

## A Critical Discourse Analysis Of Gender In Hillary Clinton And Donald Trump's Political Speeches\*

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### ABSTRACT

This Study Examined Gender Effects On Political Discourse And The Differences Between Politicians Speeches Using Robin Lakoff's Model (1975). Data Are Collected From Two Speeches Of Hillary Clinton: Campaign Launch Speech On June 13, 2015 In New York And The Democratic National Convention Speech On July 28, 2016, In Philadelphia And Donald Trump's Two Speeches, His Campaign Announcement Speech June 16, 2015, In New York And Republican National Convention Speech July 22, 2016, In Cleveland, Ohio. The Results Show That In Their First Speech, Both Clinton And Trump Gendered Their Speeches, Which Means That In Their First Speech, Clinton Speaks In A Manly Way And Trump Speaks In His First Speech In A Womanly Way. In Their Second Speech, They Both Switch To Their Gender. On The Other Hand, In Comparing Clinton's Two Speeches With Trump's, It Was Clear That Trump Adopted Women's Language More Than Clinton Did In Her Speeches.

**Keywords:** Critical Discourse Analysis, Gender, Political Speech. Gendered Discourse, Women's Language.

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## Introduction

An Increasing Area Nowadays Is Critical Discourse Analysis, Which Emerges From “Systemic Functional Linguistics”. Analysts From Different Backgrounds Perceive It Differently. In Search Of Better Understanding Of Discourse Analysis, Critical Discourse Analysis Is Mainly Driven By Pressing Social Issues. This Deepens The Awareness Of The Essence Of Social Influence And Domination. In Terms Of Objective Social Variables, Such As Gender, Ethnicity, Or Age, The Effect Of The Social Context On Language Variation And Discourse Is Defined (Wodak And Meyer, 2009:14). Cda Investigates The Ties Between Language Use And Political Contexts And The Social Environment In Which It Takes Place. It Addresses Issues Of Gender, Cultural Differences, And How They Are Both Constructed Or Reflected In Texts. It Also Discusses How Language Builds And Is Shaped By Social Relationships. A Detailed Textual Analysis May Be Used In Critical Analysis And The Analysis May Be Clarified And Interpreted. It Will Continue To Deconstruct The Text Being Analyzed And Questioned. An Emancipatory Target Is Also A Critical View Of Gender Identity. The Term "Critical" Is Used Differently, Not Only To Be Critical In The Ordinary Sense But To Analyze Something In Order (Talbot, 1998:125).

Cda May Be Used In Social Gender Construction Exploration. Many Branches Of Critical Inquiry Into Language And Discourse Issues Are Explicitly Feminist. These Crucial Perspectives Differ In Approach And Theoretical Emphasis, Yet They Share The Fundamental Insight That Gender Is Not Stagnant But Actively Constructed. Some Gender Construction Studies Emphasize Gender As An Act. Individuals Do Not Have Pre-Fixed And Stable Gender Roles, They Do Them Consistently. Critical Views Share Both Gender Polarization Avoidance And The Understanding Of Gender Identity As Complex (Wodak And Meyer, 2009:15). Most Cda Approaches Describe The Impact Of The Social Context On Language Variance And Discourse Analysis In Terms Of Objective Social Variables Including Gender, Class, Race, And Age. There Is No Such Direct Control Because Social Systems And Discourse Structures Cannot Be Directly Connected And Require An Interface To Be Mediated (Wodak And Meyer, 2009:16).

Wodak And Chilton (2005:68) Argue That In The Discoursal Moment, Cda Seeks To Elucidate Social Systems, Attitudes And Adjust Their Dialectical

Connections With Other Moments. Cda Develops Its Theory, Process, And Agenda (Object And Science) Through Discussion Aimed At First, Consistent Integration Of Discourse And Discourse Analysis (Including Comprehensive Textual Analysis) Within Social Theories And Research Methods, Second, Development Of Its Discourse Theory And Text Analysis Methods To Respond To The Social Reality Of Discourse.

