FAIRCLOUGH'S THREE DIMENSION FRAMEWORK USED ON TRUMP'S POLITICAL SPEECH: A CRITICAL DISCOURSE ANALYSIS (A CASE STUDY OF HISTORIC SPEECH RELATED TO JERUSSALEM AS ISRAEL'S CAPITAL)

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Abstract

The aim of this research is to analyze and find out the ways used by Trump in delivering his political speech, based on Fairclough's three dimension framework (1995). The method applied in this research is descriptive qualitative method. The data in this research is a set of transcription extracted from Trump's speech published on December 8th, 2017 on youtube, which theme of the speech is Trump's statement about Jerussalem being the capital of Israel. The research uses Fairclough theory. Since there are three dimension frameworks of the critical discourse analysis; first, a text or description (speech, writing, vicual images or a combination of these). Second, a discursive pratice or interpretation which involves the production and consumption of the texts. Third, a social practice or explanation of the discourse. Based on the theory, this research found some results that had been gained from Trump political speech; The ways of delivering this speech were vocabulary, voice, mood and transitivity. This speech conveyed meaning as persuading, criticism, constrastive participant, power, authority, allusion, claim, that were implicitly contained in this speech.

Keywords: political speech, Critical Discourse Analysis, three dimension framework, discursive practice, social practice.

Introduction

Aristotle famously characterised human beings as 'political animals' (*politikon zoon*) who live in a *polis* (Greek *polis*, meaning 'state'). Politic always links to activities that influence actions and policies in government or society. One of the aim of politics is involves the use of power to another by affecting their behavior. It is a struggle for power in order to put certain political, economic, and social ideas into practice. In this process, language gives a crucial role. In any case, "politics cannot be conducted without language" (Chilton and Schaffner, 1997: 206). In relation to politics, the specific political situations and processes (discursive practices, such as parliamentary debates, political press briefing) determine discourse organization and textual structure of a variety of discourse types (or genre) in which political discourse as a

complex form of human activity is realized. Political discourse through speech is one of the vital tools that politicians used in order to shape the political thoughts of the electorates with the aim of selling their ideologies to the society. According to Chimbarange, Takavarasha, and Kombe (2013), stated that the main purpose of politicians in their speeches is to persuade their audience of the validity of their political claims.

Political claims are usually delivered through political speech implicitly, as further it becomes the ideology of the person who delivers the speech. Since speech is a kind of discourse, especially include to the genre of political discourse.

Recently, one of the popular political speeches is a controversial political speech that delivered by Donald Trump as the American President. He announced that Jerussalem became the capital of Israel. Of course, his statement invites the protests from the palestinian and all moslems in the world. As they claim that Jerussalem is part of their region.

The researcher uses critical discourse analysis as a main tool in her study. Since the main focus of CDA is public speech, such as political speeches. CDA aim is to examine the relationship between language, ideology and power. CDA is an approach which is interested in analyzing social phenomena which are necessarily complex and thus require a multi-methodical approach (Wodak and Meyer, 2009). Van Dik also stated that CDA is a proposition which focuses on how power abuse, dominance and inequality are practiced in the discursivity of the soacial and political context. Furthermore, the researcher tries to analyze the political discourse in the form of political speech that is delivered by Trump as the American president, by using Fairclough's Three Dimension Framework.

Literature Review
Critical Discourse Analysis
Critical Discourse Analysis deals with studying and analyzing written or spoken text to reveal the existence of power, dominance and inequality. It examines how the existence maintenance and reproduced in social, political and historical context. Furthermore, CDA is aimed to make clear connection between discourse, social practices and social structure which is not clear for several people (Fowler, 1991). CDA explores social context to embrace the socio-political conditions that shape discourse in order to analyze how power structures are constructed and analyzed. It means that it also can be uses for describes, interprets, analyzes, and critiques social life that is reflected in speech. CDA explores relationships between discursive practices, texts, and events and also wider social and cultural structures, relations, and processes (Fairclough, 1992). Within this framework, analyze a text in terms of its topics or frames is appropriated in this research.

According to Van Dijk (1998), CDA makes a connection between the textual analysis of language and the social practice analysis. It stresses explaining the cause of discourse from the aspect of social structureand analyzes the hidden power behind language, to

disclose the role of language in social change and the constraining of social institution to discourse. It studies the relationship between language, text and social structure. Thus, Social structure become the place which meaning are produced through interaction between readers and linguistics features. Faiclough (1995) states that critical discourse analysis aims to investigate how events and texts are generated and ideologically shaped by relations of power.

