"The virus will not have a chance against us"
Transitivity Analysis on Donald Trump's 2020 Coronavirus Speech

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MA Thesis

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January 2021

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A Transitivity Analysis on Donald Trump's 2020 Coronavirus Speech. The aim of this thesis was to examine the ideological implications and the representations of the America. Furthermore, this thesis examined the relations between the America and other areas. In addition, this thesis examined how President Trump's speech emphasizes Americanism ideology. The material for this thesis was gathered from the official website of White House government. The material consisted of Trumps speech which was presented in March 2020 after the coronavirus began to spread in the world and when Worlds Health Organization (WHO) declared COVID-19 as a pandemic. The research was conducted with the help of Halliday's Systemic Functional Grammar and van Dijk's methodology (ideology categories and ideological square) from the point of view of Critical Discourse analysis. The results highlighted that the speech wanted to emphasize the good things made by the Americans while weaking the bad things. The bad things done by other countries were highlighted. Americanism ideology was an important influencer on how Trump represents the current situation in his speech. The results revealed that a single speech can consist of various of factors such as power use, discrimination, or ideologies.

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CDA = Critical Discourse Analysis

SFG = Systemic Functional Grammar

1. Introduction

Fairclough (2005: 142) argued that political discourse is experienced as an order for discourse. It constantly changes within wider processes of social and cultural change affecting the other social domains and media which are linked to them. Political discourse manifests itself in the media presented by top politicians such as the president. The President of the United States serves as the head of the U.S. government and state. The president is the chief of the armed forces and heads the federal executive and is elected for a four-year term indirectly by referendum through Electoral College. Donald Trump is the 45th president of the United States. Before Trump made his appearance on politics, he was a well-known tv personality and a businessman. Trump won the presidential election as a Republican candidate in November 2016. He took office in January 2017.

This year's international politics has been highly influenced by an epidemic that spread around the world in the spring. In December 2019, an epidemic began in Wuhan, China, new to humans, coronavirus. The disease is officially called COVID-19. COVID-19 has spread worldwide. The World Health Organization declared the coronavirus epidemic a pandemic on March 11, 2020. This is the same date the president of the United States, Donald Trump held his speech at the Oval Office. On March 3, 2020 CDC (Centres for Disease Control and Prevention) in the United States lifted restrictions for virus testing. The CDDC issued a guidance which stated that anyone could be tested for the virus. Before this guidance only those with virus symptoms could have a change to get tested. On March 13, 2020, few days after the speech Trump declared a U.S. national emergency (ABC News 2020).

The speech Trump presented to the nation sparked public discussion in the media. In The New York Times article (2020) Trump is criticized about his speech for only closing borders from outsiders but within the U.S. as the virus spread from one community to another. In addition, he received criticism for not denying Americans participation in major events in a timely manner. In his speech, Trump highlights the coronavirus as a foreign virus and explains how the problem areas are in either China or Europe. Because the president is an important political figure, his opinion influences the opinion and behaviour of many citizens. In the New York Times article

(2020) with the outbreak of the pandemic, being for e.g., Asian in America can make you a target for violence, yelling and pushing. Thus, it can be said that the coronavirus causes or emphasizes discrimination in America

The speech Remarks by President Trump in Address to the Nation held in the Oval office in March 2020, Donald Trump stated nation's unprecedented response to the coronavirus outbreak that started currently spreading throughout the world. In his speech, Trump explains how America is prepared for such a situation and intends to close America's borders from outsiders to ensure the security of the American people. He talks about how, as a united people, the United States can overcome any challenge. Since Trump is President of the United States, his political role has a major impact on American opinions and behaviour. The speech influences what happens, how people relate to the virus and for example how officials handle the situation. In his speech, Donald Trump criticizes European efforts to prevent the coronavirus and calls the coronavirus a foreign virus. Trump criticizes Europe because he says tourists from Europe brought the virus to the United States. World Health Organization (2020) states that COVID-19 outbreak has affect some form of discriminatory behaviour against people. Meaning people who has a specific ethnic background or has been in contact with the virus

This research is qualitative study since the discussion section is produced with a detailed qualitative analysis of the data. Some researchers have argued that discourse analysis is quite labour intensive with plenty varieties of qualitative research and therefore it is usually more difficult than dealing with numbers. However, Baker (2006, 9-10) claims that qualitative study is profound in nature and therefore helps the researcher to understand the details or problems of the topic. With the use of qualitative study, a hypothesis can be formed, and the data gathered, to reveal the inaccuracy or validity of the hypothesis. Although qualitative research has been criticized for its flexibility, it offers the researcher a variety of methods. Qualitative approaches are not so strictly constrained to limitations such as quantitative methods. Qualitative approach is in addition able to explain something which numbers alone are unable to. This can lead to misleading results. It can be also more speculative about what areas they choose to study (Poppulo 2019).

There is as well ethical aspect related to the research. In the thesis the speech of the President of America is analysed. The speech is public and is freely available on different site platforms. The president of America is a public figure, and the protection of privacy is not as strict than that of an ordinary person. The speech has been criticized on major news sites as well. The speech is therefore public and free to evaluate. However, the study did not express an opinion about the president Trump personally but opened the results of the study. It is therefore important for research to be appropriate and to focus on presenting the results of the research. The responses and analyses of the study are based on the findings of the researcher.

In the thesis I will analyse Trumps speech at the Oval office and aim to analyse the ideological implications and the representations of the America. In addition, I will examine the relations between the U.S. and other areas with the help of these research questions:

1. What kind of ideologies can be found in the speech?
2. How the speech manifests favouring Americans and discrimination against other citizens and how this affect the ideological content of the speech?
3. How Trump represents Americanism (ideology)?

To be able to answer these research questions, I use critical discourse while applying Halliday's theory of transitivity and Van Dijk's categorization of ideologies and his strategy: ideological square. The reason I study ideologies in my research is that they describe real-world events and activities. This method is well suited for a transitivity theory since it is based on representations of real-world events. Halliday states that the ideational metafunction is related to representations of events and happenings (Halliday & Matthiessen 2014, 38). With Van Dijk's theories, I can find out in more detail the meanings hidden in the speech and refine real-world events. Both Van Dijk`s strategies are related to discourse strategies, but ideological square brings more perspective on discrimination (us vs. them). However, it is conceivable that these discourse strategies include issues related to discrimination, as Van Dijk has done studies on elite discourse and racism. For instance, Van Dijk (1993, 2) claims that political elites have a long tradition with racism despite routine disclaimers and official appeals to tolerance. In the book he presents how Bush (41st president) had a successful election campaign: "Fear of Black Crime.". However,

racism (discrimination) of the political elites continues even today, and at the top.

Thesis begins with the introduction of the speech and its role in this thesis. Then the theoretical approach is presented and explained within the related terms. By explaining the terms, the topic of the thesis will be more understandable. Next, the thesis continues by presenting the data and methods of this thesis. Followed by this comes the analysis section. And finally, the discussion section will focus on the main findings of the analysis. The research ends with the conclusion section.

2. Background of the speech

The speech I will use as data for my research is: Remarks by President Trump in Address to the Nation. In this section I will explain what the speech is about and what the context of the speech is. In addition, I will explain the background behind the speech and why it was made and presented. At the end I will present Americanism ideology since it is related to the speech. As I do this there will be clearer vision of the data I am using.

2.1 Covid-19 and America

World Health Organization (WHO) informed 11th of March 2020 that in the past weeks the cases of COVID-19 outside China had increased enormously. In March, the situation was that there were more than 118,000 COVID-19 cases in 114 countries and over 4,000 people had died symptoms caused by the coronavirus. Since WHO was following this outbreak constantly, they decided to state that COVID-19 was a pandemic on March 11th. This decision was made because the virus spread alarmingly (WHO 2020).

When Donald Trump presented his speech in March, the COVID-19 situation in America was as follows. There were 1,267 cases of the coronavirus, 70 of these cases were repatriated from other countries. 1,197 of these cases were located on US soil and across 43 states and Washington, In the US the 38 people had died (CNN 2020).

2.2 Context of the speech

Next, we will discuss the topic of the speech and it purpose and aim. In his speech from the Oval Office Donald Trump informed the nation that COVID-19 had been characterized as a pandemic. Trump declared a suspension of travel from Europe. The suspension of travel was said to be temporary meaning that it was valid for 30 days. The topic of his speech was coronavirus and actions made to prevent its spread. The purpose of his speech was reassuring the people that the virus is being suppressed with the help of him, the administration, and experts of certain fields. In

addition, Trump wanted to educate and warn people of the coronavirus but at the same time reassure that the people of America should not be worried since he has everything under control. He wanted to reassure businesses by providing low-interest loans specifically to small businesses. Trump tried convincing American people that America will do better since Europe failed to prevent the virus from spreading from China to its territory and further to the United States. The aim was to still maintain the trust of the citizens and convince people that there is a powerful strategy made towards handling the coronavirus.

2.3 Criticism towards the speech

When Donald Trump presented his speech, it received some criticism. CNN editor Cillizza (2020) states that Trump speech featured scapegoating and barely veiled xenophobia. From Cillizza's view Trump highlighted how Europe has failed and points finger towards China in his speech. Cillizza then goes on stating that mistakes that Trump made in his speech were that he refused to admit the problems there was with fighting the virus and the blaming towards foreign actors. However, Cillizza claims that some mistakes Trump made in his speech were understandable since a global virus is an unpredictable thing and every government must adapt to this new situation. It is precisely because of this criticism that speech needs to be studied. It contains elements of discrimination and is presented by an important political figure

According to an article published by CNN the speech involved error hence Trump accidentally added the word "only" in his speech while talking about restrictions on travel from Europe. This led to the understanding that Trump banns trade and cargo from Europe. Later he explained on Twitter that he was not banning trade and cargo from Europe (Dale & Subramaniam 2020)

2.4 Americanism ideology

Ideology be a system that guides practical action. It is a system of ideas of a particular group. One example of ideology is for e.g., a political idea united by members of the same party. For instance, the Finnish political party Green League supports issues related to climate change and equality. People who want to belong to this party identify themselves as "green" and their

ideologue supports similar values as the party's ideology, for example the importance of preventing climate change. Ideology is thus strongly associated with ideas and interests. It also contributes to creating strength, for example, if a large group shares the same ideology. Ideology relates to power and interests and is usually explained in terms of interests (Higgott & Malbasic 2008, 134).

Americanism is an ideology that consist of patriotic values which aim to create American identity. The term includes traditions, political language and culture that relates to political meaning. Americanism ideology creates a background image of loyalty and pride in being American. It is part of political philosophy, moral virtue, culture, and attitude. Americanism is understood as a form of political philosophy. For American people, it is important because it defines and identifies how to live your life and how to live as a moral character. Deeper level the term refers to American sense of life. Americanism does not have a foreign counterpart. American identity is shaped by an ideology. The Declaration of Independence was the theoretical and practical base for this ideology. It represented idea of revolution and heroic action. The Declaration of Independence was the theoretical and practical of this ideology. It presented heroic action and revolutionary idea. Americanism true meaning was commitment of freedom. Nowadays Americanism however has changed by the right and the left. The Left side described Americanism with relativism, environmentalism, multiculturalism and welfarism while The Right identifies it with traditions, family value Christianity (prayers), and community standards. Americanism is seen as important concept nowadays since it views American peoples of their past, present and future. Overall Americanism is about who and what American people are as a nation (Thompson 2011).

3. Theoretical background

3.1 Politics and Discourse

In the following sections I will present in detail what is political language and what is political discourse. After that, the focus is on how political discourse is analysed and what is political speech. This will give important background information for the analysis section since it presents how discourse relates to politics and how it can be analysed.

3.1.1 Political communication and speech

When we express ideas, we use words. For instance, the founders of Declaration of Independence articulate the ideals and ideas which have created the core of the American experience. Spoken words in addition describe the nations self-image and expectations. Political leaders' mission is to inspire, critique and to interpret the American experience for the future generations. Best speeches include more than words are described as the transmitters of stories which people and nations talk about themselves. When political speeches are great, they transcend place, time, and issues of the American experience. Political leaders have used the spoken words to describe nations better sides and sometimes defend unpopular causes and enunciated American values (Golway & Beeman 2012, 21-22). When we better examine language ideologies, we can notice that they are representation of complex linguistic practices rendered through simplification, stereotyping, and generalization. They are in addition, described attempts for explaining what people keep as significant facts about language use and how it relates to general beliefs of the world. Irvine (1998) claims that language ideologies are based on loading of moral and political interests (Cameron & Shaw 2016, 5).

Without the use of language political activity cannot exist. In addition, there are other behaviors involved such as physical coercion. However, politics is predominantly constituted in language. Chilton (2004, 6) argues that the need for language arose because of the socialization of humans involving the formation of coalitions, group boundaries and reciprocal altruism. To be capable to

analyze political communication (for e.g., political speeches) we need to know the background knowledge of the historical, political, and social context of discourse. For instance, when examining Trumps speech, we need to understand the rhetoric strategies he uses. In addition, we need to understand American history. Context has been described as follows: 1. Co-text of the practice or other language in the text, 2. The description of other texts leading to inter-discursive and intertextual relationships. Similarity between utterances in various texts creates discourses and genres 3. Situations extra-linguistic context and 4. The context of the practice and its wider sociopolitical and historical background (Charteris-Black 2018, 134).

3.1.2 Politics and Language

The concept of politics it defined by Chilton (2004) as follows: politics can vary according to the situation and the purposes. Chilton (2004) describes this as political answer. If the definitions are considered, explicit and implicit, both found in the traditional studies of politics and in discourse studies of politics, there are claimed to be two broad strands. On the contrary, politics is described as a struggle for power between two: those who seek to maintain and assert power and those that seek to resist it. Some states contain more power struggles than others. The controversial issue is whether democracies are formed in this way. Politics are viewed on the contrary, as the practices and institutions that society must resolve over liberty, influence money and the like (Chilton 2004, 3). In addition to Chilton Van Dijk states that political situations do not cause political actors to speak in typical ways. But rather "there is a need for cognitive collaboration between situations and talk or text, that is context (Van Dijk, 2006, 733). This kind of contexts are tools that define how participants experience, represent, or interpret the aspects relevant for them in political situation (Van Dijk 2006, 733). For instance, when coronavirus began to spread in America Trump had to address it. Trump did not change his rhetoric in the speech but emphasized patriotic ideology in the context of his speech.

In the Chilton book Hague (1998, 3-4) claims that politics involve reconciling differences through persuasion and discussion and therefore, communication is seen as central to politics. Later Hague continues by explaining that typical political process can involve bargaining and

persuasion.

"Politics scarcely exists if decisions are reached solely by violence but force, or its threat, is central to the execution of collective decisions" (Chilton 2004, 4).

One view Chilton (2004) presents is that at a fundamental level politics and languages are linked. Political authorities have certain verbal characterization for instance: fines, imprisonments, and benefits. In addition, with the means of communicative acts a certain kind of force can itself only be operationalized. These often happen in a chain of command. In his speech, Trump uses a specific function and linguistic action in his communication. He denies the possibility that he has not taken the necessary measures to prevent the virus in a timely manner and therefore accuses others that infections have begun to spread in America. There is a lot of complaining and blaming, but little of taking responsibility and apologizing. This is Trump's typical rhetorical strategy., Chilton (2004) defines politics as follows:

"Politics is defined, there is a linguistic, discursive and communicative dimensions, generally only partially acknowledged, if at all, by practitioners and theorists." (Chilton 2004, 4).

3.1.3 Political discourse

Chilton (2004) divided these two orientations: "micro" and "macro" and named it as another distinction. In the micro level there are different techniques to express ourselves such as persuasion, rational argument, threats. briber or manipulation. Micro level is described as follows by Chilton (2004: 3).

"At the micro level there are conflicts of interest, struggles for dominance and efforts at co-operation between individuals, between genders, and between social groups of various kinds"

Chilton (2004) claims that micro-level behaviors related to politics are linguistics action kind of. This political behavior consists of resolving conflicts of interest or on the contrary, assert power of dominant individual. The macro level includes certain types of discourse with specific characteristics e.g., broadcast interviews, debates and parliamentary. In addition, laws and

constitutions are also discourse. They are classified as specific type of text or written discourse (Chilton 2014, 3-4).

Politics consist of priorities and individuals' political values. In addition, when the focus is on the linguistic point of view in discourse it is called inappropriate prioritization. Alternate referential formulations are neutral and capricious and when it comes to wording of concepts and values or phrasing, there might be suitable reasons behind them. As we are examining political discourse, we challenge the verbal formulation (Chilton 2004, 8). While other may attempt to delegitimize the action mentioned earlier, political actors regard it as legitimate. In political discourse the key functions are terms related with legitimizing and delegitimizing. Politics and language are strongly attached to each other. Politics raises questions about language and these questions may range from the choice of words or the use of language. The questions might in addition consist of phrasing, wording or national language policy issues. However, language is not always considered as political. Even though language is not always political, political actors admit the powerful role of language. Political discourse implies for the most part among the advancement of representations or supplementary things (Chilton 2004, 14). Chilton (2004, 23) explains this as follows:

"a pervasive feature of representation is the evident need for political speakers to imbue their utterances with evidence, authority and truth, a process that we shall refer to in broad terms, in the context of political discourse, as "legitimization"."

Political speakers must guard against the operation of their audiences. Chilton (2004) presents a term "cheater detectors" as the audiences' operations. And then the political speakers provide guarantees for the truth of their sayings. Trump is known for presenting information that cannot be verified. However, with his strong rhetoric, he can avoid responsibility and his audience defends Trump because they think Trump is a hero of Americans (Americanism ideology). Trump represent strong authority thus he only needs to claim that there is evidence even if he cannot prove it.