To Sum Up, To Wider Emancipatory Initiatives, One May Conclude That Cda Is A Movement That Aims To Foster A Critical Understanding Of The Discursive Scope Of Social Issues Involving Inequality, Disadvantage, And Domination. Gender-Based Disparities Have Been An Important Research Subject Among The Many Enduring Social Issues Investigated By Cda Scholars. Studies With An Emphasis On Gender Share The Core Tenets Of Cda As Members Of The Critical Discourse Analysis Scholarship Family And Are Scientifically Enriched By Other Critical Debate Research Projects. At The Same Time, The Interaction Of Feminists With Gender Dynamics And Philosophies Has Also Led To Broader Critical Discourse Analysis Research Intellectually. Importantly, Feminist Studies In The Formative Years Of The Cda Scholarship In The 1980s Provided An Impetus. Decades Later, The Term ‘Feminist’ Critical Discourse Analysis “Explicitly Demonstrates The Continuing Contributions Of Feminist Thought And Politics In Gender-Related Critical Discourse Analysis Studies As Well As The Disciplinary Hybridity That This Has Entailed” (Flowerdew And Richardson, 2018:25).

### **Robin Lakoff’s Model (1975).**

This Study Adopts Robin Tolmach Lakoff’s (1975) Model Since It Aims To Look At The Gender Differences. Lakoff Was One Of The First Linguists To Investigate The Social Inferences Of The Changes In The Use Of Speech By Men And Women. In Her “Language And Women’s Place”, She Explored The Connections Between Language, Gender, And Power. Lakoff Believed That Women’s Language Had Certain Features That Gave The Impression That Women Were Weaker And Less Creation Than Men (Bucholtz, 2004:15). The Present Study Focuses On Three Linguistic Features Listed By Lakoff (1975) Which Are Empty Adjectives, And Super Polite Forms. The Model

Is Applied To Hillary Clinton And Donald Trump’s Speeches.

**1- Empty Adjectives**

Empty Adjectives Are Those Which Convey Only Emotional Responses Instead Of Concrete Details (Crawford, 1995:23). Empty Adjectives Such As Adorable, Wonderful, Lovely...Etc. Tend To Be Used By Women Exclusively, Lakoff Also Offers Neutral

**2- Super Polite Forms**

It Is Supposed That Women Talk More Politely Than Men. As It Is Deemed "Properly" To Speak More Mannerly In Middle-Class Society (Bucholtz, 2004:81) Women Tend To Use Words Like “Please” Or Expressions As “Would You” For Asking, And Also Use “Thank You” More Than Men Do(Eckert And Ginet, 2003: 156).

Lakoff As Cited In Talbot ( 2010 ) Emphasizes Super Polite Forms Into Three Things ; ( A ) Avoidance Of

**Findings And Discussion**

This Section Presents The Findings And Discussion Of The Women’s Speech Features Used By Hillary Clinton And Donald Trump To Find Gender Differences. The Data Are Analyzed According To Robin Lakoff’s Model (1975) Of Women’s Speech Features.

Adjectives Examples Such As Great And Terrific (Speer, 2005:23). Lakoff Offers Both Gender-Neutral Examples (Great, Terrific) And Examples (Divine, Adorable) Of Those That Are Exclusively Limited To Use By Women. Gorgeous, Sweet, And Cute Might Include Contemporary Examples Of The Latter (Crawford, 1995:23).

Swearing Words , ( B ) Extensive Use Of Euphemism ( The Indirect Expression Used To Utter Taboo Words In Conversation ) , And ( C ) Using More Particles In A Request Sentence . Lakoff (1975) Uses Those Terms To Show How Women Consider Politeness In Their Utterances. The Use Of Please In Sentence Close The Door, Please Make It Sounds More Polite Than Close The Door! The Use Of Polite Form Prevents Expression Of Strong Statements. The Use Of Indirect Speech Like The Example Above Does Not Mean To Lower The Speaker's Position (Eckert And Ginet, 2003: 156).

**1-1- Analysis Of Women’s Linguistic Features Used By Clinton In The Campaign Launch Speech.**

This Part Presents The Use Of Women's Linguistic Features Used By Clinton In Her Campaign Launch Speech. As Ostensible In Table(1). There Are Many Expressions Used By Clinton, Which Reflect Women’s Linguistic Features. It Was Found That There Are 7 Empty Adjectives And 6 Super Polite Forms Used In Her Speech.

Table 1: The Frequency Of Women’s Language Features Used By Clinton In The Campaign Launch Speech.

