatemporaldeixis"in less than twoyears…"inwhich Trumpfocuseson hisspeech onspecific dates forcertain purposes.Theuseofthepossessivepronoun"my"andthenoun"administration" isadirect referencetohimselfandhisauthority.Theactionverb"accomplished"representsthematerial process,andagainaconfirmationismadeforhisactions.Atime reference isusedagaininthis clause inwhicha Trump'scomparisonusesthe personalpronoun"our"withthe noun"history". Thiscomparisonbetweenhisachievementsandthehistory oftheAmericans,includinghis impliesthathegiveshimselfanexclusiveauthoritypositiveself-presentationtoglorify hisown, attemptstorepresenthimselfpositively.Thetypeofpowerusedinthisextractislegitimate powerrepresentedthroughusing thepersonalpronouns"I","we","my"torefertohimselfasa personinchargewhohasalltheauthority todefendhisgovernment.Thereference"my administration"standsforthelegitimatepowerhehas,andthisiswhy heispowerfulusing legitimatinginfluencetactics through presentingdifferentdocuments defendinghis policy.

Extract(2):"America'seconomyis boominglikeneverbefore.Sincemyelection,we've added $10 trillion in wealth. Thestockmarketis atan all-timehigh in history, andjobless claimsareat a50-yearlow.AfricanAmerican,Hispanic American,andAsianAmericanunemploymenthave allachievedtheirlowestlevelseverrecorded.We'veaddedmore than4millionnewjobs, includinghalfamillionmanufacturingjobs". "Wehave passedthe biggesttax cutsandreformsinAmerican history.We've started the constructionofamajorborderwall,andwe havegreatly strengthenedbordersecurity.We havesecuredrecordfundingforourmilitary— $700billion thisyear,and$716billionnextyear.Ourmilitarywillsoon bemorepowerfulthanithasever been before…

Theusageoftheverb(booming)wassomeaningfulatthebeginningofthespeechto drawtheresponsivenessofhisaudiencetotheacceleratedriseintheAmericaneconomysince hiselectionin2016.Inadditiontothat,Trumpused(sincemy election)tolinkthe(boomingin theeconomy)directly tohisadministration.Thereferenceto"my election"standsforthe legitimatepowerthroughusing therelationalappealtacticarguing andpresenting factualissues concerning hispolicy.Trumpenhancehisspeechwithnumerousevidencesofhis

accomplishmentslikethe(growthofthestockmarket,thedecreaseofjoblessclaims).Trump referstothediversityandunity oftheAmericancommunity,sayingthatcommercial advancementinvolvesthedeclineoftheunemploymentof,theAfrican,Hispanic,andAsian Americans.Asaclosingpointhesaid(we)referringtotheunity betweenhimandtheAmerican peopleallexperiencingthesuccessofadding 4millionnewjobhalvesofthemareindustrialjobs. Trumpreferstomanysuccesses,suchaspassingthemostsignificanttaxcutsandestablishing thewallalloverMexico.AnothermoveaheadisthefundingbudgetoftheAmericanarmy, whichisthelargestarmy intheworld,confirmedfortwoyearsinadvancewithin1416billion dollars. Thereference tothe differentaspectsheachievedindicates aninspirationalimpacttactic andrelationalpersuasionverifyinghisauthenticpowersinceonly apersoninhispositioncan perform such matters.

Extract(3):Inotherwords,theUnitedStatesisstronger,safer,andarichercountry *thanitwas* *whenIassumedoffice* *lessthantwoyearsago.WearestandingupforAmericaandforthe* *American* *people. And wearealso standing up for theworld.*

During hisspeech,TrumpusedtheUnited StatesofAmericafor (23)timestorefertohis country asdominant,strong,andundefeatedandatthesametimetobringbacktohisaudiences thestrategicroleplayedby theUnitedStatesglobally atdifferenttimesandlevelslikethe military,politicalandeconomiclevels.Thelegitimatepowerheusesispresentedthroughthe coalition tactics through theinvolvement ofthe American people.Later,Trumpuses the personal pronoun (I)toseparate(himself) fromtheAmericanpeopleandthepreviousadministrationsto refer to hissuccess in less than twoyears.In this paragraph, Trump used thepronoun (we) for (2) timesalsotorefertotheunity of(TrumpandtheAmericanpeople)fromonesideandanother sidetheintegrationbetweentheUSAandtheinternationalcommunitywhenhesaid:"Weare alsostanding upfortheworld".Trump'sspeechindicatesaninspirationalappealtacticand relationalpersuasionthroughtheargumentandfactualevidenceconcerningtheeconomy ofthe United States.