3.1.4 Political Discourse Analysis

Fairclough and Fairclough (2012, 8) argue that winning or imposing of representations (narratives) shapes perceptions in politics. These representations "subserve a greater concern of" agencies and "political agents to make their proposed lines of action". Representations are concerned with action since actions possess primacy over the representations. Fairclough and Fairclough (2012) mention that it is important when analyzing political discourse to have the focus on entities, events people, and circumstances. Or as Fairclough and Fairclough (2012) argue that genres are given as much attention at least as discourses. On the other hand, this has been not inclined to be the case when examining political discourse, where the focus is more on the representations and discourses. In addition, Van Dijk (2006, 733) states that political discourse is defined with political contexts, rather than just with political discourse structures. The field of research that is acknowledged as political discourse analysis:

"it views political discourse as primarily a form of argumentation, and as involving more specifically practical argumentation, argumentation for or against particular ways of acting, argumentation that can ground decision" (Fairclough & Fairclough 2012, 5).

Agents decides what to do and they both begin to think of reasons that may favor a certain action and in addition, reasons against it. Furthermore, agents consider reasons in favor or against alternatives (deliberation over several probabilities for action). Political discourse from the point of view of Fairclough and Fairclough (2012) does not only include practical arguments. But instead, they are representing that politics are about making decision on how to act regarding what the circumstances or goals are. In addition, political discourse is about determine policies, choices, and actions "which follow from them are based upon practical argumentation (Fairclough & Fairclough 2012, 5).

As mentioned earlier Fairclough and Fairclough (2012) argue that political discourse is argumentative in its nature and involves practical argumentation. The analysis of political discourse concentrates on analysis of practical argumentation. Critical discourse analysis (CDA) of texts must focus on the whole text and its generic features and not focus on the remote features

in the text. However, it should not focus on representations, but on action primarily. (Fairclough and Fairclough 2012). Overall, the analysis should focus on how discourses, especially ways of representing, issue agents with reasons for actions. When examining genres that are non-argumentative such as explanation and narratives, they should be examined in relation with the arguments they are embedded with (Fairclough and Fairclough 2012).

3.2 Critical Discourse Analysis and Discourse

In this section I will explain terms and context about the critical discourse analysis and explain the issues behind it. This will make the research more understandable

3.2.1 Discourse

Basically, the term discourse refers to commonly written and spoken communication. Discourse analysis can for some be a narrow enterprise that focuses on a single utterance or a conversation between two people. On contrary, some people experience discourse as synonymous with the whole social system. This means that discourses literally constitute the political world (Howarth 2000, 2). The meaning of the term varies according to the user and the starting points of the review (e.g., theoretical framework. English Dictionary (1998) defines discourse as follows:
"1. verbal communication; talk, conversation; 2. a formal treatment of a subject in speech or writing; 3. a unit of text used by linguistics for the analysis of linguistic phenomena that range over more than one sentence…" (Mills (2006, 2).

This general understanding of discourse has been taken forward and expanded. Michel Foucault, who was French philosopher, has expanded the word discourse by "treating it sometimes as the general domain of all statements" or "as individualizable group of statements" or "as a regulated practice" that divides for plenty of statements (Mills 2006, 6).

The first definition that Foucault provides is the base of all statements. This is the widest unit and it consist of all utterances or texts that possess meaning and which includes some effects in the

real world that can be counted as discourse. According to Mills (2006) Foucault at a theoretical level uses this definition of discourse. The second definition which is often used by Foucault is about "an individualizable group of statements". It is used by him when he is explaining about certain structures related with discourse. The third definition which is a regulated practice that accounts for plenty of statements rule-governed nature of discourse is incredibly important. Foucault here is more interested about structures and rules which produce texts and utterances than in the actual produced texts and utterances (Mills 2006, 7). Explaining the term discourse has proven to be problematic. Mills explained generally how discourse is used:

"the general usage of discourse as having to do with conversation and "holding forth" on a subject, or giving a speech, has been partly due to the etymology of the word" (Mills 2006, 7).

The complexity with defining discourse relates to the fact that theorists do not explain or specify when they are using the term. In addition, they do not explain which of the meanings they are using. Solution to avoid doing this is to be able to explain in which context the term is used and what meanings are related to it (Mills 2006, 8).

When analyzing discourse Van Dijk (2008) states that it is analyzed as an autonomous verbal object. In addition, discourse is analyzed as a social practice, situated interaction or type of communication in social, historical, cultural, or political situation. For instance, we would not analyze a conversation between two co-workers. We would do fieldwork of the whole workplace and in addition, analyze how people communicate in public places. Moreover, there must be a description about other relevant features of communicative events. These functions are spatial and temporal settings, the participants and their social and communicative roles, special circumstances and other different activities that are being accomplished at the same time (Van Dijk 2008, 3-4)

3.2.2 Critical Discourse Analysis

When thinking about how to do Critical Discourse Analysis it is crucial to examine in detail how we are going to use different research strategies. We need to descriptively and theoretically

explore strategies and structures of text and talk to find certain views in the text for e.g., manipulation or elite dominance. Other option is to focus on major problems and issues discovered in social and political situations such as sexism or racism. Next, we would have to detail how these certain forms of inequality are legitimated, enacted, expressed, and reproduces in text and talk (van Dijk 1995, 19)

Discourse analysis means the use of language that does not reflect reality one by one but makes sense to organize and construct the social reality in which we live. For this reason, I chose discourse analysis as one of my research methods because it describes the sociality of the real world. Discourse analysis involves variability, contextuality and functionality. Variability means the social reality which is structured as a field of several parallel competing interpretations where the world becomes meaningful in different ways. Contextuality means language use that takes on significance in relation to its situation, so it needs to be looked at in time and place. Functionality is concerned about the language use and its consequence (for e.g., ideological, and situational consequences). The Critical discourse analysis (CDA), like other approaches to discourse analysis, does not seek to promote the construction of a field, paradigm, school, or discourse theory. Instead, the CDA is primarily interested in certain societal issues. One of the founders of CDA, Norman Fairclough has described it as follows:

"to systematically explore often opaque relationships of causality and determination between (a) discursive practices, events, and texts, and (b) wider social and cultural structures, relations, and processes; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles overpower. (Locke 2004, 1)"

Locke (2004, 1-2) presents the main points of Critical discourse analysis. According to him the CDA sights the reality as intertextually and textually with the terms of verbal and non-verbal language systems. Since the social orders it prevails as historically situated CDA is socially changeable and constructed and relative. CDA can be attached to social practices this means that the discourses end up in addition to expressing, legitimizing, and conveying power relations as a part of discourses actors. The forms of social power, how they are born and produced, and challenges is what the critical analysis examines (Locke, 2004, 1-2). In addition, Wodak and

Chilton (2005, 16) explain that a specific feature of CDA is the specific incorporation of linguistic categories in it analyses.

As mentioned above CDA examines the forms of social power. For instance, if we would examine speech presented by powerful political leader, he/she may be able to control the minds of recipients. In other words, CDA is concerned with the ways in which such influence mentioned above would control and influence of the mind is morally or socially illegitimate (van Dijk 1995, 22). Since Trump is the president and therefore has great power to influence the opinions of others, it is important to take the CDA as a method when examining his speech. For example, with CDA, we can figure out how Trump seeks to influence with his speech or word choices.

3.2.3 Critics towards Critical discourse analysis

Critical discourse analysis has received some criticism. Stubbs (1997 2-3) claims that repeatedly CDA receives criticism about the textual interpretations of critical linguists. Stubbs (1997) explains that they are politically rather than linguistically motivates and in addition, analysts find what they expect to find, whether absences or presences. Philo critics CDA because the methodology suggests obvious division of labor, meaning that CDA is used to analyzing media texts, while political economy is used to explain structural production and circulations (Flowerdrew & Richardson 2018, 289). This argument from Philo is quite like Blommaert critique about CDA and its linguistic bias:

"CDA (and Fairclough in particular) puts an extremely high price on linguistic-textual analysis, more specifically on systemic-functional linguistics. This emphasis is articulated repeatedly, and it is used as an important criterion for the assessment of work aspiring to be "critical" (Blommaert 2005, 34). Criticism of the method has been considered in my research, but in practice I cannot include it in my research because its problems are matters outside my research.

3.3 Systemic Functional Grammar

Halliday's (1985) functional grammars conceptual framework is a functional rather than formal one. The functional aspect is experienced in three closely related although distinct senses: "in its interpretation (1) of texts, (2) of the system, and (3) of the elements of linguistic structures" (Halliday 1985, xiii). The theory is functional because of its design to account how language is used. To be more specific Halliday stated that "every text - - that is, everything that is said or written – unfolds in some contexts of use; furthermore, it is the uses of language that, over ten of thousands of generations, have shaped the system" (Halliday 1985, xiii). In other words, this means that humans have shaped the language to suit their own purposes over the years. Succeeding this is the functional components which are fundamental components of meaning in language. These components are called "metafunctions" and it consist of two main kinds of meaning: the ideational and the interpersonal. These manifestations in the linguistic system underlie all uses of language: "(I) to understand the environment (ideational), and (ii) to act on the others in it (interpersonal)" (Halliday, 1985, xiii). In addition, combined with these is the third metafunction: textual, which brings relevance into the two. Halliday (1985) states that in the linguistic system each element in a language is explained by the reference to its function. Therefore, functional grammar interprets "all the units of a language – its clauses, phrases and so on – as organic configurations of functions" (Halliday 1985, xiv).

Systemic functional grammar expresses how each clause distributes several different functions at the same time Halliday states that every clause of every text that is produced in the world is multifunctional. Halliday expresses the systemic theory as follows: "systemic theory is a theory of meaning as choice, by which a language, or any other semiotic system, is interpreted of interlocking options" (Halliday 1985, xiv). These options mentioned are e.g., either this, or that or the other and so on. The theory is based on Firths system-structure theory but in addition to Helmsley and Prague school (Halliday 1985, xxvi).

In the following section I will explain in more detail Halliday systemic functional grammar. Then I will proceed on explaining its view in analyzing discourse. Since the theory is concerned with all the units of language it is a valuable tool for looking at a political speech. With the help of this

theory the research can reveal the ideologies behind the speech.

3.3.1 The metafunctions

Systemic functional grammar and the functional diversity of language is explained by the metafunctional hypothesis. Halliday (1970) explains this as follows:

"When we examine the meaning potential of the language itself, we find that the vast number of options embodies in it combine into a very few relatively independent "networks"; and these networks of options correspond to certain basic functions of language (Teich 1999, 15)

The basic three functions also called the three metafunctions are the ideational, the interpersonal and the textual. According to Halliday the ideational metafunction is about the speakers experience of the real world. There is a subdivision within the ideational: logical and experiential. The logical one cites to some general relations that are expressed, for e.g., relations between typical elements in structure. The experiential is concerned with propositional content which is encoded as "processes, events, the participants therein and the accompanying circumstances, the types of objects referred to and their qualities" (Teich 1999,15). Halliday (1970) explains that the function of the interpersonal metafunction is to establish and maintain social relations, in addition, a speaker's assessment of the relevance and probability of a message. Third metafunction: the textual metafunction is concerned with enabling writer or speaker to construct texts. In other words, textual metafunction is concerned with establishing cohesion and coherence in text (Teich 1999,15).

All these metafunctions are equal, and none of them alone is better than the other. In the linguistic system these metafunctions are simultaneously relevant at any stratum. For example, functional diversity is reflected at the stratum of grammar, at clause level in the systems of theme (textual), transitivity (ideational) and mood (interpersonal). Theme functions with the potential of placing typical elements in theme position, in Halliday's (1985) words point of departure. Transitivity on the other hand functions with the process type enciphered in a clause and in addition the participants involved. Mood functions with the grammaticizing of speech function (Teich 1999, 15-16).

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Metafunctionally organized stratum include for e.g., the strata of semantics, context, and phonology. This means that Grammar is not the only stratum that is experienced as metafunctionally organized (Teich 1999, 16).

3.3.2 Representations and Functions

A class consist of set of items that are alike in some respect (Halliday & Matthiessen 2014, 74). Classes of words that are the most familiar in our traditional grammar are: noun, adjective, verb, adverb, preposition, pronoun, conjunction, and interjection. These are the classes of words that are in the usual list. However, Halliday & Matthiessen (2014) claim that every unit may be classified as follows: there are classes of clause, classes of group and phrase and classes of morpheme, which is at the other end of the rank scale. In the table 1 there is a concrete example from the classical definitions of word classes.

Inflection for (defines)	Word classes:
(none)	(other words)
case, number	verb
case, gender, number	adjective
case, number	noun

Table 1: Definitions of word classes (Halliday & Matthiessen 2014: 74).

Transitivity deals with functions of elements and propositional meanings. Transitivity model and the representations that are attested within it are claimed to signal bias, ideology, and manipulation in discourse. Plenty of the social impact of the media has to do with how the media represents states of actions, being and situations concerning a given society. For instance, the speech this thesis is focused on has been represented by the media in different ways. Transitivity is described as the foundation of representation. Meaning that clauses are used to analyze

situations and events as being of certain types. Transitivity can make options available, thus the choice made by the discourse or a speaker makes indicates that the speakers view is ideologically significant (Matu & Lubbe 2007, 411-412). Trump in his speech has selected certain language use to support his rhetoric strategies. With the help of transitivity, we can find the hidden ideologies behind the speech and examine the representation made by Trump

The three metafunctions ideational metafunction, (representation of reality), the interpersonal metafunction (interaction between speaker and hearer) and textual metafunction (presentation of ideational meanings as text) (Kondowe 2014, 175). A prominent factor in political discourse is persuasion. By using transitivity, we can examine the processes Trump uses in his speech. For instance, if he uses material processes (process of doing) we can acknowledge that the speech is persuasive. We can for e.g., set out a hypothesis that Trumps mission in his speech is to persuade American people to believe that spreading of coronavirus is the fault of Europe and China. Experiential metafunction is language form of impression about happenings and doings. When examining political discourse while the focus is on transitivity the research is done from the perspective of experiential Function (Liping 2014, 132, 135).

Three functions: Theme, Subject and Actor corresponds to a different mode of meaning in the clause. Halliday (1985,36) defines each function as follows: 1) In the clause the theme functions as a message 2) in the clause the Subject functions as an exchange and 3) in the clause the Actor functions as a representation). These three functions as mentioned above: clause as representation, clause as exchange and clause as message cite to the "three principal kinds of meaning that are embodied in the structure of a clause" (Halliday 1985, 37). Theme, Subject and Actor each occurs in relations with other functions from the same strand of meaning, therefore they do not occur an isolate. In the table 3 is described how these three functions relate to the metafunctions of language: textual, interpersonal, and experiential (Halliday & Matthiessen 2014, 83).

Metafunction	Clause as	System	Structure
Interpersonal	exchange	MOOD	Mood [Subject + Finite) + Residue [Predicator (+ Complement) (+Adjunct)]
Textual	message	THEME	Theme^Rheme
Experiential	representation	TRANSITIVITY	process + participant(s) (+ circumstances), e.g., Process + Actor + Goal

Table 2: Meaning in the clause (Halliday & Matthiessen 2014: 83).

In the following section I will focus on process types which are important for the analysis since the focus is on the transitivity aspect

3.3.3 Types of process

One of the basic features of the language is that it makes possible for human beings to construct a mental picture of reality. In other words, to make sense of their experience of what is happening or what is going on inside them or around them (Halliday 1985, 101). According to Halliday and Matthiessen (2014, 213) the most powerful impression that human beings experience is consisting of a flow of events or in other words "goings-on". These "goings-on" consist of for e.g., doing, happening, feeling and being. Halliday & Matthiessen (2014) entitle these goings-on as figures of doing or happening.

 Halliday (1985) explains that these goings-on are sorted out from the semantic system of the language and then they are expressed through the grammar of certain clause. Figures all contain of a process which unfolds through time and of participants that are involved in this process in some type of way. In addition to this there may occur circumstances of time, cause, manner, space etc. Process and circumstances may not be straight involved with each other but rather they can attendant on each other. Outer and inner experience are forms of mental and material

processes. The outer experience consists of events and actions: things happening and people or other actors doing something. The inner experience refers to the emotions we feel inside of us. Material process clause could be He is swimming. The clause describes what actor is doing or what is happening. Mental process clause could be He hates swimming. In this example there is emotion mentioned. In addition to material and mental processes there is relational process. Material processes are concerned with doing and mental processes are concerned with sensing relational processes are concerned with processes of being. Example of relational processes is for example "Tom is stupid" (Halliday & Matthiessen 2014, 214).

In addition to material, mental and relational there are three other, subsidiary types: verbal, existential and behavioral. Verbal processes are processes of saying and it covers all kind of symbolic exchange of meaning. Existential processes represent that something happens or exist. Behavioral processes represent physiological and psychological behavior, for instance breathing or smiling (Halliday 1985, 128-130).

3.3.4 Material clauses

Material clauses are processes of doing and happening. In material clauses in general, "the source of the energy bringing about the change is typically construed as a participant – the Actor" (Halliday & Matthiessen 2014, 224). Actor, or also called Subject, does the deed: for instance, the horse in the horse ran in the street. Halliday (1985, 103) explains that every process includes an Actor, and some processes have a second participant, which is called a GOAL

The girl	ran	
Actor	Process	
The girl	pushed	the boy
Actor	Process	Goal

Table 3: One-participant and two-participant (Halliday 1985: 103).

There are two cases in the table. Both cases involve girl doing something. In a) case the doing was constricted to the girl. But in b) the doing was extended to the boy. The term GOAL seen in

the table 3 means "directed at" (Halliday 1985,103). Material processes representation may come in two forms: active or passive. For instance, active for: The girl pushed the boy and passive: the boy was pushed by the girl. However, material process may be abstract happenings and doings: the president resigned, or the president established the committee (Halliday 1985,104).