No.	Features	Clinton1	%
1	Empty Adjectives	7	46.7%
2	Super Polite Forms	8	53.3%

At The Level Of Using Specific Terms And Words, There Are Some Words That Tend To Be Used Only By A Woman, And If Men Used Them They Damage Their Reputation. Women May Or May Not Use Them. Clinton, In Her Announcement Loach Speech Used 7 (46.7%) Words, Particularly When It Is Necessary, To Look Nice And Feminine, As When She Opens Her Announcement With:

**[1] It Is Wonderful To Be Here With All Of You. To Be In New York With My Family**

Clinton, Here, Tries To Attract The Audience's Support And Affection. Despite The Fact That Women Tend To Use Special Adjectives, Women Can Use Neutral Adjectives Freely. Clinton, In Her Speech Used Neutral Word Such As “Great” To Describe The Debate That She Is Looking Forward To As In Excerpt [2]:

**[2]So I’m Looking Forward To A Great Debate Among Democrats, Republicans, And Independents.**

Sometimes, Women Tend Not To Be Polite But Spore Polite When They Talk, Women Use The Words

“Please”, “Thank You”, And Even Blessing In Their Speech More Than Men Do. Clinton Used 8 Super Polite Forms In Her Speech (See Table 1) Clinton Opens Her Speech With Great Happiness And Tremendous Thanks To Her Audience, As In The Following Excerpt:

**[3] Thank You! Oh, Thank You All! Thank You So Very, Very Much**

She Closed Her Speech With Thanks And Blessing To The Audience And America To Add A More Polite Flavor To Her Speech, She Simply Said:

**[4] Thank You All. God Bless You. And May God Bless America**

In A Polite Manner, Talking About The Color Of People Is A Serious And Offensive Matter At Times, So Clinton Avoided Referring To Others According To Their Color, For This Reason. Clinton Refers To Black Table 2: The Frequency Of Women’s Language Features Used By Clinton In The Democratic National Convention Speech

No.	Features	Clinton2	%
1	Empty Adjectives	13	59.1%
2	Super Polite Forms	9	40.9%

Empty Adjectives –As It Was Stated - Are Those That Only Convey Emotional Reactions Rather Than Concrete Details. Excerpt [6] Reveals How Clinton Takes It As An Advantage To Show Her Feeling Toward People Who Feel There Is Less Respect For The Work They Do.

**[6] Right. It’s Not Yet Working The Way It Should. Americans Are Willing To Work — And Work Hard. But Right Now, An Awful Lot Of People Feel There Is Less And Less Respect For The Work They Do. And Less Respect For Them, Period.**

Moreover, Clinton Used Neutral Word And She Was Confidence And Looked As Masculine As Possible, For Example:

**[7] Strength Relies On Smarts, Judgment, Cool Resolve, And The Precise And Strategic App**

Clinton Used 9 Polite Forms In Her Speech (See Table 2). She Chooses A Super Polite Form To Insult Trump And Contempt Him. To Do So, She Used The Word “Please” – As In Excerpt [8]. The Word Please Is One

And Asians Women With “Women Of Color” In Order To Look Less Racist And Discriminating As In The Below Excerpt”.

**[5]And It Is Way Past Time To End The Outrage Of So Many Women Still Earning Less Than Men On The Job — And Women Of Color Often Making Even Less.**

### **1-2-Analysis Of Women’s Linguistic Features Used By Clinton In The Democratic National Convention Speech**

This Part Presents Clinton’s Usage Of Women’s Linguistic Features In Her Democratic National Convention, As Apparent In Table (2). There Are Many Utterances Used By Clinton In Her Democratic National Convention, Which Reflect Women’s Linguistic Features, Namely13 Empty Adjectives And 9 Super Polite Forms,

Of The Linguistic Realizations To Express A Request. A Request Is A Polite Way Of Asking Someone To Do Something. This Is Normally Used By The Speaker Who Has Lower Power Relations Than The Hearer. Clinton Here Is Questioning Trump As A Citizen, Not As A Competitor.

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**[8]He Also Talks A Big Game About Putting America First. Please Explain To Me What Part Of America First Leads Him To Make Trump Ties In China, Not Colorado.**

Clinton Also Ends Her Speech With Thanks And Blessing The United States As In The Excerpt [9].