Theme (2): Iran

Extract(4):"Every *solutiontothe* *humanitariancrisisinSyriamustalsoinclude* *astrategy* *to* *addressthe* *brutalregime* *thathasfueledandfinancedit:* *the* *corruptdictatorshipinIran".* *"Iran'sleaderssowchaos,death,anddestruction. They* *donotrespecttheirneighborsor borders, or* *the sovereignrights of nations. Instead, Iran's leaders plunderthe nation's resources toenrich* *themselvesandtospreadmayhem* *acrossthe* *MiddleEastandfarbeyond".* *"TheIran* *dealwasawindfallforIran'sleaders.In the yearssince the dealwasreached,Iran'smilitary budget* *grew nearly 40 percent. The dictatorship used the funds to build nuclear-capable*

missiles,increaseinternalrepression,financeterrorism,andfundhavocandslaughterinSyria and Yemen".

TrumpaccusedIrandirectlytobethemainreasonbehindthe*"humanitariancrisisin Syria"*.Trumpinhisspeechusedadjectivestodescribe theIranian's regime asa (brutal,corrupt, anddictatorship)andatthesametimeusing theverb(fueled/finance)torefertotheactiondone bytheIranianregimeto(fuelandfinance)thestruggleinSyria,hereTrumpempathizingthe ideology ofapeacemakerplayed by hisadministrationtoputanendtothewarinSyria.Heis usinghislegitimatepowerandauthority totalkaboutIraqapplyingtherelationalpersuasion tactic showingfactualevidenceandspecific argumentsconcerningIranand Syria.Trump comparesbetween therich politiciansinIran who(embezzled, seized valuable and looted)Iran's treasury andcontrolthewealthofIranandtheirimpoverishedpeoplewhohavenothingto emphasise the (bad) thingsofIran's regimeand atthe same time toemphasisethe (good) things abouthisadministrationseeking toimprovetheeconomicsituationoftheAmerican people. Trumptendstouseactionverbslike(sow,plunder,enrichandspread)todescribetheIranian policy actionsintheMiddleEast,andherepeatedly usesthewordof(Iran/ian)for(14)times Iranian'sregime seekstoenrichtheir ownandtospreadmayhem acrossthe Middle Eastandfar beyond.Trumpstriestoexplainandconvincehisaudienceaboutthemainreasonswhichpush hisadministrationtowithdraw fromIrannucleardeal2015.He addeddue tothe irresponsible policy played byIranian'sleaderstowardtheirneighborsandtheworld,ingeneral,usingan aggressive and expansion system which conflicted totally with the international covenants. Again,heusesthelegitimatinginfluencetacticandhenceusinghislegitimatepowertotalk aboutIranand its politicians.

WhatisdismayTrumpisIran'snucleardeal,whichguaranteesIrantherighttocontinue developing itsnuclearprogramontermsagreed uponwiththe(5plusone)andtheInternational AtomicEnergy Agency(IAEA).ThedealalsogaveIranthechancetounfreezetheIranian financialassetsinthe globalbanks,whichinreturnwillbe usedtodevelopthemissileprogram andfinanceterrorisminSyriaandYemen.Trumpiscallingtheinternationalcommunitytotake a deterrentandcourageousdecisiontostopIran'snuclear program by(re-imposing) sanctionson Iran,whichcontributetoisolating thisregimeinternationally.Trumptriestode-emphasizethe badregional,politicalandeconomicroleplayedbyIranintheMiddleEast,andhetriestode-emphasisthepoliticalroleintheMiddle Eastandtheunprecedenteddevelopmentinmilitary productsdespitetheeconomicsanctionsonIran.Trumpusedthephrase(Notgood)for(2) timestoexpresshisresentmenttowardstheroleofIran'sregime intheconflictinSyria.Trump useshislegitimatepoweragainusing thelegitimating, consultationandpressuretactics concerningtheIranian issue.