In addition to the material processes mentioned above sections there are creative clauses and transformative clauses. The difference between these two is that in creative clauses Actor or Goal is construed into existence as the process unfolds but in the transformative clauses Actor or Goal is pre-existing and transformed as the process unfolds (Halliday & Matthiessen 2014,230). Creative clauses outcome is "the coming into existence of the Actor ("intransitive") or the Goal ("transitive") (Halliday & Matthiessen 2014, 231). The process is perceived by a verb for e.g., make, create, produce, construct, build etc. Next, I will present examples of creative clauses: intransitive and transitive. 1) Intransitive: She slept and 2) transitive: She build a house. In transformative clause the result is the change of aspect of existing Actor ("intransitive") or Goal ("transitive"). In a creative clause: "she built a house" the result is that the house was built but if the clause would be: "she painted the house blue" it would be transformative clause, since the outcome of the clause is the transformation of the color of the house (Halliday & Matthiessen 2014, 230-232)

In addition to Goal and Actor, material processes consist of other participants. These other participants however are all more restricted than Goal and Actor. One of the participants is the Scope. It is the most general type of material clause. The task of the Scope is to interpret the domain from the process or construe the process itself. In addition to Scope, there are other participants such as Client and Recipient. These participants are quite similar with each other. There are two reasons why they are similar: 1. They both interpret a benefactive role and 2. They both represent a participant who is benefitting from the performance of certain process (goods or services). Participant that is given the goods is the Recipient while the participant whom the services are done is the Client. Finally, there is the participant: The Attribute. Attributes task is to describe Goals and Actors qualitative state when the process is over. Those Attributes that specifies the Goals resultant state are called as resultative Attributes. Resultative attributes job is to only be marginal participants. In addition to resultative Attribute there is depictive Attribute. The role of depictive Attribute is to specify the state where Goal or Actor is taking a part in the

process (Halliday & Matthiessen 2014, 237, 239, 242).

	Intransitive	Transitive + Goal
Creative	Icicles formed.	They built cottage a cottage +Client They built you a cottage
Transformative	They built They watched + Scope (process) They built a house +Scope (entity) They watched the video	They washed the bathroom +Attribute (resultative) They washed the bathroom clean +Role (product) They cut it into pieces

Table 4: Material clauses and additional participants (Halliday & Matthiessen 2014: 238).

3.3.5 Mental Clauses

There are material and mental clauses. These clauses are different and next there will be explanation why that is. While material clauses concentrate on the experience of the material world, mental clause concentrates on the experience of the conscious world. In addition, mental clauses are called as the clauses of sensing and this process of sensing takes place in our own consciousness or as impinging on it (Halliday & Matthiessen 2014, 245). Clause that always includes one human participant is called mental process. The human participant is the senser who wants, fells, thinks or perceives. From the point of view of grammar, the senser (the participant) is referred with she or he (not it) when the participant is referred in the process pronominally. Th role of the Senser is constrained in the mental clause. Second participant in the mental process is the Phenomenon. The phenomenon is wanted or thought, and it might be a fact or act or a thing (Halliday & Matthiessen 2014, 245, 249, 251).

	Intransitive	Transitive + Goal
Creative	Icicles formed.	They built cottage a cottage +Client They built you a cottage
Transformative	They built They watched + Scope (process) They built a house +Scope (entity) They watched the video	They washed the bathroom +Attribute (resultative) They washed the bathroom clean +Role (product) They cut it into pieces

Table 5: Properties of mental clause (Halliday & Matthiessen 2014: 249).

3.3.6 Relational clauses

As explained earlier, material processes are those of doing and mental processes those concerned of sensing, relational processes are those of being and having. Relational clauses in a way serve to identify and characterize (Halliday & Matthiessen 2014, 259). Halliday (1985,112) explained that there are number of distinct ways of being that are expressed as different types of relational process in the clause: 1) intensive (x is a) 2) circumstantial (x is at a) and 3) possessive (x has a). Each of these three functions comes in two modes: 1) attributive (a is an attribute of x) and 2) identifying (a is the identity of x). In relational clause typical verb is be and typically x and a mentioned above are nominal groups. Thus, there occurs other verbs than be and this is another distinguishing feature between attributive and identifying since the verbs used in identifying and attributive clauses belong to two classes which are different. In addition, there are differences in the kinds of nominal element that can be separated into attribute and identity (Halliday & Matthiessen 2014, 267).

Attributive intensive clauses have its typical characteristics. There is class the Attribute and Carrier – the carrier of the attribute. Halliday and Matthiessen (2014) listed fours characteristics of attributive clauses that separated them from the identifying clauses. First characteristic is about the nominal group that is functioning as Attribute is typically indefinite. This means that it has an

adjective or a common noun as Head or an indefinite article (e.g., is/are cold, is a monster, are monsters). The second characteristic is that Attributive "is realized by a nominal group with common noun as Head without a pre-modifying adjective" (Halliday & Matthiessen 2014, 268). For e.g., she grew into a woman. The third characteristic is that the clauses answer questions such as what? how? or what? (e.g., how did the president seem). The fourth characteristic is that the clauses are not reversible, meaning that there is no receptive form (Halliday & Matthiessen 2014, 268). In addition, intensive attribution includes membership specification: quality and entity. These two kinds of Attribute differ: quality Attributes are realized by nominal groups Epithet as a Head (e.g., extremely selfish) and entity Attributes are realized by nominal groups with Thing as Head (e.g., instructor in an instructor) (Halliday & Matthiessen 2014, 268).

	Intransitive	Transitive + Goal
Creative	Icicles formed.	They built cottage a cottage +Client They built you a cottage
Transformative	They built They watched + Scope (process) They built a house +Scope (entity) They watched the video	They washed the bathroom +Attribute (resultative) They washed the bathroom clean +Role (product) They cut it into pieces

Table 6: The main categories of relational clauses (Halliday & Matthiessen 2014: 265).

Identifying intensive clauses have a mode that identity is assigned to. This means that one entity can be used to identify other (e.g., x is identified by a or a serve to define the identity of x). When thinking about the structure we label the x as the identified since it needs to be identified. The serves as the identifier and it serves as identity. The identifying clauses answer to the questions starting with which? who? which/who … as? for e.g., which are the smartest dog breeds? (Halliday & Matthiessen 2014, 276-277). The identifier fixes the identity of the selected element in one of two ways: specifying its form or specifying it function. For e.g., if we look at the photo and say Pete is the short one, we identify Pete by his form but if we say Pete is the smart one, he is identified by his function (Halliday 1985, 115). In addition, there are subtypes of identifying

clauses: equation, equivalence, role-play, naming, definition, symbolization, exemplification, and demonstration (Halliday & Matthiessen 2014, 284-285).

3.3.7 Other process types: Behavioural, Verbal and Existential Clauses

In the last sections we have discussed about the three principal types: material, mental and relational found in the English clause. Along with these large categories there are three subsidiary types: existential, behavioral, and verbal. These three types each is close to one of the major groupings also considering the differences (Halliday 1985, 128) Behavioral process is physiological and psychological behavior for e.g., breathing, dreaming, smiling, coughing, and staring. Behavioral processes do not have clear characteristics therefore they be partly as the mental and partly like the material. In the process the one that is behaving (Behaver) is the typical conscious being (Senser) and the Process functions like one of doing. Often behavioral process clauses have one participant only (Halliday & Matthiessen 2014, 301-302).

Verbal processes are processes of saying. Saying needs to be interpreted in broad sense meaning that it covers any symbolic exchange of meaning. The grammatical function of you is that of Sayer. In addition to the Sayer, verbal process consists of three functions Receiver, Verbiage and Target. The Receiver functions as the one whom the saying is directed. The Verbiage functions as the correspond to what is said in two ways: content of what is said or name of the saying. The Target functions as the entity that is targeted by the process of saying it can be e.g., person, an abstraction, or an object (Halliday & Matthiessen 2014, 302-307).

Existential processes represent something that is happening or existing. Usually, existential clauses include the word there and it sometimes serves to indicate the feature of existence. Existential clauses have the verb be in them typically and they contain a circumstantial element. The event that is being said to exist is called Existent and there can exist any phenomenon that can be interpret as a thing (e.g., person, object, or institution) (Halliday & Matthiessen 2014, 307-309).

Process type	Category meaning	Participants (directly involved)	Participants (indirect involvement)
Behavioral	behaving	Behaver	Behavior
Verbal	saying	Sayer, Target	Receiver: Verbiage
Existential	existing	Existent	-

Table 7: Summary of the process types (Halliday & Matthiessen 2014: 311).

3.3.8 Circumstantial Elements

Circumstantial elements main types are: Extent and Location (time and space), Manner (means comparison, quality, and degree), Cause (reason, behalf, and purpose), Contingency (Default, Condition and Concession), Accompaniment (additive and comitative), Role (guise and purpose), Matter and Angle (Halliday 1985, 137). Next, we will go through these types and their description.

Location and Extent interpret processes space and time. Extent functions in the process in space-time that means the distance in space while the process unfolds. Extent answers the questions starting with: how long? how far? how many? or how many times? Location on the other hand interprets the location of the process or the time of the process. The questions that Location answers start with: where? when? Place includes static location in space and in addition, the source, destination, and path of certain movement. As well as place, time includes the temporal analogues of source, destination, and path (Halliday and Matthiessen 2014, 315-316).

Manner, the circumstantial element, functions as the way in which the process is actualized. Manner elements consist of four subcategories: Comparison, Quality, Means and Degree. Comparison functions as a participant in a clause, Quality and Degree both are features of Process itself and Means functions close to the participant role of Agent (Halliday and Matthiessen 2014, 318)

The circumstantial element Cause is concerned why the process is actualized. It involves Reason to the actualization and Purpose conditions for the actualization. Both, Reason and Purpose are eventive. In addition to these two there is Because that often denotes a person, the circumstance

of Behalf (Halliday & Matthiessen 2014, 321).

Contingency of circumstances functions as specifiers of elements on which the whole actualization of the process is depending on. Contingencies consist of three subtypes: Default, Condition and Concession. Condition is concerned with circumstances that the process needs to be actualized. Concession functions as frustrated cause (sense of although). Default is concerned with the sense of negative condition (Halliday and Matthiessen 2014,323).

Accompaniment represents the meanings: and, or and not as circumstantial. It is a form of joint participation in the process. It answers to questions starting with: who, what else? In Accompaniment there are two subcategories as well: additive and comitative. The comitative is concerned with representing the process as a single instance of a process, thus where two entities are involved. The additive one represents the process in a way that the same participant function is shared by both entities thus one of them is represented circumstantially (Halliday & Matthiessen 2014, 324-325).

Role is concerned with the meanings become and be circumstantially. Roles consist of two subcategories of Guise (be) and Product (become). Guise answers the question what as? and interpret the meaning of "be) in the form of a circumstance. Product answers the question what into? with the definition "become" (Halliday & Matthiessen 2014, 326).

The two last elements of circumstances are Matter and Angle. Matter is concerned with verbal processes, meaning that it is the equivalent of the Verbiage. Matter answers the question what about? Angle is concerned with the Sayer of a verbal clause (e.g., as … says) or to the Senser of mental clause (e.g., as … thinks) (Halliday & Matthiessen 2014, 327-328).

Type	Questions
Extent	How far? (distance) How long? (duration) How many times? (frequency)
Location	Where? (place) and When? (then, now)
Manner	How? (means) How? (quality)

Cause	Why? (reason) Why? What for? (purpose) Who for? (behalf)
Contingency	Why? (condition)
Accompaniment	Who/What With? (comitative) and Who/What else? (additive)
Role	What is? (guise) and What into? (product)
Matter	What about?
Angle	Source and viewpoint

Table 8: Circumstantial element types (Halliday & Matthiessen 2014: 313-314).

4. Data and methods

In this chapter I am going to introduce the data and method of my research.

4.1 Data

The data of this research consist of Donald Trump's speech stated at the Oval Office in March 2020. The speech is named as follows: "Remarks by President Trump in Address to the Nation" on 11 March. The speech is 1277 words long and the length of the speech in time is 9 minutes and 30 seconds. The transcript of the speech used in this research was published by the White House on their website. The speech was the second Oval Office address. The speech was aired for instance, at CNN and YouTube. In writing the speech was accessible in The New York Times and CNN. Since the speech was accessible on international platforms such as The New York Times and YouTube it can be claimed that the audience is wider than just the American citizens.

The reason why this speech was chosen for the focus of this thesis was that the topic is current and contains Trump's strong rhetoric that is interesting to interpret. Trump has been told through rhetoric to create his own reality, to which his followers belong. If he claims that something is a lie, his followers are immediately believing and supporting the claim even if there is no evidence for the claims. In Trump's speech, America is described as stronger than the other countries. Therefore, the study incorporates Americanism ideology because it reflects the patriotism that American citizens have. Trump has chosen the attitude of "America first" because he knows American citizens use the ideology of Americanism to describe their past, current and future. Therefore, the research focuses on this speech, as it is a current speech by Trump that can provide new insights on ideologies or reinforce Trump's previous strategic rhetoric.

Along with the research questions and the method, the research involves extensive in-depth analysis. Therefore, the thesis will focus on only one speech since If analyzing more than one speech it would be too wide for a master's thesis. Because the amount of data in my research is limited to only one speech, it cannot fully match what kind of ideologies America associates with itself and what kind of relations it has with other countries. Instead, research serves as an aid to

possible future research. To focus the research data on the perspective chosen, there will be analyzation of those paragraphs that discuss in the light of the research questions. For instance, clauses and paragraphs that do not focus on the topic.

4.2 Methods

The research questions I set out to investigate were:

1. What kind of ideologies can be found in the speech?
2. How the speech manifests favoring Americans and discrimination against other citizens and how this affect the ideological content of the speech?
3. How Trump represents Americanism (ideology)?

This research is a qualitative study since there is done qualitative analysis on the data. Qualitative study was suitable for this research since quantitative may be misleading (Baker 2006, 8), At the beginning of dealing with the data in practice there were closer reading done on the Trumps speech. When it was closer examined there was a pilot study done on the data. This test was performed to be able to exclude from the speech analysis paragraphs that were not of great significance for the study. Such paragraphs (excluded) included, for example, those relating to American economy and the coronavirus guidelines for American Citizens and Businesses. The introduction of the speech and the end words of the speech have not been analyzed. The reason for this is that they are typical sentences in the structure of American speech ("My fellow Americans" or "God bless America") and not so much describes Trump's rhetoric. It should therefore be noted that not all paragraphs of the speech have been analyzed in the study. But their omission is of little significance to the result of the study.

As we have understood Transitivity and ideologies are connected to each other since transitivity describes the real world and therefore its related to ideologies. As we are dealing with political discourse (political speech) the important factor is persuasion. With the help of Transitivity analysis, we can examine the process and participants in the speech and reveal the ideologies. In addition, CDA gives us critical point of view to Trumps rhetoric strategies and examining

ideologies. Finally, with Americanism ideology we can discover how Trump represent the ideology and what is reason behind it.

The paragraphs that were chosen for closer analyzation was examined separately two of three paragraphs at a time. This way it was clearer to explain what processes or factors relate to the paragraph and take it for closer examination. Thus, at the beginning the research identified the participants and the process types in one round of analysis. Participants and processes were separately examined and double checked throughout the analysis. The findings were reviewed several times to make the results of the analysis as reliable as possible. When the data was analyzed, and the findings were checked then the thesis focused on connecting the findings to van Dijk's categories and ideological square. The research used van Dijk's categories to identify the segments where the research conducted Transitivity analysis. Finally, from the findings and discussion the research focused on how Trump represents Americanism (ideology) and how it relates to the speech analyzed. Next, I will present more in detail what the methods I have chosen are and how I will analyze the data

4.2.1 Transitivity

The premise of systems-functional theory is that language not only describes the world and experience, but also constructs texts and human interaction. The way the language is organized, is functional. In Halliday's theory, the functionality of language is expressed by three metafunctions, all of which are interconnected (Halliday & Matthiessen 2011, 84).

4.2.2 van Dijk and ideology theories

In addition to ideological square strategy, I will examine ideologies from the point of view of van Dijk (1998) cognitive ideology representation: "membership, activities, goals, values/norms, resource and position" (Littlemore & Taylor: 2014: 243). Membership describes the identity of the group and it answers questions such as who are we? or who can become member of our group? Furthermore, it can represent other judgements about physical appearance or origin: what

do we look like? In this research I will examine membership with the help of the inclusive we. Activities or task represents the activities of the group: what do we do? Typical actions could be for instance: animal activists protest on behalf of the animals. Goals represent the ultimate aims of the group (e.g., why do we act?). For instance, anti-racist ideology has a goal to end racism. Norms and values represent what is bad or good for the certain group or what beliefs does the group members emphasize (e.g., justice or equality). Resources answers the questions "what do we need to have?" or "what do we have?". The relation of the group (Position) defines the relation of certain group to other groups (e.g., who are our friends/enemies). In addition, it has something to do with the groups becoming aware of itself with the respect to others (e.g., where are we) (Hart 2011: 100).

Between politics, discourse, and ideology there is a close relationship. Meaning that politics usually functions discursive as well as ideological. By text and talk ideologies are reproduced largely. Political ideologies mostly are expressed in political discourse by highlighting our good things and their bad things (van Dijk 2006:740). In addition, by de-emphasizing our bad things and their good things. This kind of strategy can be implemented at all levels of discourse. When proceeding in a more theory driven and systematic way it can help avoiding getting exaggerated amount of data. By nature, ideologies have polarized structure which reflects conflicting or competing membership and categorization in outgroups and ingroups. These structures mentioned can be in political attitudes for e.g., racist attitudes (T A van Dijk: 2006: 734). According to research made ideological discourse can be summed up in the ideological square: "Emphasize Our good things, Emphasize Their bad things, De-emphasize Our bad things, De-emphasize Their good things" (T A van Dijk 2006: 734).

I chose to take this in consideration when analysing the speech since this kind of strategy can be applied to all levels and form of text and talk. For instance, political speeches focus on the topics of "our" party or group (for e.g., what we have done properly). In addition, there is made comparison to political opponent with negative themes. With the help of this strategy, I can analyse the relationships of America and its ideologies

I use transitivity as a method for this research since it is concerned with the real world, actions,

and events. In the real world there are ideologies involved. The Systemic Functional Grammar (SFG) is an efficient tool in the analysis of ideology. The ideologies are analysed with the questions provided by van Dijk's ideological categories. In addition, I will use van Dijk's ideological square theory and its questions to get deeper analyzation about the ideologies with the help of transitivity.