**[9]Thank You And May God Bless The United States Of America! Lication Of Power.**

### **1-3- Analyses Of Women’s Features Used By Clinton’ Two Speeches**

This Section Introduces The Use Of Women’s Linguistic Characteristics Used By Clinton’s Two Speeches As In Table (3). In Both Of Her Speeches, There Are Many Utterances Used By Clinton That

Represent The Linguistic Features And Characteristics; 7 Empty Adjectives In Her First Speech And 13 In Her Second Speech, And 8 Super Polite Forms In Her First Speech And 9 In Her Second Speech.

Table3: The Frequency Of Women’s Language Features Used By Clinton In Both Of Her Speeches

No.	Features	Clinton1	%	Clinton2	%
1	Empty Adjectives	7	46.7%	13	59.1%
2	Super Polite Forms	8	53.3%	9	40.9%

When Comparing Clinton's First Speech With Her Second Speech, One Can Notice That In Her First Speech There Was Less Use Of Women's Language Features In Her Second Speech. This Seems Clear When Comparing 7 To 13 And 8 To 9. This Means That She Tries To Adopt Men Language And Appear More Masculine. Clinton Gendered Her First Speech In Order To Have Power.

However, In Her Second Speech, Clinton Speaks More Feminine Than She Did In Her First Speech. This Indicates That Clinton Adopted The Language Of Men

And Used It In Her First Speech And Retreated A Little From This Adoption In Her Second Speech.

**1-4-Analyses Of Women’s Linguistic Features Used By Trump In The Campaign Announcement Speech**

As Clearly Illustrated In Table (4), This Section Presents The Use Of Women's Linguistic Characteristics Used By Trump In His Campaign Announcement Speech. There Are Many Utterances Used By Trump, Which Reflect Women’s Linguistic Features. Namely, 38 Empty Adjectives, 16 Super Polite Forms,

Table 4: The Frequency Of Women’s Language Features Used By Trump In The Campaign Announcement Speech.

No.	Features	Trump1	%
1	Empty Adjectives	38	70.3%
2	Super Polite Forms	16	29.7%

There Are Certain Words That Appear To Be Mostly Used By A Woman Such As “Wonderful”, Divine, Nice, And Lovely. At The Level Of Using These Terms And Words, If A Man Used Them, They Would Damage His Reputation. However, Trump Did Use 38 Empty Adjectives In His Speech (See Table4) To Appear Less Aggressive And More Pleasant In Describing His Family Through Using The Word “Wonderful” As In Excerpt [10]:

**[10]And, I Will Tell You, I Love My Life. I Have A Wonderful Family.**

Trump Also Used The Empty Adjectives To Refer To Himself, In The Same Excerpt, He Refers To Himself As “Nice”, As Illustrated Below:

**[11]I Am A Nice Person. I Give A Lot Of Money Away To Charities And Other Things. I Think I'm Actually A Very Nice Person."**

Even Though, Trump Used 38 Empty Adjectives And He Uses 43 Neutral Words As Well, In Order Not To Damage His Manly Image. Trump Along His Speech Used The Neutral Word “Great” To Refer To America, People, States, And Many Other Things; The Below Excerpts Show That:

**[12] I Have Lobbyists That Can Produce Anything For Me. They're Great.**

**[13]I Really Thought That He Would Be A Great Cheerleader.**

**[14]He Said, "You Know, I Make Great Product."**

In Noticing The Flow Of Trump's Speaking, Whether He Was Polite Or Not, It Was Found That He Used The Word "Thank You" At The Beginning Of His Speech To Express His Gratitude To The Audience For Coming To Listen To Him In That Large Number And Expressed His Gratitude For Their Presence In Trump Tower, As Is Evident In The Excerpt [15]. Trump Uses The Word "Mr." To Refer To Himself Many Times- As In Excerpt [16] And As Is Evident, The Word "Mr." Is Used To Show The Difference In The State Between The Speaker And The Listener, And This, Once Again, Expresses Being Polite. He Closed His Advertising Speech By Thanking The Audience Once Again.

**[15]So Nice, Thank You Very Much. That's Really Nice. Thank You. It's Great To Be At Trump Tower. It's Great To Be In A Wonderful City, New York. And It's An Honor To Have Everybody Here.**

**[16]Somebody Said To Me The Other Day, A Reporter, A Very Nice Reporter, "But, Mr. Trump, You're Not A Nice Person."**

Trump Used 16 Super Polite Form In His Speech (See Table4).

