A Study of Language Use

An Analysis of Barack Obama's & Donald Trump's Election Victory Speeches

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ACKNOWLEDGEMENT

I would like to thank my Thesis supervisor, Peter Kvistgaard, at Aalborg University, Aalborg, for guiding me through the process and being patient whenever I ran into trouble. He consistently allowed this paper to be my own work, bur steered me in the right direction whenever needed.

ABSTRACT

This project studies the language use of Barack Obama and Donald Trump in their Election Victory Speeches from 2008 and 2016, respectively. One being a Democrat, the other a Republican. Already at this point, the contrast is clear and their political ideologies are as day and night. However, it is interesting to see how not only their political differences shine though, but their individual backgrounds may have a lot to say about their positioning through their Election Victory Speeches.

Through a qualitative approach, this project highlights how the two cases (both transcripts and videos) are constructed and interpreted and later compared to each other, to emphasize on the major similarities and differences. Norman Fairclough's Critical Discourse Analysis and Roland Barthes' Semiotics are utilized to examine the use of language and body language throughout their speeches. How and why Obama and Trump utilize language and body language are not coincidental. The fact that one appears as more proficient, in the use of language, and the other not as much, can merely be caused their individual and educational backgrounds. Their focus lies two separate places as to visualizing America.

Additionally, Rhetoric by Aristotle and Branding as Storytelling are used as secondary data. These two approaches are utilized to underline the primary theories, furthermore, to indicate the importance of branding and storytelling within public speaking. The analysis indicates that both President-Elects have some weaknesses and strengths in their speeches, which furthermore develops a diversity in their persona, politically and personally. One appears as articulate and gentle with his words and facts, while the other seems more inarticulate and coarse in his way of speaking and performing his speech. However, both candidates are very interested in the topic of "change", but the way they scrutinize this topic is completely different. One pinpoints the need for social equality and welfare, based on socialistic ideas. The other has a mission to advance the individualistic success and power of the America people and regain the economic status of "The American Dream". Two different views on the same topic, and solely a question of what change America is ready and in need of at the given moment. In the end, it is the American voters, who are in charge of electing their future Presidents and who they want the front figure and leader of their America to be.

Index

1.   Introduction

The election of Barack H. Obama as President of The United States of America, in 2008, was, from the very beginning, highly anticipated and a global media event. The same can be said for Donald J. Trump's election as President of the U.S. in 2016, a businessman and reality TV-star with little to none governmental or political experience. Both running for President with campaigns that urged for change, an aspect which caught the interest of the American voters – nevertheless it divided not only the public of America but the rest of the world as well. Trump and Obama are placed in opposite corners when it comes to their political standpoint and personalities. Obama, a middle-aged man born into a mixed race, middle-class, military family with no contact with his father. An Afro-American, with a political background and with a desire for social change and equality for all Americans. A Democrat with clear social values and a cultural background fueling these visions.

On the other hand, Trump, an elderly multimillionaire with no political or military background, but a career in business and reality TV. Born into an upper-class family and a Republican with liberal values and a desire to expand the power and wealth of America and promoting the individual success of the citizens of American.

Both candidates express themselves through public speaking is nowadays a method for the individual speaker to motivate and activate the public to help shape society. *"[…] Portraying your brand as the protagonist, in either case, is essential."* (Olenski, 2015). Therefore, the speaker must speak honestly, avoid manipulating facts and keep in mind that most listeners are supporters and believe in the words of the speaker; it is an exercise of power. The power positions itself in the act of persuasion. If a speaker can persuade his or her audience that their words are the truth, they have already won the favor of the audience. A speech can be an effective weapon with if used correctly and with the right set of speaker skills. It is like storytelling, the need to captivate and induce the listeners is crucial when aiming to gain credibility and support of the listener. Therefore, the story is also an implicit branding tool of the person speaking.

Obama as Democrat and Trump as Republican, it is interesting to examine their use of language and visual appearance during their Election Victory Speeches. Does their use of specific words, phrases, and sentences say anything about their position as leaders and does their body language promote this in any way? This leads me to the following problem formulation and sub-question:

How does Barack Obama & Donald Trump utilize language to position themselves through their Election Victory Speeches?

> **How does their visual appearance promote this?**

1.1. Project approach

The intentions of this project are to demonstrate how Critical Discourse Analysis (CDA) can be used as a theoretical framework for investigating how Barack Obama's and Donald Trump's Election Victory Speeches distinguishes from each other and/or show similarities towards each other. The above will be done with knowledge on their individual backgrounds and ideological standpoint. Furthermore, I will utilize Semiotics to shed light on my problem formulation and sub-questions. My choice of utilizing a discourse analysis is to be able to scrutinize the grammar and vocabularies used in both Barack Obama's and Donald Trump's speech. Furthermore, by using Semiotics, I can analyze their body language and how possible the use of different colors affects the visualization of Obama and Trump as individuals and leaders, additionally, their ideological values. Hereby, I want to examine how they position themselves through their speeches, by utilizing the power of grammar and body language. I believe that the abovementioned will guide me to an understanding of just how diverse the two candidates are or how much they may be sharing. Additionally, I have chosen not to use rhetoric as a framework, since I believe it comes more useful being used as secondary data in this project. However, I will utilize it in my analysis since it gives value to this project.

1.2. Delimitations of Project

I have chosen to limit my project to two Election Victory Speeches, one of Barack H. Obama and one of Donald J. Trump. I have limited myself to primarily focus on the transcripts of the speeches, where Critical Discourse Analysis will be utilized, and only secondarily highlight interesting topics of the video material regarding semiotic analysis. I do not focus on the aftermath of the Election Victory Speeches, furthermore, I do not emphasize upon their corresponding presidential campaigns leading up to the speeches.