5. Analysis

The speech: "remarks by president trump in address to the nation"

After coronavirus began to spread throughout the world. World Health Organization (WHO) announced that coronavirus is a global pandemic. In March at 9:02 P.M. president Trump presented a speech in address to the nation at the Oval Office about the nations unprecedented response to the coronavirus outbreak that began in China and has spread spreading throughout the world. Trump presented the fact that WHO is stating that coronavirus is a global pandemic. In the following paragraph he states how the country will fight the virus and the relations between America and other countries

Qualitative study examines social settings from insiders' point of view and generates analyses and descriptions of contexts. It does not apply numbers to explain the meaning. Qualitative study understands meaning as socially constructed. This study, for example, examines the purpose of speech (social). Such as this research, qualitative study shares two main points: the interpretive perspective (uncovering participants) and critical perspective (examines power in social settings) (Lapan, Frances & Quartaroli 2011, 15). The Transitivity analysis supports the analysis by van Dijk's categories and the ideological square trough qualitative research. With Transitivity analysis we can uncover the participants and processes. When those are uncovered the research focuses on van Dijk's strategies which uncovers critically the power from those findings of Transitivity analysis. The critical side is supported using CDA which is interested in the relationship between language use and power.

Next, in the analysis this research identifies the processes and participants in the paragraphs of Trump's speech. As mentioned in the method section this analysis does not include all the paragraphs presented in Trumps speech. After closer reading and pilot study few paragraphs were excluded from the analysis. The excluded paragraphs either did not provide useful material for the study or were merely guidelines for American citizens and businesses. In addition, the two first paragraphs and the last paragraph of the speech were not included in the analysis. The research wanted to aim its focus on the paragraphs that concentrated most on Trump's rhetoric

and the word choices that supported his rhetoric. The paragraphs analysed for the study included Trump's actions for America, his actions (involving America) or his praise of America. In addition, paragraphs in where Trump talks about his deeds that he has done or has done together with the people have been included in the analysis. In the appendix (page 68) the paragraphs that are involved in the analysis are marked with the numbers they are in the analysis. Those paragraphs that have been left unnumbered are those that have not been included in the analysis.

5.1 Paragraph 1 & 2

1) "We **[Senser]** have been in frequent contact with our allies, and we **[Senser]** are marshalling **[cognitive mental process]** the full power of the federal government and the private sector to protect the American people **[Phenomenon].**

2) "This is the most aggressive and comprehensive effort to confront a foreign virus in modern history **[Phenomenon].** I **[Senser]** am confident that by counting and continuing to take **[cognitive mental process]** these tough measures, we **[Senser]** will significantly reduce the threat to our citizens, and we **[Senser]** will ultimately and expeditiously defeat this virus **[Phenomenon]**"

Trump begins his speech by representing how the government and the private sector will protect American people. In the first paragraph this is presented with both the **Senser** and the **cognitive mental process**. In the clause of the first paragraph the action of the process is the same and it focuses on the choices of **Phenomenon** and **Senser**. In the first clause of the first paragraph the two first **Sensers** are both inclusive we and the **Phenomenon** these **Sensers** are sharing is the power and tools used to protect the American people. In the second paragraph the speech continues by explaining what the virus is and what these measures considered will improve the defence mechanism. The second clause starts with **Phenomenon** of national threat. The third clause begins with the **Senser** pronoun noun I and continues with the cognitive mental process take. The **Senser** repeatedly is the inclusive we and they share the same choice of action with the **Phenomenon** which is the defeating the virus. In these paragraphs the **Senser** is often referred by the **inclusive we** and it refers to the American people.

In the first material clause the **Senser** is presented with the **inclusive we**. In this way, people are informed that their health is taken care of by many parties in cooperation with each other by referring to allies. It can also be used as a tool to create a sense of community. For e.g., the fact that the Americans together can defeat the virus. The support for Trump's patriotism can be seen in the speech because the speech repeats a lot of the word, we and how American people are protected. Thus, we are not talking about people, we are talking about American people. In this clause there is the process of doing something.

In the second mental clause there is present the **Phenomenon**. In this clause the attention is drawn to the history of the USA and how this foreign virus is threat to the people of the United States. By this the patriotism is again emphasized in Trump's speech. He refers to the modern history of the US and may want to create a sense of the wars and other problems that Americans have survived later in the history. emphasizing the virus as an alien virus he wants to establish a distance from other countries and tell how the virus is not created by Americans but has come from outside America. Thus, the cause is to be moved elsewhere from America and targeted to the other counties. Trump could also have called the **Phenomenon** a virus by its current name. In this way, the speech could have become more neutral. The Phenomenon element highlights the relationship between the US and other countries.

The third clause is **mental clause** since it is process of sensing. In the beginning of the clause Trump describes how he is confident about something. Instead of the **Senser** being **inclusive we** it is I. In this way, he shows his position. His opinion matters because he is considered as politically influential person. In addition, he might have use it as a mean of creating security so that with these measures they can defeat the virus. By using the inclusive we as **Senser** Trump wants to emphasize that things work out together in cooperation. Together the **Senser** and the **Phenomenon** reach to their **Goal** which is in this clause defeating the virus.

5.1.1 van Dijk's Ideological Categories and Ideological square

In the first and second paragraph there is used the inclusive we. This is connected to van Dijk's membership. The inclusive we refer to the people of the United States. The activities of the group are marshalling the power to protect the American people. The goal is that the virus will be

defeated with the tough measures taken into action. Values in these paragraphs are protection and power in America. Resources of these paragraphs are the need for though measurers and using the power and sense of community to fight the virus. Position that defines the relation of the group is defined in these paragraphs as America against others hence Trump refers to the virus as foreign virus.

In these paragraphs there is not yet to be identified clear characteristics of the ideological square. There is however mention of the foreign virus. It can be referred to the emphasizing their bad things since the virus according to Trumps speech is from somewhere else. Trump emphasize their good things by stating how well America will protect its citizens and how the powerful measures will defeat the virus

5.1.2 The positive representation of America

As mentioned in the ideological square (methods section) there is somewhat criticism towards other countries since the virus is from foreign country. However, Trump stated that with the help of the allies, this can refer to countries around the world or it can refer to the allies inside America. These paragraphs do not yet properly mention the differences that could be analysed under this heading.

5.2 Paragraph 3 and 4

3) From the beginning of time **[circumstance: time],** nations and people **[Actor]** have faced **[cognitive mental process]** unforeseen challenges, including large-scale and very dangerous health threats **[circumstance: manner].** This is the way it always was and always will be **[existential process].** It only matters how you **[Actor]** respond **[material process]**, and we **[Actor]** are responding **[material process]** with great speed and professionalism **[circumstance: manner].**

In his speech, Trump presents how in the beginning of times people have gone through various widespread health threats throughout history. Earlier in his speech Trump presented statements about modern history however in this paragraph he tends to go back in history. He does this by

making nations and people **Actors** and bringing them in the contrast of overcoming the health threats that have emerged in history. The speech continues with a **descriptive clause: existential process**. In the **existential process** the verb he has the main role in it. By stating **Actors** such as you and we Trump tends to highlight how the whole process is done as a cooperation with speed and professionalism.

4) Our team **[Carrier]** is the best **[Attribute]** anywhere in the world **[circumstance: location]**. At the very start **[circumstance: time]** of the outbreak, we **[Actor]** instituted sweeping **[transformative material process]** travel restrictions on China and put in place the first federally mandated quarantine in over 50 years **[circumstance: manner]**. We **[Actor]** declared **[creative material process]** a public health emergency and issued the highest level of travel warning on other countries **[Goal]** as the virus spread its horrible infection **[circumstance: manner]**

In this section Trump goes on by stating how their team is the best in the world and what has been decided to fight the virus. He continues with a **transformative material process** where they have instituted sweeping travel restrictions on China. Furthermore, in the paragraph Trump goes on stating how in over 50 years there has not been federally mandated quarantine. With the **Actor** we Trump wants to intensify their work as a team to prevent the virus. In this section the **Goal** is to issue a travel warning and prevent the virus from spreading

5.2.1 van Dijk's Ideological Categories and Ideological Square

In these two paragraphs there is group which is the inclusive we and it is referring to we the Americans. The activities pursued by the Americans focus on material processes since there were processes of doing something. In these two paragraphs the activities focus on America making concrete decisions to prevent the virus from spreading for e.g., travel restrictions on China. Goals of these paragraphs was to inform the nation and other countries by declaring a public health emergency and pursuing the highest level of travel warning to other countries. The values of these paragraphs are Trumps support for his team and the nation for e.g., our team is the best in the world.

Resources of these paragraphs focuses on the attempts to prevent the virus from spreading. It focuses on what must be done next and what restrictions will the president set. Position (relations

with other groups) in these paragraphs is concerned with the relationship between America and China. The relationship between America and China has been complex since the economic grew rapidly and there was/is ties between these two countries. However, in these paragraphs the context is neutral.

For the view of ideological square there is not yet clear comparison thus there was emphasizing of good things on the behalf of Americans.

5.2.2 The positive representations of America

Trump stated: "we the best team in the world" in these paragraphs. in this way he wanted to reassure his listeners that in America the situation is only in the hands of the best experts. Trump did not mention anything along with other countries being done but announced how America will handle its affairs with other countries. In the speech Trump clearly wants to create as positive a picture as possible of how the virus is being handled and how effective the American means of fighting the virus are. The travel restrictions on China were certainly necessary in view of the situation. However, targeting a country may cause many to see the country as increasingly negative. The relationship between China and America has been complex because of the rapidly growing economy and their economic ties.

5.3 Paragraph 5,6 and 7

5) And taking **[creative material process]** early intense action **[Goal]**, we **[Actor]** have seen **[creative material process]** dramatically fewer cases of the virus in the United States **[circumstance: place]** than are now present in Europe **[circumstance: place].**

In this paragraph the inclusive we meaning the government has the **Actor** role. The Unites States which is the **Recipient** in the paragraph and benefits from the action made by the American government. The **creative material process** describes the actions made by the Unites States and how the present situation in the Unites states is better than in Europe. With the **circumstance elements** there are clear comparison made between the United States and Europe. This has been further discussed in the discussion section.

6) The European Union **[Actor]** failed to take the same precautions **[creative material process]** and restrict travel from China **[circumstance: place]** and other hotspots **[circumstance: place]**. As a result **[Goal],** many new clusters in the United States were seeded by travellers from Europe **[circumstance: cause]**

In this paragraph The European Union has been presented as **Actor**. Trump states that the European Union has fail to take precaution similar which the United States had done. By making the European Union as the actor of this paragraph Trump wants to emphasize how bad the virus situation is elsewhere. In his speech, Trump also wants to emphasize how, due to the poor coronavirus situation in Europe, the virus was spread to America by European travellers. The speech therefore criticized European action against the coronavirus by making the European Union actor and emphasizing the circumstantial elements the speech made clear comparison between the places.

7) After **[circumstance: time]** consulting **[creative material process]** with our **[Actor]** top government health professionals **[circumstance: role],** I **[Sayer]** have decided to take **[verbal process]** several strong but necessary actions to protect the health and wellbeing of all Americans **[circumstance: cause].**

In this section Trump positions himself as the **Actor** in the word our meaning him and the United states government. By this he tends to emphasize how health professionals are taking care of the wellbeing of all Americans. The **circumstance of cause** describes how the actions Trump has decided to act out will protect the wellbeing of all Americans.

5.3.2 van Dijk's Ideological Categories and Ideological Square

In "paragraph 5" the inclusive we refer to Americans or to Trump and the government. In the paragraph 6 the group is the European Union and its actions. In the paragraph 7 there is a possessive noun phrase such as our top government. Our here refers to the Americans top government. In addition, the paragraph 7 includes subject I which refers to the president Trump. The subject I is in connection with the American group. These sections involve two groups The

Americans and the European Union. They both are associated with material processes and their both activities are involved with fighting the virus. Thus, the European Union has failed in its task or activity with fighting the virus according to Trump. In more detail the activities done by the Americans focuses on how in cooperation with government health professionals they have done several strong and necessary actions to protect the health of the American people.

The goals from these paragraphs are related to fighting the virus. The goal is to prevent the virus from spreading by taking early, strong, and necessary actions. The values in the paragraphs focus on the safety of American people. The speech expresses that Europeans would be a threat for Americans now because European travellers have brought a coronavirus with them to America. This example mentioned concentrates more in the norms (for e.g., what is bad or good for certain group].

Resources in these paragraphs focuses on the capabilities that Americans must prevent the virus from spreading. According to Trump, Americans health and wellbeing is handled by the top health professionals. The position or in other words the relation of the group is concerned in these paragraphs with Americans relationship between the Europe. Since position is about who our enemies or friends are, we can examine that in some type of way the Europe is seen as the enemy since the travellers from Europe have spread the virus to America.

The ideological square theory in these paragraphs is shown by how Trump emphasizes the good things he has done to stop the virus from spreading e.g., strong, necessary actions. At the same time, he emphasizes how the European Union has failed in the same task. He continues by stating that the reason why the United States is experiencing new infections is because of the European travellers. This way Trump de-emphasize bad things going on in the United States and at the same time de-emphasize Europeans good things by stating that they did not take early actions to help the virus from spreading.

5.3.3 The positive representation of America

From these paragraphs there can be seen the rising tensions between the relationship of the other countries. From the ideological square theory there can be seen how Trump wants to highlight the

good deeds done in America to prevent the virus while highlighting how for e.g., the European Union has failed in the same task. Thus, the speech repeatedly creates a positive picture of how well America is prepared to fight the virus and how rising virus infections are caused by the European travellers. The speech in addition highlights the corona hotspots, e.g., China. In this way, Trump wants to emphasize that the virus came from there and how he has early on restricted travel to China unlike the European Union.

5.4 Paragraph 8 and 9

8) To keep new cases from entering our shores **[circumstance: manner],** we **[Actor]** will be **[transformative material process]** suspending all travel from Europe to the United States for the next 30 days **[circumstance: manner]**. The new rules will go into effect Friday at midnight **[circumstance: time].** These restrictions will be adjusted **[transformative material clause]** subject to conditions on the ground **[Goal].**

In this paragraph Trump states how the United States will continue to proceed the actions to stop the virus from spreading. This section involves **inclusive we** as actor doing the action. The **inclusive we** refer to the Trumps government and him as president doing these activities. The paragraph consists of **material clauses**. With the **circumstance elements** there is explained the time and manner of the actions. The actual goal of this paragraph is the restrictions which will be adjusted.

9) At the same time **[circumstance: time],** we **[actor]** are monitoring **[creative material process]** the situation in China **[circumstance: place]** and in South Korea **[circumstance: place].** And, as their situation improves **[circumstance: manner]**, we **[Actor]** will revaluate **[creative material process]** the restrictions and warnings **[Goal]** that are currently in place for a possible early opening **[circumstance: manner].**

This section explains actions that are done at the same time as the once presented earlier. This section consists of **material processes** and **inclusive we** as **Actors**. The **inclusive we** refer to the government and to Trump. The **actor inclusive we** act as agentive participant hence it is actively defending Americans and providing safety to the American people. With the **circumstantial elements** the speech highlights how other countries are dealing with the virus and how the actions in the future could possibly change if the situation elsewhere gets better. The **Goal** in this

section comes from the action made by the actor about the restrictions and warnings.

5.4.1 Van Dijk's Ideological Categories and Ideological Square

Group membership in these paragraphs is the use of the inclusive referring to Trump and the government. Inclusive we in these sections acts in material processes explaining the actions that are being set in the United States. Material processes in these paragraphs in other words gives deeper understanding about the relationship between the president of the United states and the government and the American people. The goals in these paragraphs are the restrictions, warnings and future made by the group to get the virus under control.

Values in these paragraphs are related to the goals: protecting the American people. In these sections Trump set travel restrictions to Europe, China, and South Korea. In other words, Trump wanted to isolate America from other countries to protect "our" (American) people. Resources are related to the same task: protecting the American people from the virus. The resources focus on the travel restrictions made and the actions done now and in the future. The position in these paragraphs is seen in the way Trump focuses on China, Europe and South Korea representing them as the hotspots for coronavirus. However, the language is neutral hence the corona virus made many countries do the same actions.

From the perspective of the ideological square Trump emphasizes the actions he and the government has done to protect the American people. He emphasizes how in other countries the situation is worse since he stated that if the situation improves in South Korea and China, he will change the restrictions. He does not straight away de-emphasize the good things other countries has done but he does not mention any actions done in cooperation with other countries.

5.4.2 The positive representation of America

In these paragraphs Trump in neutral voice expresses what actions are being made and what is done at the same time and in the future. He goes on by highlighting how America is taking everything in notice. In these paragraphs there are is powerful positive presentation of America

however there is not yet any concern about the situation in the whole world. The reason why this is might be that this is a speech to the nation referring to the American people.

5.5 Paragraphs 10 and 11

10) Additionally, last week **[circumstance: time]**, I **[Sayer]** signed **[verbal process]** into law an $8.3 billion funding bill to help CDC and other government agencies fight the virus and support vaccines, treatments, and distribution of medical supplies **[Verbiage].** Testing and testing capabilities are expanding rapidly, day by day **[phenomenon].** We **[Senser]** are moving **[creative material process]** very quickly.

In this paragraph Trumps expresses in **circumstance element** how he has signed a funding bill to help CDC. This paragraph consists of **material process** and involves **Sayer** and a **verbal process** explaining what is done to reach the **Goal. Verbiage** in this paragraph describes clauses additional information for the listener to understand what funding bill will support. **Phenomenon** in this paragraph explains the act that is being done. Inclusive we in this paragraph is used to explain how American government will continue to fight the virus.

11) Every community **[carrier]** faces **[mental process]** different risks and it is critical for you to follow **[Goal]** the guidelines of your local officials who are working closely with our federal health experts **[circumstance: role]** — and they **[identifier]** are **[identifying relational process]** the best **[identified].**

In this paragraph Trumps goes on by stating with **mental process** how every community is now going to face different risks. Trump uses the **mental process** in his speech because it touches people on a more personal level. If **material process** were used the clause could become more distant towards the listeners. As in **mental process** the act is usually attached to emotions and feelings. In this phrase community is **the carrier** that is doing the **mental process** that overall leads to the **goal.** Speech uses a role that is used to bring more efficiency to speech. Mentioning experts makes people feel safer that everything is in expert hands.