Theme(3): Tradeandoil

Extract(5):"Webelievethattrademustbe fairandreciprocal. The United Stateswillnotbe takenadvantageofany longer".Fordecades,theUnitedStatesopeneditseconomy thelargest, by far,onEarthwithfewconditions.We allowedforeigngoodsfromalloverthe worldtoflow freelyacrossourborders."Yet, othercountries didnotgrantus fairandreciprocalaccessto theirmarketsinreturn.Evenworse,some countriesabusedtheiropennesstodumptheir products,subsidizetheirgoods,targetourindustries,andmanipulate theircurrenciestogainan unfair advantage over our country. As aresult, our trade deficitballoonedtonearly \$800 billion ayear"."Forthis reason,wearesystematicallyrenegotiatingbrokenand badtradedeals.Last month,weannouncedagroundbreakingU.S.-Mexicotradeagreement.Andjustyesterday,I stoodwithPresidentMoontoannouncethesuccessfulcompletionofthe brandnewU.S.-Korea trade deal. And this is just the beginning".

Anotherthorny issueinTrump'sspeechwastheeconomictensionbetweenhiscountry andChina,whichbecamemorecriticalnowadays.Trumpsaidhiscountrybelievedthattrade shouldbe"fairandreciprocal",whichmeansamutualinterestintradeexchangebetweenthe twoparties.Trumpisusingexchangeinfluencetacticshowing lateralinfluenceattemptwith China.Furthermore,headdsforalongtimetheAmericaneconomy is(thelargestonearth)was openfreelywithlimitedconditionstotradethegoodsfromdifferentcountriesfreelyintothe USA.Heusestherationalpersuasiontacticemphasizing thebenefitsoftheAmericanpolicy suggested to other countries.

Trumpused(yet)tomakeanewstartingpointforhisspeechandusedthepronoun(us) torefer to(himselfandthe Americanpeople)thenhedescribesthe consequencesof unfair trade. Heusedspecificverbstoshowtheeffectofthistradeonhiscountrylike(<u>abused,</u>to<u>dump,subsidize,target,</u> <u>manipulate</u>)inthiscase,heistryingtoassertvehemently thatthisactionis continuedtillthetimeof hisspeechandcosthiscountrytolosenearly\$800billionayear.Using such factual evidence indicatethat Trumpisusing the rationalpersuasion influence tactic.

representingevidence-basedargumentconcerningthepolicyanditsconsequencestoconvince theUnitedNationsto reconsidertheirdecision.Again,Trumpusing thepronoun(we)toreferto unityandtheabilityoftheAmericancommunitytotakethenecessarypunitivemeanstostopthe transcendsandabusingtheAmericaneconomy,first,hecensureandcanceltheU.S.-Mexico trade agreementandinretunesignavalidtradedealwithSouth Korea adding thatitis just the beginningtoreclaimtheAmericanglobaltradeposition. Theuseoftheverb"renegotiating" followedby theadjectives"brokenandbad"describingtheconsequencesofthepreviouspolicy andhowitis supposedtobereconsidered.Trump,here,isusing thepressureinfluencetactic. stands for arepeated action.

Extract(6):"Manynationsinthishallwill agreethattheworldtradingsystemisindireneedof change.Forexample,countrieswereadmittedtotheWorldTradeOrganizationthatviolate

everysingleprincipleonwhichtheorganizationisbased.WhiletheUnitedStatesandmany othernationsplaybytherules,thesecountriesusegovernment-runindustrialplanningand state-ownedenterprisestorigthesystemin theirfavor.Theyengageinrelentlessproduct dumping,forcedtechnology transfer,andthetheftofintellectualproperty. The UnitedStateslost over3millionmanufacturingjobs,nearly aquarterofallsteeljobs,and60,000factoriesafter ChinajoinedtheWTO.Andwehaverackedup$13trillionintradedeficitsoverthelasttwo decades".".But thosedays are over.Wewill no longer tolerate such abuse.Wewill notallow our workerstobe victimized,ourcompaniestobecheated,andourwealthtobe plunderedand transferred.Americawillneverapologize forprotectingitscitizens. TheUnited Stateshasjust announcedtariffson another$200billionin Chinese-madegoodsfora total,so far,of$250 billion".