Table 5: The Frequency Of Women's Language Features Used By Trump In The Republican National Convention Speech

No.	Features	Trump2	%
1	Empty Adjectives	7	63.6%
2	Super Polite Forms	4	36.4%

Trump, To Soften And Add Pleasant Elements To His Sentences, Added Empty Adjectives, Although They Do Not Add Any Specific Meaning To The Content. Empty Adjectives Are One Of The Characteristics Of Weak Speech Since They Represent The Uninvolved One In Uttering The Sentence. For Example, He Said:

**[18]Only Weeks Ago, In Orlando, Florida, 49 Wonderful Americans Were Savagely Murdered By An Islamic Terrorist.**

He Used The Empty Adjective "Wonderful" To Describe The Murdered Americans, To Put Some Sympathy On What Has Happened.

Trump In This Speech Did Not Use Only Empty Adjectives But He Used Neutral Words As Well. He

Interestingly, Trump Uses The Euphemism Expression "Ladies And Gentlemen" To Announce His Nomination For Prescience Of The United States:

**[17]So Ladies And Gentlemen...I Am Officially Running... For President Of The United States, And We Are Going To Make Our Country Great Again.**

**1-5-Analyses Of Women's Linguistic Features Used By Trump In The Republican National Convention Speech**

This Section Presents The Usage Of The Linguistic Characteristics Of Women Used By Trump In His Speech At The Republican National Convention, As Shown In Table (5). There Are Many Utterances Used By Trump, Which Reflect Women's Linguistic Features, Namely, 7 Empty Adjectives, 4 Super Polite Forms.

Used The Neutral Word "Great" Many Times Throughout His Speech, And It Becomes His Election Campaign Slogan, Excerpt [19] Shows That.

**[19] And We Will Make America Great Again!**

In Another Occasion, He Used The Word "Great" To Descript His Mother, As In Excerpt [20] Below:

**[20]Then There's My Mother, Mary. She Was Strong, But Also Warm And Fair-Minded. She Was A Truly Great Mother. She Was Also One Of The Most Honest And Charitable People I Have Ever Known, And A Great, Great Judge Of Character. She Could Pick Them Out From Anywhere.**

Trump Adds Some Politeness To His Speech. Firstly, In Uttering A Super Polite Form Of Utterance, When He Said:

**[21]At This Moment, I Would Like To Thank The Evangelical Community**

Trump Said These Words To Thank The Evangelical Community, And This Form Is Super Polite Form Of Declaring Thanks. He Used 4 Super Polite Forms (See Table5). There Are Certain Words That Appear To Be Used Only By A Woman At The Level Of Using Specific Terms And Words And If A Man Used Them They Would Damage His Reputation. But In A Strange Way, 20 Womanly Words Are Used By Clinton And 45 Womanly Words Are Used By Trump. Clinton Used 9 Neutral Words In Both Speeches, While Trump Used 61 Neutral Words In Both Speeches. It Is Possible To Take One Neutral Word As An Example Used By Clinton And Trump To Describe People. Clinton Uses The Word “Terrific” To Describe Vice President, Joe Biden:

**[22] We Heard From Our Terrific Vice President, The One-And-Only Joe Biden, Who Spoke From His**

**Big Heart About Our Party’s Commitment To Working People.**

While Trump Uses The Word “Terrific” To Describe The General Services:

**[23] Because The General Services, Who Are Terrific People, By The Way, And Talented People, They Wanted To Do A Great Job. And They Wanted To Make Sure It Got Built.**

**1-6-Analyses Of Women’s Features Used By Trump’s Two Speeches**

In Comparing The First And Second Speeches Of Trump In Using Women’s Language Features, It Was Found That He Used These Features Differently. As It Is Tabulated In Table (6), 38 Empty Adjectives In Trumps First Speech And 7 In His Second Speech,16 Super Polite Forms In Trump’s First Speech And 4 In His

Second	Speech.
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Table 6: Frequency Of Women’s Language Features Uses By Trump In Both Of His Two Speeches

No.	Features	Trump1	%	Trump2	%
1	Empty Adjectives	38	70.3%	7	63.6%
2	Super Polite Forms	16	29.7%	4	36.3%

Unlike Clinton, Who Began To Use Women’s Language In Her Second Speech, Trump Used The Features Of Women's Language In His First Speech And He Retracted The Use The Features Of Women's Language In His Second Speech. That Is, Trump Adopted The Features Of The Language Of The Other Gender - Women - In His First Speech, So That He Appears Less Hostile And More Pleasant. While In His Second Speech, He Decreases The Use Of The Language Of Women Feature And Spoke In A More Masculine And Neutral Way.