5.5.1 Van Dijk's Ideological Categories and Ideological Square

The group in the first paragraph is referred by the inclusive we. The inclusive we refer to Trump and the government. In the second paragraph the group is the community which is the Sayer in the clause. In both paragraphs' activities are related to fighting the virus. In the first paragraph the government and Trump are doing what needs to be done as fast as possible. In the second paragraph the activities focus on the community and its need to follow the guidelines given. The reason why the group act (Goals) is to fight the virus as a community and educate people about the virus with the help of health professionals. Value in these both paragraphs is related to safety of people and the guidelines given to people to protect themselves against the virus.

Position in these paragraphs focus on the American people, Trump, and the government. These mentioned earlier are active participants who react to things going on in the world. In these paragraphs there is not mentioned anything about other countries. Resources focus on the best federal health experts Trump claim they have, and the guidelines given to the community. Another resource found in the first paragraph is the speed needed to move quickly on the matter From the point of view of ideological square these two paragraphs do not offer much. Since there is not stated anything in these two paragraphs about other countries or how they have handled the virus protection so far. Thus, Trump states that they have the best federal health professionals so there is emphasize of their good things. However, Trump does not state for example that they are best in the world. In these paragraphs the silence about other countries he de-emphasizes of their good things since he has not stated anything about how the other counties are doing.

5.5.2 The positive representation of America

Since the ideological square provided quite little data this section will be quite short as well. Trump continues in his speech presenting America in a positive light. Claiming they are moving quickly and that they have the best federal health professionals. By this Trump wants to portray an image that America has it all under control with the help of best professionals

5.6 Paragraphs 12, 13 and 14

12) Because of the economic policies **[circumstance: cause]** that we **[Actor]** have **[creative material process]** put into place over the last three years **[circumstance: time],** we **[Actor]** have **[creative material process]** the greatest economy anywhere in the world, by far **[circumstance: location]**.

In this section Trump explains in **material process** how the United States has prepared with its economic policies to a situation like this. This paragraph includes **Actors,** and they are described with **inclusive we**. In this paragraph the first **inclusive we** refer to Trump and the government. The second **inclusive we** refer to America. This paragraph includes **circumstance elements** which describes how, when, and where. These elements emphasize how Trump intends to fight the coronavirus.

13) Our banks and financial institutions **[Carrier]** are **[attributive relational process]** fully capitalized and incredibly strong **[Attribute].** Our unemployment **[Carrier]** is at a historic low **[circumstance: manner].** This vast economic prosperity gives us flexibility, reserves, and resources to handle any threat **[Goal]** that comes our way **[circumstance: cause].**

In this paragraph Trump continues his speech by explaining in **relational process** how the banks and financial institutions of the United States are fully capitalized and incredibly strong **(Attribute).** The paragraph begins with our banks. Our in this section refers to the United States. Trump continues his speech by expressing with **circumstantial elements** how Americas unemployment is at a historic low **(circumstance: manner).** Since coronavirus has caused unemployment in plenty of countries Trump intends to reassure that in America things will be different because of the strong economic situation the United States possesses. For **the Goal** of this paragraph is to handle any threat that is coming to the United States way.

14) This **[Carrier]** is **[intensive attributive relational process]** not a financial crisis **[Attribute],** this is just a temporary moment of time **[circumstance: time]** that we will **[Senser]** overcome **[cognitive mental process]** together as a nation and as a world **[Goal].**

In this paragraph Trump explains with **relational** and **mental processes** how the current situation is not a financial crisis but only a temporary moment of time. Trump goes on reassuring that as

nation and as a world they will overcome this situation. In this paragraph there is mentioned **inclusive we**. The we refer to the American people.

5.6.1 van Dijk's Ideological Categories and Ideological Square

The group membership in these paragraphs is expressed with inclusive we. The inclusive we refer to the Americans. Interesting clause expressed in Donald Trump's speech was that "we will overcome together as a nation and as a world". In this since the group membership changes, meaning that the group seems to be expanding into the world. Thus, a group is not just one group in this sense but a part of a larger group, i.e., the world. Activities that are being done are handling any threats coming in the way and overcoming the situation as a nation and as a world. This is relating to the paragraphs Goal as well. Since the Goal of these paragraphs is quite similar as the activities. The reason why the group acts is because they want to defend themselves from the coronavirus.

There is only one value seen in these paragraphs and it is the safety of American people. In these paragraphs' resources are the low unemployment level and strong economy e.g., the greatest economy anywhere in the world, by far. The position in the paragraphs is seen particularly in the section 13). Trump expresses how we will overcome this as a nation and as a world. Meaning that the whole world is kept as a friend of the group not as enemy. This is an example of group becoming aware of itself with the respect of others.

In these sections there is not clear de-emphasize of other but clearly emphasize of our good things. Trump goes on in his speech stating that they have strong economy and low unemployment risk. By stating that they have the best economy anywhere in the world he is de-emphasizing others good things and emphasizing their bad things. Meaning that in other parts of the world the economy situation is far worse.

5.6.2 The positive representation of America

As seen in the ideological square the positive representation of America continues. Trump continues to highlight the positive image about America by stating that in the United States the unemployment is at historic low and continues by saying that they have the best economy in the world by far. However, in the paragraph 15 Trump states that we must overcome this situation as a nation and as a world. Trump refers to the whole world in positive way by saying that we must beat this virus as a world not as individual countries. This gives positive image to other countries not just to America. However, in the paragraphs 12 and 13 Trump states how America has better situation than in the other world.

5.7. Paragraph 15 and 16

15) We are at a critical time **[relational process (carrier vs. material/actor)]** in the fight **[creative material process/circumstance]** against the virus **[Goal]**. We **[Actor]** made **[creative material process]** a lifesaving moves with early action **[Goal]** on China **[circumstance: location]**. Now we must take the same action **[modalized material process / actor]** with Europe. We **[Actor]** will **[cognitive mental process]** not delay **[Phenomenon]**. I **[Behaver]** will **[behavioural process]** never hesitate to take **[verbal process]** any necessary steps to protect **[verbal process]** the lives, health, and safety of the American people **[verbiage]**. I [**Senser]** will **[cognitive mental process]** always put the wellbeing of America first **[Phenomenon].**

As Trump continues his speech he explains in **material, mental**, **verbal, and relational processes.** how the fight against the virus is at a critical time. Trump explains **the Goals** with fighting the virus and by taking early actions. With the **modalized material process** Trump explains how we (American government and citizens -> shared actor) together take the same action with Europe. As for the **actor** there is used **inclusive, we** mean different things. The first we mean the America: we are at a critical time. The second and third we mean Trump and the government of America. In this section Trump refers to himself by saying "I will never, or I will always". **Circumstance element** explains the location referred to in the paragraph: on China. This paragraph includes plenty of promises. Promises of action and promises for the better future with coronavirus. Trump makes these promises with **mental, material**, and **verbal clauses. Verbal clause** focuses more on Trumps actions and promises.

16) If we **[Carrier]** are **[intensive attributive relational process]** vigilant [Attribute]— and we **[Actor]** can **[creative material process]** reduce **[Goal]** the chance of infection, which we **[Actor]** will — we **[Actor]** will significantly impede **[transformative material process]** the transmission of the virus **[Goal]**. The virus **[Carrier]** will not have **[possessive attributive relational process]** a chance against us **[Attribute]**.

In this section Trump continues by explaining how together they can beat the virus and how he promises (**relational process)** how the virus will not have a chance against us. With **relational** and **material process** Trump states the ways in which people need to take a stand against the virus for e.g., if we are vigilant. In this paragraph the actor is the **inclusive we**. In this section the inclusive we refer to the American people. **Goals** in this paragraph focus on the virus and the fight against it.

5.7.1 Van Dijk's Ideological Categories and Ideological Square

In these paragraphs the group membership is the inclusive we referring to the American people, the government and to Trump. The group changes depending on what people can do for America because of the coronavirus and what the government and president are doing on behalf of the American people to defend the virus. Activities of these paragraphs focuses on the protection of the American people from the virus and peoples action made against the virus. the activity is divided into two sections: what the government and Trump does vs. what the American people do. For instance, American people are asked to be vigilant and for instance Trump promises that they (he and the government) will protect the lives and health of the American people. The goal of the group is to continue to fight against the virus with the guidelines given by the president and the government. Goal is to reduce the chance of getting infection for instance by being vigilant Values in these paragraphs are seen in the early action made towards the safety of American people. Other values in these paragraphs are the guidelines given to the people for instance being vigilant is good for the group members. The resources focus on the fight against the virus. Trump states that life-saving early actions on China and Europe has been a good choice to stop the virus from spreading. The early actions and the American powerful image (The virus will not have a change against us) are resources. The position or the relation of the group is seen in the first paragraph when Trump explains how early actions on China was lifesaving. He then continues by

saying that the same measures must be taken towards Europe. From this we can conclude that the enemies of this group are China and Europe, which President Trump described earlier in his speech as hot spots of the coronavirus.

As for the ideological square Trump in these paragraphs emphasize how the early actions made on china have been lifesaving and he will make the same actions towards Europe. In these paragraphs there is de-emphasize of the good things and emphasize of bad things made by China and Europe. The speech gives the impression that China and Europe have not taken similar early measures to prevent the virus as America and have therefore failed to fight the virus. Trump emphasizes how strong the American people are by stating how the virus will not have a change against them. In the paragraph there is de-emphasize of the bad things happening in America such as the rising infections. In the paragraph the bad things are de-emphasized by the statement that if American people begin to be vigilant the infections will reduce. In the first section Trump emphasizes how he puts the wellbeing of America first. Similarly, this de-emphasizes the good things and emphasize the bad things made by China and Europe since these places have not put people's well-being first. In the first paragraph Trump states that we will not delay which emphasize the good things that America has made.

5.7.2 The positive representation of America

In these paragraphs we can see how Americas positive image is portrayed. Trump in the first paragraph states how he has put the wellbeing of America first and how the early actions made by the America were lifesaving and that they did not delay. One powerful presentation of Americas positive image was in the paragraph 16) when Trump explained how the virus will not have change against us. China and Europe were again put on the negative light since Trump stated that measures against China and Europe must be made. The adjective lifesaving in the paragraph 15) was quite strong expression when it comes to restrictions imposed on another country. The measures outlined in the speech towards other areas can create an image of them as threats to people and create a negative image. In the paragraph 15 Trump describes how the early actions made were lifesaving and how they did not delay. This may create the impression that other countries / regions have failed in just these things and put their image in a negative light.

5.8 Paragraph 17 and 18

    17) No nation **[identified]** is **[intensive identifying relational clause]** more prepared or more resilient than the United States **[Identifier].** We **[Sayer]** have **[verbal process]** the best economy, the most advanced healthcare, and the most talented doctors, scientists, and researchers **[circumstance: role]** anywhere in the world **[verbiage].**

In this section Trump continues by telling how United States the best prepared nation is. He does this by using **relational process.** After this, Trump talks about what factors make the United States the best prepared nation. He does this with **verbal process**. He explains how the United States has the best economy, the most advanced healthcare, and the most talented doctors, scientist, and researchers. Trump uses **circumstance elements** such as role when explaining what factors makes United States powerful. In this way, the aim is to convince the listener that many different parties (different roles) work for the well-being of Americans. In this paragraph there is **Sayer** and **identifier. The identifier** is the nation and Sayer we. We refer to America.

    18) We **[Senser]** are **[desiderative mental process]** all in this together **[Phenomenon].** We **[Actor]** must put **[creative material process]** politics aside, stop the partisanship, and unify **[Goal]** together as one nation and one family.

In this paragraph Trump explains how we all (we refer to Americans) fight the virus together. He uses the **mental process** when he talks about how everyone is together in this situation. In the next clause there is **Actor** which is **inclusive we**. The **inclusive we** mean the American people. With **material process** Trump explain how they (Americans) need to put the politics and partisanship things aside and focus and join forces as one nation and family. This is the **goal** of the paragraphs and the **goal** that Trump seems to aim for in these paragraphs

5.8.1 Van Dijk's Ideological Categories and Ideological Square

The group membership in these paragraphs are the Americans (inclusive we). In the paragraph 17) there is no activities but in the paragraph 18) there is. Activities in this paragraph are putting

the politics aside, stopping the partisanship and to unify as one nation and family. Goals are detected in the paragraph 17) together as a nation and as a family the United States will defeat the virus.

Values in these paragraphs focus on the unification and putting the politics aside. In the paragraph 18) politics and partisanship are bad things for the group because they interfere with the realization of the real goal of combating the coronavirus as a united nation. The resources are presented in both paragraphs. The paragraph 17) answers the question what we have and the paragraph 17) to the question what we need to have. In the paragraph 17) the Resources are best economy, the most advanced healthcare, and the most talented doctors, scientists, and researchers. In the paragraph 18) there is a need for unity and subordinating political issues. There is no direct relationship of the group to others (Position) in these paragraphs. However, Trump's speech reveals that as one family and nation, they can defeat the virus. This refers only to the Americans so it could be concluded that other countries are considered enemies. It is also possible that the coronavirus will be a common enemy.

From the point of view of ideological square, we can notice how Trump emphasizes good American preparedness for such crisis. He emphasizes how in the United States they have the best economy, advanced healthcare, the most talented doctors, scientists, and research anywhere in the world. This emphasizes Americas situation but at the same time de-emphasizes good things of the other countries. This is because Trump emphasizes how they have the best situation than anywhere else in the world. At the same time Trump emphasizes how no nation is as well prepared as the United States. This de-emphasizes the good things done by other countries because the image comes to mind that the rest of the world has failed to fight the virus because of poor readiness.

5.8.2 The positive representation of America

In these paragraphs the speech creates a positive image of America and its capabilities to fight the virus. At the same time, the speech creates a picture of how no nation has been as prepared for such a crisis as America. Trump in the speech explains how America has the best economy,

healthcare, doctors, scientist, and research anywhere in the world. This puts other countries in a negative light and the speech belittles doctors, scientists, the economic situation, and health care in other countries. There is in addition some contradiction in the speech about how the unity is required to fight the virus. Earlier in his speech, Trump outlines how together we can fight the virus, but in these paragraphs, he talks about how America, as a united nation and family, can defeat the virus.

5.9 Paragraph 19-20

19) As history has proven time and time again **[circumstance: time],** Americans **[Actor]** always rise to the challenge **[creative material process]** and overcome **[Goal]** adversity.

In this section Trump continues explaining with the use of **circumstance elements** and **material process** how Americans have throughout history survived the challenges and overcome adversity. In this paragraph the actor is the Americans who rise to the challenge. Overcoming is seen as the **Goal** in this paragraph.

20) Our future **[Carrier]** remains brighter **[intensive attribute relational process]** than anyone can imagine **[Attribute].** Acting with compassion and love, we **[Behaver]** will heal **[behavioural process]** the sick, care for those in need, help our fellow citizens, and emerge from this challenge stronger and more unified than ever before **[Verbiage]**

In this paragraph Trump explains in **relational** and **behavioural process** how the future of Americans remains brighter than anyone can imagine. In this paragraph there is used **inclusive we** as **Behaver** and it refers to Trump and the government of the United States. Trump explains with **behavioural process** that they "will heal the sick, care for those in need, help fellow citizens and emerge from the challenge stronger" **(Verbiage).**

5.9.1 Van Dijk's Ideological Categories and Ideological Square

Group membership in these paragraphs are the Americans and the inclusive we. The inclusive we refer to Trump and the government. In summary, the actors refer to one category, namely

Americans, because Trump is the president of the United States and the government is working for the United States. The activities done in the paragraph 20) are the rise to the challenge and overcome adversity. In the paragraph 21) the activities are healing the sick, care for those in need, help fellow citizens and emerge from this challenge. These activities both relate to the actions made for stopping the virus from spreading and creating an image for brighter future. Goals of the group is to overcome the challenges and adversity. In addition, heal the sick, care for those in need, help the fellow citizens and emerge from this challenge.

There is one Value which is for the group to be stronger and more unified. Resources in the paragraphs are to act with more compassion and love to put group activities into practice. In addition, the group (Americans) have strong will because Trump argues in his speech that Americans time and time again will be able to face and overcome challenges. There is no group relation (Position) mentioned in these paragraphs.

For the ideological square, these paragraphs do not offer something to analyse because they do not talk directly about what others are doing. However, Trump continues to emphasize how the future of the country is brighter than anyone can imagine. This creates the sense of feeling that other countries expect America to fail. He then continues to emphasize how with acting compassion and love America will rise again.

5.9.2 The positive representation of America

In these paragraphs the positive presentation image of America is shown when Trump states how "as history has proven time and time again, Americans always rise to the challenge". This brings the image of America strong and invincible. Trump also promises in his speech how America's future is brighter than anyone can think of. The coronavirus is a global pandemic. In these paragraphs, Trump gives the impression that only America is fighting the virus and not the whole world. However, it should be noted that because the speech is intended for Americans, it reflects a lot of patriotism and how Americans have fared in their history. Therefore, consideration for other countries may be minimal and not visible in these paragraphs.

6. Discussion

In this section the research discusses the main findings of the analysis. I will connect the findings and the theoretical framework of this research.

6.1 Group Membership and Activities

The data analysed revealed certain groups based on van Dijk's ideological category theory. When inclusive we were included in the data analysis of the group membership three different groups were found in the speech: we as the Americans, we as citizens of the world and we the American government including President Trump. We as the citizens of the world emerges only once in the speech but most of the group membership in the speech was either we the Americans or we the American government and the president. The group membership is given to the citizens as well as to the government which also includes the President of America. In the speech there is often used the inclusive we in situations where clearly government members are doing the action. This creates the image that the actions are done together as a nation, even though the members of the government and the president perform the activity. For instance, the speech creates the image that the whole nation together sets limits to bring the coronavirus under control. The often-referred groups in the speech we the Americans and we the American government perform different acts

Material activities are performed by us the American citizens. These actions are related to the actions done in the real word from impeding the transmission of the virus and rise to the challenge of fighting the virus. Only few mental activities were performed by the Americans such as overcome challenges and facing different risks. American citizens are clearly involved in talking about how to prevent the spread of the virus and how communality helps to overcome the virus and other problems that result from it. We the American government are mostly associated with material activities such as monitoring the situation in China, revaluate the restrictions and warnings, sweeping travel restrictions and responding with great speed. The issues we, the American government, refer to in the speech are related to the fight against the virus through border closures, surveillance of other countries and rapid action. To sum up, the action the

American government is taking in the speech is about solving problems. The Americans and the American government both are mostly being Actors in these material clauses. The power that they have as actors in these clauses is that they bring the Goal alive.