Trumpopenly condemnthecountries(unknown),whichcontrolandchangetherulesof WTObasedontheirinterestonly.They areusinggovernment-runindustrialplanningandstate-ownedenterprisesto"rigthesystemintheirfavor".Trumpexplainsthedishonesteconomic policy donebythesecountriesagainsthiscountrylike"productdumping,forcedtechnology transfer,andthetheftofintellectualproperty".TheeconomicconsequencesontheUSAwere toosignificant,characterisedby thelossofmorethanthreemillionmanufacturingjobs,nearlya quarter of all steel jobs, and 60,000factories after China joined the WTO. In return, the AmericanadministrationrepresentedbyTrumphasthrivedtorackup$13trillionintrade deficits overthe lasttwo decades. At this point, Trumpisusing his legitimatepower by providingevidenceof prior precedents and theverification of the previouspolicies.

Trump,inhisspeech,shiftthe wholesituationthroughpassinghispolicy.The useof the conjunction"But"standswhatheintendstopresentlater.The reference"thosedaysareover" is anindicationthatthewholepreviouspolicyisnomoreworking duetotheadverseconsequences itcaused.Thesentence"*wewillno longertoleratesuchabuse*" isadirectrejectionofthepolicy andanotheremphasisonthe weaknessof thepreviousadministrationwithChina andthe word "abuse"summarizesthepolicy.Anotherrejectionforthepolicy ispresentedthoughmany negations*"We willnotallowourworkerstobe victimized,ourcompaniestobe cheated,andour wealthtobe plunderedandtransferred.Americawillneverapologize forprotectingitscitizens*".ThepersonalpronounTthepersonalpronoun(we)isusedtorefertotheAmericanpeopleincluding Trumphimself,but laterhedirectlyusedthenoun"America"confirmingtheroleoftheAmericangovernmentin protectingtheAmericanrelatingthenewpolicy proposedby hisgovernment.Hestatesthaton April3,2018, Americangovernment,underhisauthority,announced25percenttariffs on$50 billiononChinese importedelectronics,aerospace,andmachinery.Theadministrationwants ChinatostoprequiringU.S.companiestotransfertheirproprietary technology toChinesefirms. Theymustdothisifthey'regoingtogainaccesstoChina'smarket.ThatTrumpisusinghis legitimatepowerby presentingthecontradictoryevidenceonthepreviouspolicywithproposing the substitute and the changeneeded to end that policyandfulfillinghis new one.

6. Conclusions

Throughtheanalysis carried outtoTrump'sspeechin2018attheUnited Nationsto identify thetypesofpowerandinfluencetacticsthatuncoverTrump'sideologiestowards Americaneconomy,Iranandtradeandoildifferentconclusionswere stated.Mostof thepolicies advocatedbythePresidentoftheUnitedStates,Trump,andthosepassedorpromisedbyTrump'sadminist ration, are aimedat increasing thegrowthof theU.S. economy ("putting Americafirst")andbringitbacktothehighergrowthtrendorhigherthanprevailedbeforethe2008– 2009crisis.Trumpusedthepronoun(we) for(77) andthepronoun(our)for (47)timesin differentpartsof hisspeech. Fromone side (we/our) refer toTrumpandthe Americanpeopleas (unity andpower)toachievehismotto"MakeAmericaFirst".Fromanotherside(we/our)refers to Americaand the international communitytogether to facethedanger ofIran, China whichwas mentionedfor(4) timesonly.Trump'sspeech waslengthy,inwhich headoptedtheideologyof glorifyingAmericaandplacingitfirst,heused(*UnitedStates*)for(23)timestorefertothe poweroftheUSA.Trumpusedspecificallythelegitimatingpowerpresentedthroughdifferent formsof influence tacticsinvolvingthe legitimating,inspirational,relationalpersuasionand pressure influence tactics.Asfar asthe themeof the AmericanEconomy,Trumpformed his legitimate power usingthe legitimating,inspirationaland relationalpersuasiontacticsbuthe reliedheavily ontheinspirationalandrelationaltacticsthroughprovidingspecificstatistics concerninghispolicy andthepreviouspolicies.AsfarasIranianthemeisconcerned,heused legitimate power throughthe legitimating,consultationandpressure influence tacticspresenting hispolicy towardstheIranianpoliticians.Finally,concerningtheTradeandOiltheme,Trump usedthelegitimatepower throughthepressureinfluence tactic togetapprovalfor hisnew policies.Asunfairtodescribe theprevious administrationas(powerless)toachieve whathe has accomplished in ashort time.

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