Political Discourse Analysis

Having localized political discourse analysis in the broader critical approach to discourse, the main aim of this paper is to spell out what the researcher means by political discourse and how it can be studied most interestingly, that is, critically. One major point in our argument is PDA should be able to answer genuine and relevant political questions and deal with issues that are discussed in political science.

The analysis of political discourse is relevant for the new cross-discipline of discourse studies hardly needs any further argument. Indeed, most scholars doing political discourse analysis are linguists and discourse analysts. This paper at the same time formulates a plea that advocates a broader use of discourse analysis in political science. Hence, we must show that problems in political science can in principie be studied more completely and sometimes more adequately when it is realized that the issues have an important discursive dimension.

Fairclough's Three Dimension Framework

Fairclough (1989; 1992; 2003) developed his three-dimensional framework. In his view, every communicative event comprises three dimensions: firsly, it is a text (speech, writing, visual images or a combination of these). Secondly, it is a discursive practice which involves the production and consumption of texts. Thirdly, it is a social practice.

Corresponding to the three levels of discourse, Fairclough developed three stages of CDA; description, interpretation and explanation. For him, discourse is a kind of social practice, which is the embodiment of social structure. Discourse is a unity of "context, interaction and text". Among them, text lies in the bottom, which is the result of interaction. Both the process of production and process of interpretation rely on context (Fairclough, 1992).

Text (Description)

As it has been mentioned above, description, interpretation and explanation are the three steps of discourse analysis. In the description stage, linguistic features such as choices in vocabulary (wording), grammar (transitivity, passivization) and text structure (thematic choice, turn-taking system) should be systematically analyzed. This is the first step, in which text is the object.

For Fairclough (1989: 26), "Description is the stage which is concerned with formal properties of text". In other words, linguistic features of the text are to be explored in the descriptive stage. For the purpose that it can understand more clearly, he also

posts ten key questions together with more other sub-questions, which are mainly involved with vocabulary section, grammar section, and textual structures section (Fairclough, 1989). The section of vocabulary mainly deals with the choice of different words; grammar is about the grammatical features, which has a close relation with Halliday's systemic-functional grammar whereas the textual structures part concerns the whole structures of the discourse.

Discursive Practice (Interpretation)

Fairclough (1989) says "interpretation is concerned with the relationship between text and interaction with seeing the text as the product of a process of production, and as recourse in the process of interpretation" (p.26). In the interpretation stage, the relationship between the discourse and its production and its consumption should be interpreted. Besides, discourse is not only regarded as text but also a discursive practice in this stage, which means apart from analyzing linguistic features and text structure, attention should be drawn to other factors such as speech act and intertextuality. These factors link the text to its context.

This dimension (text as discursive practice) includes two processes. One is institutional process (editorial procedure), and the other is discourse process (the alteration that the text goes through in production and consumption). Here, the key concept "intertextuality" is highly conducive to explain the discourse process. In other words, this step deals with the exploration of inter-textual relations among discourse, texts and setting. That is, the discourse should not only be considered as the linguistic version, but also a kind of discursive practice. Those factors which relate to how people produce and interpret the news discourse should be taken into consideration, thereby, the news source and reporting modes should be worthy of exploration in the interpretive stage of news reports (Fairclough, 1995).

Social Practice (Explanation)

According to Fairclough (1989: 26), "Explanation is concerned with the relationship between interaction and social context with the social determination of the process of production and interpretation, and their social effects". On the other hand, the analysis in explanative part is in reference to the historical, social, and cultural contexts. Since news discourse can be considered as a kind of social practice, sociality and institution in fact, exert huge influence on news reports.

In discourse analysis, especially news reports, the undiscovered information of power, ideology and language will be investigated and explained in this part by two contexts, institutional context and societal context (Fairclough, 1995). The explanation stage corresponds to the dimension "discourse as social practice," more precisely "socialcultural practice." In this stage, factors like ideology or power are taken into account so as to fully explain the interaction between social-cultural context and the production and consumption of texts.

As a matter of fact, the three steps are closely related with each other none of them are indispensable. With the three successive steps united together, the hidden

knowledge of linguistic, inter-textual and social factors can be exposited in the analysis of the news discourse. A detail and specific exploration of the news discourse will be conducted so as to find out the ways used by Trump in delivering his political speech.

Research Method

The method used in this research is qualitative research method with descriptive approach into this study, since this research will be resulting descriptive summary related to the social and cultural phenomenon that occurs in the society. Unlike quantitative method, qualitative method examines social and cultural phenomenon based on following question, such as what, why, and how (Keegan, 2009: 11)

Firstly, watching the video of Trump's speech, after that transcribing the utterances in the video, classifying the speech and analyzing the hidden meaning in the speech.