6.2 Goals

The reason why the group acts is called Goals. Both we the Americans and we the American government has the same goal: stop the virus from spreading. however, a difference can be seen in the roles of the groups. When we the Americans act, it is about how citizens should act to prevent the spread of the virus: be vigilant and communal. While we American government action refers to official rules to prevent the spread of the virus: with tough measures taken into action, inform the nation and other countries by declaring a public health emergency and pursuing highest level of travel warning to other countries, early actions such as educating people and giving them guidelines. In the speech Trumps goal is to convince the citizens of America. the government is doing its best to prevent the virus, according to the speech. In his speech, Trump says they will do their best to stop the virus infections. In his speech, he refers to American history and how Americans have always been able to overcome challenges. In his speech, Trump says he has made travel restriction decisions and other security measures to protect the health of American citizens.

The decisions of the American government are therefore based on the ability to maintain the safety and health of American citizens. As a result, restrictions are emphasized, and travel restrictions are imposed between countries. Americans try to prevent the spread of the virus while promising a brighter future for the American citizens. The American government needs to enact new laws because the situation has changed due to the virus. Thus, the situation is changing from taking care of the security of the whole world to taking care of the security of the citizens of America. The attention is focused on Americans interests. At the same time, Trump emphasizes American values such as the best economy, healthcare and researchers, and prompt action. The actions taken by Americans are quite self-centred, and the values presented in the speech also suggest that. For instance, it is not considered worthwhile to work between countries to combat the virus. However, Trump mentioned that they have been in frequent contact with their allies to

protect the American people.

6.3 Values

Values present what is experienced good or bad for certain group or what beliefs the group members emphasize. The groups presented in the speech were we the American citizens and we the American government. There were some values expressed in the speech. At the beginning of the speech Trump argues how important is to take though measurers to reduce the threat for the American citizens. Trump states how it is necessary to set travel restrictions on China and issue highest level of travel warning on other countries. In this way, Americas interest are defended. The time is described as the most aggressive and comprehensive effort to confront a foreign virus in modern history.

American citizens are asked in the speech to be vigilant, to follow the guidelines set by the American government, and to cooperate with each other. This is how they can protect themselves and the nation. In his speech, Trump wants to make citizens believe in the power of America and believe that they are safe. Thus, Trump creates value for Human Security as well as America's effectiveness in fighting the virus. Trump emphasizes people working together, and collaboration is seen as one of America's values. The speech also promotes value through access to challenges and adversity through American force. The speech presents the values from an American perspective and the reason is probably because the speech is addressed to Americans

In summary, the values of we the American citizens and we the American government are positive. In the speech the values of other areas are negative, for instance, the speech explains how Europe has failed to stop the virus from spreading.

6.4 Resources and Position

Resources refers to what the group needs to have or what they already have. The things what the

group has is related with goals. With these activities we can get to the Goal. First, I will explain what we the American citizens have: power (which comes from the positive image of America), unity and guidelines. Secondly, we the American government resources are tough measures, restrictions, top health professionals, best federal health experts, low unemployment level, strong economy, early actions, the most advanced healthcare, most talented doctors, scientist, and researchers. What the group we the American government needs to have is unity of the American citizens and future.

The position defines the relation of certain group to other groups. Since the speech mostly is about the groups of, we the American citizens and we the American government, it can be thought that these two groups are one and the same. Against this group has become phenomenon called the coronavirus. This phenomenon is reacted by the Senser or the Actor (America). The speech outlines how America is threatened by foreign virus. This specifies that the group is threatened by a virus from another country, with the opposite layout being America versus the rest of the world. The group is specifically threatened by China, Europe and South Korea since Trump in the speech lists them as the hotspots for coronavirus. However later Trump in the speech states how we the Americans will overcome this situation as a world. This means that the groups enemy is not the whole world but the phenomenon coronavirus. Earlier in the speech Trump however states how the same measures that was made against China must be done towards Europe since European travellers have spread the virus in America. It is quite uncertain what the relations of the group Americans is towards other group as the opinion changes throughout the speech.

6.5 van Dijk's ideological square

Ideological square is a strategy that can applied to all levels of text and talk. Especially in political speeches it focuses on the topics of group or "our" party. In the analysis I examined how in the speech is seen what the group has done properly in their own words. In short, the ideological square emphasizes Our good things and emphasizes Their bad things while Our bad things are de-emphasized, and Their good things de-emphasized.

In the beginning of the speech Trump emphasizes how with great speed and professionalism America is responding to this crisis. He emphasizes the goof things by stating how their team is the best anywhere in the world. This emphasizes Their good things and de-emphasizes other groups (countries) good things. Then Trump continues in the speech emphasizing how quickly they have proceeded with travel restrictions on China. After this he emphasizes how there is fewer cases in the United States compared to Europe. With this Trump de-emphasizes the bad situation in the United States by comparing how badly the other group is doing. Thus, he de-emphasizes the other groups good things. Trump adds that the European Union failed to take the same precautions and restrict travel from China. This according to the speech resulted in many new clusters of coronaviruses in the United States seeded by travellers from Europe. In this part of the speech there is de-emphasize made with the bad things going on in the United states. The blame is shifted to Europe by de-emphasizing their good things. However, Trump emphasizes how with the top government health professionals he has decided to take several strong and necessary actions to protect the health and wellbeing of Americans. This emphasizes the Americans good things.

Later, in the speech there is explained how the group American government will suspend all travel from Europe to United States. At the same time, they are monitoring the situation in China and South Korea and as their situation improves, they will revaluate the restrictions and warnings. With this the good things made by the American government are emphasized and the bad things made by Europe, China and South Korea are being emphasized. At the end of the speech Trump emphasizes how the American government is moving quickly and how their federal health experts are the best and how they have the greatest economy anywhere in the world. With this Trump de-emphasizes the United States bad things and emphasizes the good things. At the same he de-emphasizes other countries by stating how they are the best. The good things of the American are emphasized when Trump explains how their banks and financial institutions are fully capitalized and strong and their unemployment is at a historic low. With this Trump de-emphasizes the bad things happening in America by creating powerful image of America. At the end of the speech Trump states how no nation is more prepared or more resilient than the United States. By this he emphasizes the good things made by the United States and emphasizes the bad things of rest of the world.

6.6. The positive representation of America

In the speech there were made quite visible comparisons between America and other countries. A positive image of America was created by comparing it to others, talking about its strengths, and citing its history in which every challenge has been overcome. The speech was intended to create hope for a better future for Americans and to tell how well America is prepared for the virus, for instance with its travel restrictions. The speech describes how the American economy is the best in the world. And how quickly America imposed travel restrictions on China. Thus, the speech repeatedly creates a strong positive presentation of the American image. At the same time, other countries and regions are underestimated. Trump explains how the virus is a foreign virus. It suggests a desire to confirm how the virus is not the cause of Americans. The speech also mentions how the European Union has failed in the same actions as the United States. The speech accuses Europe of not having been fast enough to impose travel restrictions on China and this has led to rising disease rates in the United States. Rising disease rates in the United States are being blamed on European travellers. The speech presents the coronavirus hotspot regions of Europe, China, and South Korea. The speech also mentions how America monitors these countries and if their situation improves, restrictions on them will be lifted. The speech describes how no other nation is as prepared as America. The speech creates a confrontation that seeks to create a secure feeling for American citizens that their health is a priority. At the same time, however, the speech creates an image of other countries with a negative image. The speech once highlights how to survive the virus as one nation and world. This clause contradicts the rest of what is expressed in the speech, because the speech praises how America alone copes with the virus, and other regions such as Europe have failed to do so.

6.7 The Ideologies of the Speech

The groups in this speech were we the American citizens and we the American government. The

representations of their ideologies were made with the choices regarding to transitivity. *We the American government is active, aggressive, and strong Actor*. Members of this group make strong decisions to prevent the coronavirus, guide another group (we the American citizens), and control the situation in speech. This group places restrictions on keeping American citizens safe. They also set guidelines that American citizens should follow to stay healthy. The second group we the American citizens are passive, obedient, and not so active. They receive commands from another group and listen to instructions on what they should follow to stay healthy. Without them, however, there could be no other group. The activities of both groups are due to real world events. Because the coronavirus occurs in the real world, action has been taken against it in speech.

The speech outlines how the American government is a powerful and effective protector. The American government protects American citizens from the coronavirus. The speech shows how the American government is best prepared for this situation than other countries. The speech also mentions how America can cope with this better than anyone else. The coronavirus is seen as an aggressive enemy and at the same time Europe, China and South Korea are also considered dangerous to Americans. The speech shows how America alone is strong in defending itself against the coronavirus. The speech, for example, explains how America's economy is the best in the world and how unemployment is at historic low.

Values differ for these two groups. We the American citizens value the safety and protection that the other group we the American government is offering. The American citizens patiently wait and trust that another group will take care of their health and make decisions for their safety. In the speech, we, the American government, decide on matters that affect the values of American citizens, but at the same time American interests. We the American government is an active participant in a speech whose decisions and actions have a major impact on how a group of we the American citizens behave.

The speech emphasizes America's responsibility to take care of their own citizens in the face of a pandemic in the world. The role of the American government is to make decisions that can safeguard the health and well-being of its citizens. The speech highlights how the government has

decided to impose travel restrictions on corona hotspot areas in Europe and China. At the same time, however, the speech accuses the European Union of failing with the same precautions that the United States have made. Due to the failure of the European Union, new virus infections broke out in America because of the European travellers. This was a bit unusual in political speech as often political speech is quite matter of fact and neutral and avoids accusatory language in speech.

Speech is political in nature, part of public discourse, and is addressed to American citizens in a kind of crisis. The speech explains how a global pandemic has spread throughout the world and is currently spreading in the United States. The speech demonstrates the power and efficiency of America. The means by which America fights the coronavirus have also been shown. Speech will certainly affect public opinion as it touches on real world phenomena. The speech also makes arguments such as the foreign virus and the failure of the European Union. The ideologues that emerge from the speech are interpreted on behalf of the listener and the recipient. And like all discourse it is affected by this. The speech considers the fact that it affects to American citizens. It is patriotic and emphasizes a positive image of America as a strong and independent country. However, the rendition made here is only one of many possible interpretations of this data.

6.8 Trump and Americanism (ideology)

Firstly, there needs to be understanding of Trumps rhetoric. In the beginning of his campaign, he announced that he is unaccountable leader who will fight for his followers and would not be accountable for the media or to political correctness. Trump has since 2015 used different rhetoric strategies for ingratiate him to his followers and alienate him and his followers from everyone else. Effect of these strategies unify his followers against anyone else and make him the topic of all political debate and discussion. The strategies mission is to distract the nations attention and frame of how we understand reality. One of the rhetoric strategies is seen in this speech as well. Trump constantly praises how his people are the best, smartest, most patriotic, hardest-working Americans. They are great and good while everyone else is not: "Our team is the best anywhere in the world" and "The European Union failed to take the same precautions and restrict travel

from China…". Trump uses American exceptionalism to take advantage of follower's patriotism and feelings of national pride. This relates to Americanism ideology since it is important to them for identification. Trump presents himself as a heroic figure who can make America great again and defeat conspiracy and corruption. With this clause he wants to highlight that America is not as great as it could be or that Americas is in a crisis. One of Trumps powerful rhetoric strategy in his campaign was that no one could held him accountable for his words or actions (Mercieca 2020).

Trump is known for his "American first" ideology. In his speech, one can find clear clues as to how America is superior to other countries and the coronavirus would not be able to influence it. In his latter speech to the United Nations General Assembly (September 24, 2019) he used the same means to influence by boosting his accomplishments while in office and emphasizing his nationalist ideology: "The future doesn't belong to globalists. The future belongs to patriots" (Oprysko & Kumar 2019). Trump has been interested in the military and thus strengthen American patriotism. In America, for example, identity is strongly associated with the American flag. For example, war veterans in America experience patriotism as part of their identity and the American flag symbolizes it. It is clear, that Trump's slogan makes American great again and his style of speaking are the keys to his rhetoric, as it influences Americans who define their future through Americanism ideology. There is a term called anti-Americanism which means the dislike of American government, its policies and for instance foreign policy. The hatred can focus on the American people and America in general. Trumps might add more hatred towards America since he blames in his speech Europe and China.

Trump uses Americanism ideology as advantage in his speech and with the help of Transitivity analysis the research was able to distinguish some aspects of the speech that connects Trump with the Americanism ideology. In Trump's speech he speaks directly to American citizens in his speech: "My fellow Americans" and "God bless America". In addition, he stated in the speech how he will "protect the health and wellbeing of all Americans". He also adds the word American in front of a word, for example, when talking about an employee, family, or business. There were two quite strong clauses presented in the speech 1) "No nation is more prepared or more resilient than the United States" 2) "As history has proven time and time again, Americans always rise to

the challenge and overcome adversity". He in addition calls the coronavirus "The foreign virus". In addition, to these examples Trump presents himself heroic in his while stating that he has now set the needed precautions which other countries have failed to set out. Trump, therefore, skilfully uses the ideology of Americanism in his speech to affect the feelings of Americans.

7. Conclusion

The thesis focused on the American President Donald Trump's speech at the Oval office on March 11, 2020. In the thesis I wanted to find out the ideological implication of the speech from the perspective of transitivity decisions made by Donald Trump. This speech was chosen as the data for the thesis because it allowed to analyse an internationally significant political discourse that dealt with this year's biggest and most discussed topic: the coronavirus. The research was conducted with critical approach and transitivity theory and it focused on the real-world events. Transitivity theory was a useful method for analysing data, and it was able to elucidate descriptions of America and its relations with other countries. The analysis also revealed the connection between the American government and American citizens, as well as how Americans are trying to prevent the virus from spreading. The speech provided a description of how Americans alone take responsibility for fighting the virus as other areas have failed to do so. The American government gives instructions to its citizens to stay healthy while they are passive recipients of speech. The speech also describes how Americans are ahead of others in fighting the virus with their early actions and capabilities. The speech gave the impression that it is biased in praising America's effective means of fighting the virus and at the same time blaming other areas for failing to fight the virus.

In addition, there were use an ideological square strategy in the analysis, in which could be found out that the speech wanted to emphasize the good things made by the Americans while weakening the bad things. The speech also highlighted the bad things done by other countries and undermined the good ones they made. Thus, in the speech, America wanted to be brought up in a positive representation while the other regions were portrayed in negative representations. The research discovered in addition to ideological square strategy, that Trump is using strategic rhetoric and Americanism ideology to his advantage. In his speech on the coronavirus, Trump used effective means to make Americans feel patriotic. It also comes with a sense of security and the fact that America will survive from anything. Americanism ideology is seen as an important influencer of how Trump speaks to Americans and his supporters. Trump wisely uses rhetoric strategies and skilfully avoids responsibility for his words and actions. It is interesting to note that he can do so. This may be because he has used his rhetoric so strategically that many his

followers with strong Americanism ideology are able to speak to Trump out of responsibility. With discrimination strongly present in Trump's politics, he also adds to the anti-Americanism ideology by accusing other countries of spreading the coronavirus, for example. The ideologies of the speech were strongly connected to the Americanism ideology.

The results of the study reveal that individual words carry a great deal of responsibility. Analysing this single speech revealed much about linguistic features used, discrimination, power use and Americanism ideology. The study of speech in addition revealed American pride and patriotism and their strength in modern times. The study revealed as well how the president can, through strategic rhetoric, strongly influence American citizens and especially the president's followers. Quantitative works on repetitive patterns and can follow but a qualitative study such as this really helps to focus these broader studies. Often qualitative work is the first step in combined qualitative and quantitative research (trangulation).

It would be interesting for future research to delve into President Trump's rhetoric and examine how he uses American ideology to his advantage. It would also be interesting to see in concrete terms how Trump manages to avoid responsibility in his speeches and what ideologies are present in them. With the help of CDA criticism and Transitivity future research could expand this kind of research wider and bring more insight about representation and ideologies.

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Appendix 1: President Trumps speech

"Remarks by President Trump in Address to the Nation"

HEALTHCARE
 Issued on: March 11, 2020
Oval Offic*e*

9:02 P.M. EDT

THE PRESIDENT: My fellow Americans: Tonight, I want to speak with you about our nation's unprecedented response to the coronavirus outbreak that started in China and is now spreading throughout the world.

Today, the World Health Organization officially announced that this is a global pandemic.

[1] We have been in frequent contact with our allies, and we are marshalling the full power of the federal government and the private sector to protect the American people.

[2] This is the most aggressive and comprehensive effort to confront a foreign virus in modern history. I am confident that by counting and continuing to take these tough measures, we will significantly reduce the threat to our citizens, and we will ultimately and expeditiously defeat this virus.

[3] From the beginning of time, nations and people have faced unforeseen challenges, including large-scale and very dangerous health threats. This is the way it always was and always will be. It only matters how you respond, and we are responding with great speed and professionalism.

[4] Our team is the best anywhere in the world. At the very start of the outbreak, we instituted sweeping travel restrictions on China and put in place the first federally mandated quarantine in over 50 years. We declared a public health emergency and issued the highest level of travel warning on other countries as the virus spread its horrible infection.

[5] And taking early intense action, we have seen dramatically fewer cases of the virus in the United States than are now present in Europe.

[6] The European Union failed to take the same precautions and restrict travel from China and

other hotspots. As a result, many new clusters in the United States were seeded by travelers from Europe.

[7] After consulting with our top government health professionals, I have decided to take several strong but necessary actions to protect the health and wellbeing of all Americans.

[8] To keep new cases from entering our shores, we will be suspending all travel from Europe to the United States for the next 30 days. The new rules will go into effect Friday at midnight. These restrictions will be adjusted subject to conditions on the ground.

There will be exemptions for Americans who have undergone appropriate screenings, and these prohibitions will not only apply to the tremendous amount of trade and cargo, but various other things as we get approval. Anything coming from Europe to the United States is what we are discussing. These restrictions will also not apply to the United Kingdom.