**1-7-Comparison Of Clinton's Two Speeches With Trump's**

In Comparing The First And Second Speeches Of Clinton And The First And Second Speeches Of Trump In Using Women’s Language Features, It Was Clear That They Used These Features In Different Frequencies, As Tabulated In In Table (7), 20 Empty Adjectives In Clinton's And 45 In Trump’s, 17 Super Polite Forms In Clinton’s And 20 In Trump’s.

Table7: Frequency Of Women’s Language Features Uses In Clinton And Trump’s Speeches.

No.	Features	Clinton	%	Trump	%
1	Empty Adjectives	20	30.7%	45	69.3%
2	Super Polite Forms	17	45.9%	20	54.1%

Clinton And Trump Used Empty Adjectives. Even Though Trump Used Feminine And Neutral Words At A Much Greater Rate Than Clinton Did (He Used Them 45 Times And Clinton Used Then 20 Times (See Table 7), Clinton Expressed Her Feelings In A Better Way Than Trump, As She Smiled A Lot And Expressed Her Joy By Using Body Language, Waving, Smiling, And Even Sadness When Required.

As Is Known, Politeness Is Developed By Societies In Order To Reduce The Frequency In Personal Interaction. Generally, Women Are Supposed To Speak More Politely Than Men Do, But What Happens Here Is That Clinton Used 17 Super Polite Form And Trump Used 20 Super Polite Form (See Table7). Trump Used The Title “Mr.” And The Effect Of This Is To Establish A Space Between The Speaker And The Address. These Distances Mean That His Utterances Have No Emotional Substance, And The Participant May, Therefore, Remain Aloof. He Also Used Thanks And Nice Word To Open And Close His Both Speeches. Clinton Used The Word” Please” As Well As “Thanks And Blessing” At The End Of Her Two Speeches.

This Study Tries To Discover Whether Through Critical Discourse Analysis, Gender Affects The Creation Of Political Discourse, Or Whether It Is Not An Important Factor For Political Discourse. The Results Indicate That Both Clinton And Trump Gendered Their Speeches In Their First Speech. This Means That Clinton Speaks In A Manly Way In Her First Speech And Trump Speaks In A Womanly Way In His First Speech. Nevertheless, Both Of Them Return To His Gender In Their Second Speech, And This Was Shown Clearly In The Change Of The Frequency Of Each Feature. Clinton Starts To Talk In A Womanly Way In Her Second Speech As A Reverse To Her First Speech, In The Same Way, Trump Does, And He Starts To Talk In A Manly Way In His Second Speech. On The Other Hand, In Comparing Clinton’s Two Speeches With Trump’s Two Speeches, It Was Found That Trump Adopted Women’s Language More Than Clinton Does In Her Speeches. By Doing So, Clinton And Trump Prove That It Is Possible To Adopt The Other Gender

Language And Use It For Their Own Good. For Example, Clinton Adopts Man Language To Have Strength And Power, While Trump Does So To Be Less Insolence.

**Conclusion**

This Study Aimed To Examine Critical Discourse Analysis Of Gender, Focused On Doing Critical Discourse Analysis According To The Lakoff Model, In Hillary Clinton And Donald Trump's Political Speeches,. It Can Be Concluded That By Analyzing Hillary Clinton And Donald Trump's Political Speeches, That Each One Adopted The Other Gender Language. The Findings Indicate That Both Clinton And Trump Gendered Their Speeches In Their First Speech, Clinton Speaks In A Manly Way, And Trump Speaks In A Womanly Way In His First Speech. They Both Turn To Their Gender In Their Second Speech. On The Other Hand, It Was Found That In Comparing Clinton's Two Speeches To Trump's Two Speeches, Trump Followed The Language Of Women More Than Clinton Did In Her Speeches.

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