Discussion

The researcher finds 11 data in the speech. These were subjected to analysis using qualitative approach. To sum up, President Donald Trump formally recognized Jerussalem as Israel's capital. Trump said, "It is nothing more or less than recognition of reality, it is also the right thing to do. It's something that has to be done". He also announced this decision to relocate the US Embassy in Tel Aviv to Jerussalem, which will take a few years as there is currently no site or design for the building.

The analysis was guided by Fairclough's three dimensional models: description, interpretation and explanation described in the previous section. The analysis was done according to the structure and content of the speech. The speech was analyzed in terms of his use of Vocabulary, rhetorical devices, mood, transitivity and voice. These elements contribute to understanding the text, and its interpretation.

This study aims to find out the ways that are used in Trump's political speech. This speech delivered on Wednesday, Desember 8th, 2017 in the White House's Diplomatic Reception Room.

Data 1-8 show that Trump uses the ways of selected vocabularies, data 9 includes the ways of voice, data 10 includes the ways of mood, data 11 includes the ways of transitivity. Thus the researcher will describe these data in detail as follows:

Data 1
"...... the federal government to relocate the American embassy to Jerusalem and to recognize that city- and so importantly - is Israel's capital ....."
The word '*and so importantly*' used to under take an affirmation, that Trump recognizes Jerussalem as the capital of Israel.

Data 2
".... It would be folly to assume that repeating the exact same formula would now produce a different or better result. ..."

The word '*be folly*' used to be an allusion for the previous government of America, furthermore Trump states negatively by using the rough vocabulary.

Data 3
"... I have determined that it is time to <u>officially</u> recognized Jerussalem as the capital of Israel...."
The word '*officially*' shows about the legal recognition from Trump statement in determining Jerussalem as capital of Israel.

Data 4
".....Jerussalem is <u>the seat</u> of the modern Israeli government. It is <u>the home</u> of the Israeli parliament...."
The word '*the seat*' and '*the home*' used to make affirmation that Jerussalem legally become the place for Israel.

Data 5
"....and military leaders have met their Israeli <u>counterparts</u> in Jerussalem, ..."
The word '*counterparts*' used to show the hiden relation between America and Israel.

Data 6
",...Jerussalem is not just the <u>heart</u> of three great religions ..."
The word '*heart*' is a metaphor. It is used to show how valuable the Jerussalem is.

Data 7
".. the Middle East is a region <u>rich</u> with culture, spirit, and history. Its people are <u>brilliant, proud, and diverse, vibrant and strong</u>..."
The word '*rich, brilliant, proud, and diverse, vibrant and strong*' show about the positive characters that function to persuading the audience as the target of this speech.

Data 8
"...let us rededicate ourselves to a path of mutual understanding and respect. Let us rethink old assumptions and open our hearts and minds to possible and possibilities. And finally, I ask the leaders of the region ..."
The word 'us, our,' as the pronoun that show the inclusion of Trump to the audience. On the other hand, the word 'I' as the pronoun that show the exclusion of Trump relating to his power among the other participant.

Data 9
"... We cannot solve our problems by making the same failed assumptions and repeating the same failed strategies of the past ..."
The sentence above show an allusion and also the criticism from Trump to the previous government about their failure to make Jerussalem as capital of Israel.

Data 10
"...Jerussalem is today–<u>and must remain</u>–a place where Jews pray at the Western Wall..."

The modality in the sentence '*must remain*' show to express the certainty and determining of Trump decision.

Data 11

"*.... While previous presidents have made this a major campaign promise, they failed to deliver. Today, I am delivering....*"

Examining Trump's speech, we notice that transitive verbs dominate the speech. Trump used material processes out of the six types of transitivity. Material processes refer to those processes in which an action is done. Thus, they include action verbs, actor, and goal (Hu, 1988). He used this type of transitivity to show his ability of doing things, and the American power that sweeps the world.

Conclusions

Fairclough Three Dimension Framework that are used to classify selected discourse that contain utterances from Donald Trump's political discourse represent the explanation from objective of this study that have been answered where Fairclough's theory of CDA used to interpret it.

From the utterances in the Trump speech, there are some results that have been gained. The ways of delivering this speech are vocabulary, voice, mood and transitivity. This speech convey meaning as persuading, criticism, constrastive participant, power, authority, allusion, claim, that are implicitly contained in this speech.

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