[9] At the same time, we are monitoring the situation in China and in South Korea. And, as their situation improves, we will reevaluate the restrictions and warnings that are currently in place for a possible early opening.

Earlier this week, I met with the leaders of health insurance industry who have agreed to waive all copayments for coronavirus treatments, extend insurance coverage to these treatments, and to prevent surprise medical billing.

We are cutting massive amounts of red tape to make antiviral therapies available in record time. These treatments will significantly reduce the impact and reach of the virus.

[10] Additionally, last week, I signed into law an $8.3 billion funding bill to help CDC and other government agencies fight the virus and support vaccines, treatments, and distribution of medical supplies. Testing and testing capabilities are expanding rapidly, day by day. We are moving very quickly.

The vast majority of Americans: The risk is very, very low. Young and healthy people can expect to recover fully and quickly if they should get the virus. The highest risk is for elderly population with underlying health conditions. The elderly population must be very, very careful.

In particular, we are strongly advising that nursing homes for the elderly suspend all medically unnecessary visits. In general, older Americans should also avoid nonessential travel in crowded areas.

My administration is coordinating directly with communities with the largest outbreaks, and we have issued guidance on school closures, social distancing, and reducing large gatherings.

Smart action today will prevent the spread of the virus tomorrow.

[11] Every community faces different risks, and it is critical for you to follow the guidelines of your local officials who are working closely with our federal health experts — and they are the best.

For all Americans, it is essential that everyone take extra precautions and practice good hygiene. Each of us has a role to play in defeating this virus. Wash your hands, clean often-used surfaces, cover your face and mouth if you sneeze or cough, and most of all, if you are sick or not feeling well, stay home.

To ensure that working Americans impacted by the virus can stay home without fear of financial hardship, I will soon be taking emergency action, which is unprecedented, to provide financial relief. This will be targeted for workers who are ill, quarantined, or caring for others due to coronavirus.

I will be asking Congress to take legislative action to extend this relief.

[12] Because of the economic policies that we have put into place over the last three years, we have the greatest economy anywhere in the world, by far.

[13] Our banks and financial institutions are fully capitalized and incredibly strong. Our unemployment is at a historic low. This vast economic prosperity gives us flexibility, reserves, and resources to handle any threat that comes our way.

[14] This is not a financial crisis; this is just a temporary moment of time that we will overcome together as a nation and as a world.

However, to provide extra support for American workers, families, and businesses, tonight I am announcing the following additional actions: I am instructing the Small Business Administration to exercise available authority to provide capital and liquidity to firms affected by the coronavirus.

Effective immediately, the SBA will begin providing economic loans in affected states and territories. These low-interest loans will help small businesses overcome temporary economic disruptions caused by the virus. To this end, I am asking Congress to increase funding for this program by an additional $50 billion.

Using emergency authority, I will be instructing the Treasury Department to defer tax payments, without interest or penalties, for certain individuals and businesses negatively impacted. This

action will provide more than $200 billion of additional liquidity to the economy.

Finally, I am calling on Congress to provide Americans with immediate payroll tax relief. Hopefully, they will consider this very strongly.

[15] We are at a critical time in the fight against the virus. We made a lifesaving move with early action on China. Now we must take the same action with Europe. We will not delay. I will never hesitate to take any necessary steps to protect the lives, health, and safety of the American people. I will always put the wellbeing of America first.

[16] If we are vigilant — and we can reduce the chance of infection, which we will — we will significantly impede the transmission of the virus. The virus will not have a chance against us.

[17] No nation is more prepared or more resilient than the United States. We have the best economy, the most advanced healthcare, and the most talented doctors, scientists, and researchers anywhere in the world.

[18] We are all in this together. We must put politics aside, stop the partisanship, and unify together as one nation and one family.

[19] As history has proven time and time again, Americans always rise to the challenge and overcome adversity.

[20] Our future remains brighter than anyone can imagine. Acting with compassion and love, we will heal the sick, care for those in need, help our fellow citizens, and emerge from this challenge stronger and more unified than ever before.

God bless you, and God bless America. Thank you.

END

9:12 P.M. EDT   (Oval Office 2020)

Appendix 2: Finnish Summary

Johdanto

Tämän vuoden kansainväliseen politiikkaan on vaikuttanut voimakkaasti pandemia, joka levisi ympäri maailmaa keväällä. Joulukuussa 2019 Wuhanissa Kiinassa alkoi epidemia, koronavirus. Sairautta kutsutaan virallisesti COVID-19: ksii. COVID-19 on levinnyt maailmanlaajuisesti. Maailman terveysjärjestö julisti koronavirusepidemian pandemiaksi 11. maaliskuuta 2020. Sinä päivänä Yhdysvaltojen presidentti Donald Trump piti puheensa Oval Officessa. Yhdysvaltojen CDC (Center for Disease Control and Prevention) kumosi 3. maaliskuuta 2020 virustestauksen rajoitukset. CDDC antoi ohjeet, joissa todettiin, että kenelle tahansa voidaan testata virus. Ennen tätä ohjetta vain viruksen oireista kärsiville tehtiin koronavirustesti. 13. maaliskuuta 2020, muutama päivä puheen jälkeen, kun Trump julisti Yhdysvaltain kansallisen hätätilan (ABC News 2020).

Trumpin kansalle esittämä puhe herätti julkista keskustelua tiedotusvälineissä. The New York Times -artikkelissa (2020) Trumpia kritisoidaan hänen puheestaan, joka koskee vain rajojen sulkemista ulkopuolisilta, kun samalla Yhdysvalloissa virus leviää yhteisöstä toiseen. Lisäksi hän

sai kritiikkiä siitä, ettei hän kieltänyt amerikkalaisia osallistumasta suuriin tapahtumiin ajoissa. Puheessaan Trump korostaa koronavirusta vieraana viruksena ja selittää kuinka ongelma-alueet ovat joko Kiinassa tai Euroopassa. Koska presidentti on tärkeä poliittinen hahmo, hänen mielipiteensä vaikuttaa monien kansalaisten mielipiteisiin ja käyttäytymiseen. New York Timesin artikkelissa (2020) kerrotaan kuinka aasialaiset ihmiset Amerikassa ovat kokeneet väkivaltaa ja huutelua koronan leviämisen jälkeen. Siten voidaan sanoa, että koronavirus aiheuttaa tai korostaa syrjintää Amerikassa

Puheessaan Trump selittää, kuinka Amerikka on valmistautunut tällaiseen tilanteeseen, ja aikoo sulkea Amerikan rajat ulkopuolisilta varmistaakseen amerikkalaisten turvallisuuden. Hän puhuu

siitä, kuinka Yhdysvallat yhtenäisenä kansana voivat selviytyä kaikista haasteista. Koska Trump on Yhdysvaltojen presidentti, hänen poliittisella roolillaan on suuri vaikutus amerikkalaisten mielipiteisiin ja käyttäytymiseen. Puhe vaikuttaa siihen, mitä tapahtuu, miten ihmiset suhtautuvat virukseen ja esimerkiksi siihen, miten virkamiehet käsittelevät tilannetta. Puheessaan Donald Trump kritisoi eurooppalaisia pyrkimyksiä estää koronaviruksen leviämistä ja kutsuu koronavirusta vieraaksi virukseksi. Trump kritisoi Eurooppaa, koska hänen mukaansa Euroopasta tulleet turistit toivat viruksen Yhdysvaltoihin. Maailman terveysjärjestö (2020) toteaa, että COVID-19-taudin leviäminen on vaikuttanut syrjivään käyttäytymiseen tiettyjä ihmisryhmiä kohtaan. Tällä tarkoitetaan ihmisiä, joilla on tietty etninen tausta tai jotka ovat olleet kosketuksissa viruksen kanssa

Tämä tutkimus on kvalitatiivinen tutkimus, koska keskusteluosa tuotetaan yksityiskohtaisella laadullisella analyysillä. Jotkut tutkijat ovat väittäneet, että diskurssianalyysi on melko työvoimavaltaista, ja siinä on paljon kvalitatiivisia tutkimuksia, ja siksi se on yleensä vaikeampaa kuin numeroiden käsittely. Baker (2006, 9–10) väittää kuitenkin, että kvalitatiivinen tutkimus on luonteeltaan syvällistä ja auttaa siksi tutkijaa ymmärtämään aiheen yksityiskohdat tai ongelmat. Laadullisen tutkimuksen avulla voidaan muodostaa hypoteesi ja kerättyjen tietojen avulla pystytään havainnoimaan hypoteesin epätarkkuus tai pätevyys. Vaikka laadullista tutkimusta on kritisoitu joustavuudesta, se tarjoaa tutkijalle erilaisia menetelmiä. Laadulliset lähestymistavat eivät ole niin tiukasti rajoitettuja, kuten kvantitatiiviset menetelmät. Laadullinen lähestymistapa pystyy lisäksi selittämään jotain, jota pelkät numerot eivät pysty. Tämä voi johtaa harhaanjohtaviin tuloksiin. Se voi myös olla spekulatiivisempaa, riippuen tutkimuksen kohteesta (Poppulo 2019).

Opinnäytetyössä analysoin Trumpin puhetta ja pyrin analysoimaan Amerikan ideologisia vaikutuksia ja esityksiä. Lisäksi tutkin Yhdysvaltojen ja muiden alueiden välisiä suhteita näiden tutkimuskysymysten avulla:

1. Millaisia ideologioita puheesta löytyy?

2. Kuinka puhe ilmaisee amerikkalaisten suosiota ja syrjintää

muille kansalaisille ja miten tämä vaikuttaa puheen ideologiseen sisältöön?

3. Kuinka Trump edustaa amerikkalaisuutta (ideologiaa)?

Voidakseni vastata näihin tutkimuskysymyksiin käytän kriittistä keskustelua soveltamalla Hallidayn transitiivisuusteoriaa sekä Van Dijkin ideologioiden ja strategian luokittelua: "ideological square theory". Tutkin ideologioita tutkimuksessani, koska ne kuvaavat tosielämän tapahtumia ja toimintaa. Tämä menetelmä soveltuu hyvin transitiivisuuden teoriaan, koska se perustuu tosielämän tapahtumien esityksiin. Halliday toteaa, että ideaalinen metafunktio liittyy tapahtumien ja tapahtumien esityksiin (Halliday & Matthiessen 2014, 38). Van Dijkin teorioiden avulla voin selvittää tarkemmin puheen piilotetut merkitykset ja hienosäätää reaalimaailman tapahtumia. Molemmat Van Dijkin strategiat liittyvät diskurssistrategioihin, mutta "ideological square" teoria tuo enemmän näkökulmaa syrjintään (me vs. he). On kuitenkin mahdollista, että näihin diskurssistrategioihin sisältyy syrjintään liittyviä kysymyksiä, koska Van Dijk on tehnyt tutkimuksia eliittidiskurssista ja rasismista. Esimerkiksi Van Dijk (1993, 2) väittää, että poliittisella eliitillä on pitkät perinteet rasismisiin, rutiininomaisista vastuuvapauslausekkeista ja virallisista vetoomuksista suvaitsevaisuuteen. Kirjassa hän esittelee Bushin (41. presidentti) onnistuneen vaalikampanjan: "Pelko mustasta rikoksesta". Poliittisen eliitin rasismi (syrjintä) jatkuu kuitenkin myös tänään.

Pro gradututkielma etenee seuraavasti: Ensin kerrotaan puheesta ja sen roolista Pro gradututkielmassa. Sitten esitän tutkimuksen teoreettiset lähestymistavat ja selitän termit, jotka tekevät tutkimusaiheesta ja kontekstin ymmärrettäväksi. Seuraavaksi kerrotaan tämän tutkimuksen tietojen ja menetelmien esittelyä. Tämän jälkeen tulee analyysiosa. Lopuksi keskusteluosassa keskitytään analyysin päähavainnointiin. Tutkimus päättyy johtopäätökseen.

COVID-19 ja Amerikka

Kun Donald Trump esitteli puheensa maaliskuussa, COVID-19-tilanne Amerikassa oli seuraava. Koronavirusta oli 1267 tapausta, joista 70 kotiutettiin muista maista. 1197 näistä tapauksista sijaitsi Yhdysvaltojen maaperällä, 43 osavaltiossa ja Washingtonissa. Yhdysvalloissa 38 ihmistä oli kuollut (CNN 2020). Donald Trump ilmoitti kansalle, että COVID-19 oli luonnehdittu pandemiaksi. Trump ilmoitti keskeyttävänsä matkat Euroopasta. Matkan keskeyttämisen sanottiin olevan väliaikaista, mikä tarkoittaa, että se oli voimassa 30 päivää. Hänen puheensa aihe oli koronavirus ja sen leviämisen estämiseksi toteutetut toimet. Hänen puheensa tarkoitus oli vakuuttaa ihmisille, että virus tukahdutetaan hänen, hallinnon ja tiettyjen alojen asiantuntijoiden avulla. Lisäksi Trump halusi kouluttaa ja varoittaa ihmisiä koronaviruksesta, mutta samalla vakuuttaa, että amerikkalaisten ei pitäisi olla huolissaan, koska hänellä on kaikki hallinnassa.

Amerikkalainen ideologia

Ideologia on käytännön toimintaa ohjaava järjestelmä. Se on tietyn ryhmän ideoiden järjestelmä. Yksi esimerkki ideologiasta on esimerkiksi poliittinen idea, jonka saman puolueen jäsenet jakavat. Esimerkiksi Vihreä-puolue tukee Suomen ilmastonmuutokseen ja tasa-arvoon liittyviä asioita. Ihmiset, jotka haluavat kuulua tähän puolueeseen, tunnistavat itsensä "vihreiksi" ja heidän ideologinsa tukee samanlaisia arvoja kuin puolueen ideologia, esimerkiksi ilmastonmuutoksen estämisen tärkeys. Ideologia liittyy siten vahvasti ideoihin ja kiinnostuksen kohteisiin. Se myötävaikuttaa myös voiman luomiseen, esimerkiksi jos suurella ryhmällä on sama ideologia. Ideologia liittyy voimaan.

Amerikkalainen ideologia on ideologia, joka koostuu isänmaallisista arvoista, joka osoittaa, että amerikkalainen identiteetti. Termi sisältää perinteet, poliittisen kielen ja kulttuurin, jotka ovat tärkeitä Amerikan kansalaisille. Amerikkalainen ideologia luo taustakuvan uskollisuudesta ja ylpeydestä olla amerikkalainen. Se on osa poliittista filosofiaa, moraalista hyveellisyyttä,

kulttuuria ja asennetta. Amerikan ideologia ymmärretään eräänlaisena poliittisena filosofiana. Amerikkalaisille se on tärkeää, koska se määrittelee ja tunnistaa kuinka elää elämääsi ja miten elää moraalisena hahmona. Syvemmällä alueella termi viittaa amerikkalaiseen elämäntapaan. Amerikkalaisella ideologialla ei ole ulkomaista vastaavaa. Amerikkalaisen identiteetin muotoilee ideologia. Itsenäisyysjulistus oli teoreettinen ja käytännön perusta tälle ideologialle. Se edusti ajatusta vallankumouksesta ja sankaritoiminnasta. Itsenäisyysjulistus oli tämän ideologin teoreettinen ja käytännön perusta. Se esitteli sankarillista toimintaa ja vallankumouksellista ideaa. Amerikkalaisuuden todellinen tarkoitus oli sitoutuminen vapauteen

Diskurssintutkimus ja politiikka

Politiikka koskee osittain prioriteetteja, ja poliittisista arvoista huolimatta voidaan väittää, että kielten yksityiskohtiin kiinnittämistä pidetyssä keskustelussa kutsutaan sopimattomaksi priorisoinniksi. Chilton (2004, 8) väittää kuitenkin, että vaihtoehtoiset referenssiformulaatiot ovat todellakin mielivaltaisia ja neutraaleja ja saattaa olla sopivia syitä liittää sanamuotoilu ja sanamuoto arvoihin ja käsitteisiin. Kun sanallinen muotoilu kyseenalaistetaan tällaisilla perusteilla, se on osa poliittisen keskustelun tekemistä. Chiltonin (2004) mukaan poliittiset toimijat voivat pitää sitä laillisena, kun taas muut voivat yrittää delegoida sitä. Laillistamis- ja valtuuttamistermit ovat poliittisen keskustelun keskeisiä toimintoja. Chilton (2004, 14) esittää, että politiikka on usein kielikysymyksiä vastaan ja nämä kysymykset voivat vaihdella kielen valinnasta sanavalintaan. Hienoista muotoilun ja sanamuodon yksityiskohdista kansalliseen kielipolitiikkaan liittyviin kysymyksiin Kielen käyttö ei ole aina poliittista, mutta poliittiset toimijat tunnustavat kielen roolin, koska sen käytöllä on vaikutuksia, ja politiikka on suurelta osin kielen käyttöä. Poliittinen keskustelu sisältää pääasiassa muun muassa edustusten edistämisen ja edustuksen yleisen piirteen. Poliittisten puhujien on varottava yleisönsä toimintaa. Chilton (2004) esittää yleisön toimintana termin "huijareiden ilmaisimet". Ja sitten poliittiset puhujat takaavat sanojensa totuuden. Trump tunnetaan sellaisena esiintyjänä, jonka kaikkea antamaa tietoa ei pystytä vahvistamaan todeksi. Voimakkaalla retoriikallaan hän voi kuitenkin välttää vastuun ja yleisö puolustaa Trumpia, koska heidän mielestään Trump on amerikkalaisten

sankari (Amerikan ismi-ideologia). Trump edustaa vahvaa auktoriteettia, joten hänen tarvitsee vain väittää, että on todisteita, vaikka hän ei pysty osoittamaan sitä.

Chilton (2004) väittää, että politiikkaan liittyvä mikrotason käyttäytyminen on kielitieteellistä toimintaa. Tämä poliittinen käyttäytyminen koostuu eturistiriitojen ratkaisemisesta tai päinvastoin hallitsevan yksilön vallan puolustamisesta. Makrotaso sisältää tietyntyyppisiä diskursseja, joilla on erityispiirteitä, kuten haastattelut, keskustelut ja parlamentaarinen keskustelu. Lisäksi diskurssina ovat lait ja perustuslait. Ne luokitellaan kirjalliseksi diskurssiksi tai erittäin erityistyyppiseksi tekstiksi (Chilton 2014, 3–4).

Tutkimus ja tulokset

Tämän tutkimuksen tiedot koostuvat Donald Trumpin puheesta. Puhe on nimetty seuraavasti: "Presidentti Trumpin huomautukset kansakunnassa" 11. maaliskuuta. Puhe on 1277 sanaa pitkä ja puheen pituus ajassa on 9 minuuttia ja 30 sekuntia. Valkoinen talo julkaisi tässä tutkimuksessa käytetyn puheen tekstin verkkosivustollaan. Puhe oli toinen soikean toimiston osoite. Puhe esitettiin esimerkiksi CNN:ssä ja YouTubessa. Kirjallisesti puhe oli saatavilla The New York Timesissa ja CNN:ssä. Koska puhe oli saatavilla kansainvälisillä alustoilla, kuten The New York Times ja YouTube, voidaan väittää, että yleisö on laajempi kuin vain Yhdysvaltain kansalaiset. Syy miksi tämä puhe valittiin tämän tutkielman painopisteeksi, oli, että aihe on ajankohtainen ja sisältää Trumpin vahvan retoriikan, jota on mielenkiintoista tulkita. Trumpille on sanottu luovan retoriikkansa avulla oman todellisuutensa, johon hänen seuraajansa kuuluvat. Jos hän väittää, että jokin on valhe, hänen seuraajansa uskovat välittömästi ja tukevat väitettä, vaikka väitteille ei ole todisteita. Trumpin puheessa Amerikkaa kuvataan vahvemmaksi kuin muita maita. Siksi tutkimus sisältää amerikkalaisuuden ideologian, koska se heijastaa Amerikan kansalaisten patriotismia. Trump on valinnut "Amerikka ensin" -asenteen, koska hän tietää, että Yhdysvaltojen kansalaiset käyttävät amerikkalaisuuden ideologiaa kuvaamaan menneisyyttään, nykyisyyttään ja tulevaisuuttaan. Siksi tutkimuksessa keskitytään tähän puheeseen, koska se on Trumpin nykyinen puhe, joka voi antaa uutta tietoa ideologioista tai vahvistaa Trumpin aiempaa strategista

retoriikkaa. Kuten olemme ymmärtäneet, transitiivisuus ja ideologiat ovat yhteydessä toisiinsa, koska transitiivisuus kuvaa todellista maailmaa ja siten se on ideologioihin liittyvää. Koska olemme tekemisissä poliittisen keskustelun (poliittisen puheen) kanssa, tärkeä tekijä on suostuttelu. Transitiivisuusanalyysin avulla voimme tutkia puheen prosessia ja osallistujia sekä paljastaa ideologiat. Lisäksi CDA antaa meille kriittisen näkökulman Trumpin retoriikkastrategioihin ja ideologioiden tutkimiseen. Lopuksi amerikkalaisuuden ideologian avulla voimme selvittää, kuinka Trump edustaa ideologiaa ja mikä on sen syy.

Lähempää analyysia varten valitut kappaleet tutkittiin erikseen kaksi tai kolme kappaletta kerrallaan. Tällä tavalla oli selkeämpi tapa selittää, mitkä prosessit tai tekijät liittyvät kappaleeseen, ja asettaa tulokset lähempään analyysiin. Täten alussa tutkimus yksilöi osallistujat ja prosessityypit yhdellä analyysikierroksella. Osallistujat ja prosessit tutkittiin erikseen ja tarkistettiin uudelleen koko analyysin ajan. Tuloksia tarkistettiin useita kertoja, jotta analyysin tulokset olisivat mahdollisimman luotettavia. Kun tiedot analysoitiin ja havainnot tarkistettiin, tutkimuksessa keskityttiin havainnon yhdistämiseen van Dijks -ideologisiin kategorioihin ja "ideological square" teoriaan. Tutkimuksessa käytettiin van Dijks -ideologian kategoriaa auttamaan tunnistamaan segmentit. Lopuksi havainnot ja keskustelu tutkimuksessa keskityttiin siihen, kuinka Trump edustaa amerikkalaisuutta (ideologiaa) ja miten se liittyy analysoituun puheeseen. Seuraavaksi esitetään yksityiskohtaisemmin valitsemani menetelmät ja miten analysoin tietoja

Analysoidut tiedot paljastivat tietyt ryhmät van Dijkin ideologisen kategoriateorian perusteella. Kun osallistavaksi otettiin mukaan ryhmäjäsenyyden data-analyysiin, puheesta löytyi kolme erilaista ryhmää: me amerikkalaiset, me maailman kansalaiset ja me Yhdysvaltojen hallitus, presidentti Trump mukaan lukien. Me maailmankansalaisina tulemme esiin vain kerran puheessa, mutta suurin osa ryhmän jäsenistä puheessa oli joko me amerikkalaisia tai me Yhdysvaltojen hallitus ja presidentti. Ryhmäjäsenyys myönnetään sekä kansalaisille että hallitukselle, johon kuuluu myös Amerikan presidentti. Puheessa käytetään usein osallisuutta me tilanteissa, joissa selvästi hallituksen jäsenet tekevät toimen. Tämä luo kuvan siitä, että toimet tehdään yhdessä kansakuntana, vaikka hallituksen jäsenet ja presidentti hoitavatkin toimintaa. Esimerkiksi puhe

luo kuvan, että koko kansa yhdessä asettaa rajat koronaviruksen hallitsemiseksi.

Sekä meillä amerikkalaisilla että meillä Yhdysvaltain hallituksella on sama tavoite: estää viruksen leviäminen. Ryhmien rooleissa voidaan kuitenkin nähdä ero. Kun me amerikkalaiset toimimme, kyse on siitä, kuinka kansalaisten tulisi toimia estääkseen viruksen leviäminen: olkaa valppaana ja yhteisöllisiä. Vaikka me Yhdysvaltojen hallituksen toimet viittaavat virallisiin sääntöihin viruksen leviämisen estämiseksi: ilmoita kansalle ja muille maille tiukkojen toimenpiteiden avulla julistamalla kansanterveydellinen hätätila ja noudattamalla korkeinta matkavaroitusta muihin maihin. ihmisten kouluttamisena ja ohjeiden antamisena. Trumpin tavoitteena on vakuuttaa Amerikan kansalaiset siitä, että hallitus tekee kaikkensa viruksen estämiseksi puheen mukaan. Puheessaan Trump sanoo, että he tekevät parhaansa virusinfektioiden lopettamiseksi. Puheessaan hän viittaa Amerikan historiaan ja siihen, kuinka amerikkalaiset ovat aina kyenneet voittamaan haasteet. Puheessaan Trump kertoo tekevänsä matkarajoituksia koskevia päätöksiä ja muita turvatoimenpiteitä Amerikan kansalaisten terveyden suojelemiseksi.

Arvot esittävät sen, mitä on koettu hyväksi tai huonoksi tietylle ryhmälle tai mitä uskomuksia ryhmän jäsenet korostavat. Puheessa esitetyt ryhmät olivat me Yhdysvaltojen kansalaiset ja me Yhdysvaltojen hallitus. Puheessa ilmaistiin joitain arvoja. Puheen alussa Trump väittää, kuinka tärkeää on ryhtyä rajoituksiin Yhdysvaltojen kansalaisten uhkan vähentämiseksi. Trump kertoo, kuinka on välttämätöntä asettaa matkarajoituksia Kiinalle ja antaa korkeimmat matkavaroitukset muille maille. Tällä tavoin Amerikan etuja puolustetaan. Aikaa kuvataan nykypäivän aggressiivisimmaksi ja kattavimmaksi pyrkimykseksi torjua vieras virus.

Resurssit viittaavat siihen, mitä ryhmällä on oltava tai mitä heillä jo on. Ryhmän asiat liittyvät tavoitteisiin. Näiden toimintojen avulla voimme päästä tavoitteeseen. Ensin selitän, mitä meillä Yhdysvaltain kansalaisilla on: valta (joka tulee Amerikan positiivisesta kuvasta), yhtenäisyys ja suuntaviivat. Toiseksi me Yhdysvaltojen hallituksen resurssit sisältävät toimenpiteitä, rajoituksia, terveydenhuollon huippuammattilaisia, parhaita liittovaltion terveydenhuollon asiantuntijoita, matala työttömyysaste, vahva talous, varhaiset toimet, edistynein terveydenhoito, lahjakkaimmat

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lääkärit, tiedemies ja tutkijat. Ryhmä, joka meillä Yhdysvaltain hallituksella on oltava, on Yhdysvaltojen kansalaisten ja tulevaisuuden yhtenäisyys.

Puheessa tehtiin varsin näkyviä vertailuja Amerikan ja muiden maiden välillä. Positiivinen kuva Amerikasta luotiin vertaamalla sitä muihin, puhumalla sen vahvuuksista ja mainitsemalla sen historiaa, jossa kaikki haasteet on voitettu. Puheen tarkoituksena oli luoda toivoa paremmasta tulevaisuudesta amerikkalaisille ja kertoa kuinka hyvin Amerikka on valmistautunut virukseen esimerkiksi matkarajoituksineen. Puhe kuvaa, kuinka Yhdysvaltojen talous on maailman paras. Ja kuinka nopeasti Amerikka asetti matkarajoitukset Kiinalle. Siten puhe luo toistuvasti vahvan positiivisen esityksen amerikkalaisesta kuvasta. Samalla muita maita ja alueita aliarvioidaan. Trump selittää, kuinka virus on vieras virus. Se viittaa haluun vahvistaa, miten virus ei ole amerikkalaisten aiheuttama. Puheessa mainitaan myös, kuinka Euroopan unioni on epäonnistunut samoissa toimissa kuin Yhdysvallat. Puheessa Eurooppaa syytetään siitä, ettei se ole ollut tarpeeksi nopea asettamaan Kiinalle matkarajoituksia, mikä on johtanut sairauksien nousuun Yhdysvalloissa. Yhdysvaltojen nousevasta sairausastetta syytetään eurooppalaisia matkailijoita. Puhe esittelee koronaviruksen hotspotalueita Euroopassa, Kiinassa ja Etelä-Koreassa. Puheessa mainitaan myös, kuinka Amerikka seuraa näitä maita ja jos niiden tilanne paranee, maita koskevat rajoitukset poistetaan

Tämän puheen ryhmät olivat me Yhdysvaltojen kansalaiset ja me Yhdysvaltojen hallitus. Heidän ideologiansa esitettiin transitiivisuutta koskevilla valinnoilla. Me Amerikan hallitus olemme aktiivinen, aggressiivinen ja vahva näyttelijä. Tämän ryhmän jäsenet tekevät vahvoja päätöksiä koronaviruksen estämiseksi, ohjaavat toista ryhmää (me Amerikan kansalaisia) ja hallitsee tilannetta puheessa. Tämä ryhmä asettaa rajoituksia Yhdysvaltojen kansalaisten turvallisuudelle. He asettivat myös ohjeita, joita Yhdysvaltain kansalaisten tulisi noudattaa pysyäkseen terveinä. Toinen ryhmä, me Amerikan kansalaiset, ovat passiivisia, tottelevaisia ja ei niin aktiivisia. He saavat komentoja toiselta ryhmältä ja kuuntelevat ohjeita siitä, mitä heidän tulisi noudattaa pysyäkseen terveinä. Ilman heitä ei kuitenkaan voisi olla muuta ryhmää. Molempien ryhmien toiminta johtuu tosielämän tapahtumista. Koska koronavirusta esiintyy todellisessa maailmassa, sitä vastaan on ryhdytty toimiin puheessa.

Ensinnäkin Trumpin retoriikkaa on ymmärrettävä. Kampanjansa alussa hän ilmoitti olevansa vastuussa oleva johtaja, joka taistelee seuraajiensa puolesta eikä olisi vastuussa tiedotusvälineistä tai poliittisesta korrektiudesta. Trump on vuodesta 2015 lähtien käyttänyt erilaisia retoriikkastrategioita innostaakseen häntä seuraajiinsa ja vieraannuttamalla hänet ja seuraajansa kaikista muista. Näiden strategioiden vaikutus yhdistää hänen seuraajansa muita vastaan ja tekee hänestä kaiken poliittisen keskustelun aiheen. Strategian tehtävänä on häiritä kansojen huomiota ja kehystä siitä, miten ymmärrämme todellisuuden. Yksi retoriikkastrategioista näkyy myös tässä puheessa. Trump ylistää kuinka hänen kansansa ovat parhaita, älykkäimpiä, isänmaallisimpia, ahkerimpia amerikkalaisia. He ovat parempia kuin muut: "Tiimimme on paras kaikkialla maailmassa" ja "Euroopan unioni ei ole toteuttanut samoja varotoimia ja rajoittanut matkustamista Kiinasta ...". Trump käyttää amerikkalaista ideologian poikkeuksellisuutta hyödyntääkseen seuraajiensa isänmaallisuutta ja kansallisen ylpeyden tunteita.

Lopuksi

Tutkimuksessa keskityttiin Yhdysvaltain presidentin Donald Trumpin puheeseen, joka pidettiin 11. maaliskuuta 2020. Tutkimuksessa halusin selvittää puheen ideologisen merkityksen Donald Trumpin tekemien transitiivisten päätösten näkökulmasta. Tämä puhe valittiin tutkimukseni aineistoksi, koska se antoi mahdollisuuden analysoida kansainvälisesti merkittävää poliittista keskustelua, joka käsitteli tämän vuoden suurinta ja eniten keskusteltua aihetta: koronavirusta. Tutkimus tehtiin kriittisen lähestymistavan ja transitiivisuuden teorian avulla ja keskityttiin tosielämän tapahtumiin. Transitiivisuusteoria oli hyödyllinen menetelmä tietojen analysointiin, ja pystyttiin siten selventämään kuvauksia Amerikasta ja sen suhteista muihin maihin. Analyysi paljasti myös Yhdysvaltojen hallituksen ja Yhdysvaltain kansalaisten välisen yhteyden sekä sen, kuinka amerikkalaiset yrittävät estää viruksen leviämistä. Puhe antoi kuvauksen siitä, kuinka amerikkalaiset yksin ottavat vastuun viruksen torjunnasta, koska muut alueet eivät ole onnistuneet siinä. Amerikan hallitus antaa kansalaisilleen ohjeet pysyä terveinä, kun he ovat passiivisia puheen vastaanottajia. Puhe kuvaa myös, kuinka amerikkalaiset ovat muita edellä

taistelussa virusta vastaan varhaisilla toimillaan ja kyvyillään. Puhe antoi vaikutelman, että se on puolueellinen ylistämällä Amerikan tehokkaita keinoja torjua virusta ja syyttää samalla muita alueita epäonnistumisesta torjua virusta.

Lisäksi analyysissa käytettiin "ideological square" teoriaa, jonka avulla saatiin selville, että puhe halusi korostaa amerikkalaisten tekemiä hyviä asioita heikentäen samalla huonoja asioita. Puhe korosti myös muiden maiden tekemiä huonoja asioita ja heikensi niiden tekemiä hyviä asioita. Niinpä puheessa haluttiin näyttää Amerikka positiivisessa valossa, kun taas muut alueet esitettiin negatiivisessa valossa. Tutkimus havaitsi edellä mainitun teorian lisäksi, että Trump käyttää strategista retoriikkaa ja amerikkalaisuuden ideologiaa hyödykseen. Koronavirusta koskevassa puheessaan Trump käytti tehokkaita keinoja saadakseen amerikkalaiset tuntemaan itsensä isänmaalliseksi. Siihen liittyy myös turvallisuuden tunne ja se, että Amerikka selviää kaikesta. Amerikkalainen ideologia nähdään tärkeänä vaikuttajana siihen, kuinka Trump puhuu amerikkalaisille ja hänen kannattajilleen. Trump käyttää viisaasti retoriikkastrategioita ja välttää taitavasti vastuuta sanoistaan ja teoistaan. On mielenkiintoista huomata, että hän voi tehdä niin. Tämä voi johtua siitä, että hän on käyttänyt retoriikkaansa niin strategisesti, että monet hänen seuraajansa, joilla on vahva amerikkalainen ideologia, pystyvät puhumaan Trumpille vastuusta. Trumpin politiikassa voimakkaasti esiintyvän syrjinnän myötä hän lisää myös amerikkalaisvastaisen ideologian syyttämällä muita maita esimerkiksi koronaviruksen leviämisestä. Puheen ideologiat liittyivät vahvasti amerikkalaisuuden ideologiaan.

Tutkimuksen tulokset paljastavat, että yksittäisillä sanoilla on suuri vastuu. Tämän yksittäisen puheen analysointi paljasti paljon käytetyistä kielellisistä ominaisuuksista, syrjinnästä, vallankäytöstä ja amerikkalaisuuden ideologiasta. Puheen tutkiminen paljasti lisäksi amerikkalaisen ylpeyden ja isänmaallisuuden ja niiden vahvuuden nykyaikana. Tutkimus paljasti myös, kuinka presidentti voi strategisen retoriikan avulla vaikuttaa voimakkaasti Yhdysvaltain kansalaisiin ja erityisesti presidentin seuraajiin. Kvantitatiivinen työ toistuvista malleista ja voi seurata, mutta tämän tyyppinen kvalitatiivinen tutkimus auttaa todella keskittymään näihin laajempiin tutkimuksiin. Usein kvalitatiivinen työ on ensimmäinen askel yhdistetyssä kvalitatiivisessa ja kvantitatiivisessa tutkimuksessa (trangulaatio).

Tulevaisuuden tutkimuksissa olisi mielenkiintoista tutkia presidentti Trumpin retoriikkaa ja tutkia, miten hän käyttää amerikkalaista ideologiaa hyödykseen. Olisi myös mielenkiintoista nähdä konkreettisesti, kuinka Trump onnistuu välttämään vastuuta puheissaan ja mitä ideologioita niissä esiintyy. CDA-kritiikin ja transitiivisuuden avulla tulevaisuuden tutkimus voi laajentaa tällaista tutkimusta laajemmaksi ja tuoda enemmän tietoa ideologioista.