1.3. Introduction to Barack H. Obama

Barack Hussein Obama II, born on August 4, 1961, in Hawaii to a Kenyan father and American mother, became the first African-American president of the United States in 2008. In 1983 he graduated from Columbia University, New York, with a degree in Political Science, and in 1991 he graduated from Harvard University, Massachusetts, with a degree in Law[1].

During his years at Harvard, he met his future wife, Michelle Robinson, at the Chicago law firm, Sidney Austin, in 1989. After graduating Law school, he moved back to Chicago to practice as a civil rights lawyer at Miner, Barnhill & Galland. In 1992 he and Michelle married and later welcoming two daughters: Malia and Sasha[2].

In late 2004 Obama became only the third African-American elected to the U.S Senate, for example introducing the possibility for Americans to track their own tax online. In early 2007 Obama made a head-turning decision when he announced his candidacy for the 2008 Democratic presidential nomination. He defeated Hillary Rodham Clinton, the former First Lady, therefore becoming the presidential candidate of the Democratic Party. On November 4, 2008, Obama defeated John McCain, from the Republican Party, with 52,9 percent of the votes favoring Obama to become president. His campaign was based on alternative energy, a financial reform, equality, health care and education, with the slogan: *"Change we can believe in"* to support his cause of changes in America. Obama fought for the equality of women in regards of payment fairness, to ensure that men and women earns equally as much in respect to their work position. Health coverage has been in the interest of the Democratic party for roughly sixty years, and Obama was no exception. Universal health care was one of the main foundations of his campaign. Additionally, this focus point of health care concerned the entire population of America, however, women seemed to be more affected by the lack of health care and the cost of medicine – due to lower income than men (Schier, 2011, 153-155). Regarding equality, Obama did not only seek fairness between men and women but fairness for the minorities in the American society. He sought out to downplay the discrimination of these minorities and ensure equality for the black, Latino and LGBT communities (Schier, 2011, 158-162).

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[1] https://www.biography.com/people/barack-obama-12782369
[2] https://www.biography.com/people/barack-obama-12782369

As of January 20, 2009, he was inaugurated as the 44th president of United States of America – the first African-American in U.S history.

In 2012 Obama faced and won against the Republican Party representative, Mitt Romney, and was re-elected as president[3].

1.4.   Introduction to Donald J. Trump

Donald John Trump, born on June 14, 1946, in Queens, New York, Frederick Trump, a real estate developer and Mary Anne MacLeod. Trump graduated from Wharton School of Finance, University of Pennsylvania, with a degree in Economics, in 1968. Trump has been married three times and has a total of five children, the majority of them are involved with the Trump Organization[4].

Before he entered his presidency, he was a real estate mogul and former TV star, staring in the hit series "The Apprentice" and "The Celebrity Apprentice". According to Forbes, Trump had a net worth of 3,1 billion Dollars in late 2017, a net worth which has also been of great interest to the public during his political campaigns[5]. Trump inherited his real estate passion from his father, since then Trump has been a member of the capitalistic industry for decades, causing a gap between his former appearance and his present populistic state (Kellner, 2016, 24).

Trump later turned his attention towards politics. In 2000 he pursued the nomination for the presidential campaign, but had to withdraw. In 2012, he announced his potential presidential campaign, but it did not officially happen until 2016. He announced his candidacy for president, in 2015, and officially won the place as the Republican candidate in mid-2016

Most of the Republican party is focusing on conservatism and/or economic liberalism matters, the latter which goes hand in hand with Trump's nationalistic campaign topics such as; immigration, terrorism, violence in America, Individualism, the economy and trade, supported by his slogan: *"Make America Great Again".* He has an efficient way of promoting and branding his image due to his great involvement in the harsh business culture, where the completeness and earning money are some of the highest-ranking measures to success (Kellner, 2016, 5). Arguably, Trump can be outlined as a populist regarding him wanting to

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[3] https://www.biography.com/people/barack-obama-12782369
[4] https://www.biography.com/people/donald-trump-9511238
[5] https://www.biography.com/people/donald-trump-9511238

put the American people above politics, thereby securing the individualist success of the people. Additionally, he promotes the fear of mass immigration from, for example, the border of Mexico, which in the end could outnumber the white population of America (Kellner, 2016, 20-22).

Later that same year, defying polls and media yet losing the popular vote, he beat Democratic candidate, Hillary Clinton, in becoming the 45th president of the U.S.[6].

1.5. Storytelling as branding

Storytelling as branding is not a new concept, brands of all kinds and sizes know exactly how to entertain and maintain their audience and customers. The explosive growth of social media and content marketing has created opportunities to tell stories wherever and whenever. Using storytelling to brand directly or indirectly has become a strategic necessity (Gunelius, 2013 & Olenski, 2015). Storytelling focuses on increasing the emotional involvement of the consumer or participant while keeping their image as trustworthy and relevant. Honesty and transparency are two important topics when developing the "story" of your brand, whether that brand is a product or an individual. If the story inconsistent the brand will perish (Gunelius, 2013). Trust and trustworthiness go hand in hand because trusting what is being said or read greatly affects the chances of selling the brand (Simmons, 2015, 26). Storytelling is also the perfect platform to let the personality of the brand or person shine through, not by selling but by the story that is behind the cause, "[…] Portraying your brand as the protagonist, in either case, is essential." (Olenski, 2015). Simply put, it is essential to display your brand as the leader of all brands, likewise with Trump and Obama, during their Election Victory Speeches, they needed to present themselves as the hero and the "savior" of the country.

Storytelling is also about the language of the story, it does not matter if it is written or spoken, the language is the key. Stories are perceived and interpreted subjectively, just like CDA, individuals understand and interpret differently and that shows in the perception of stories. This furthermore is a relevant indicator for the storyteller, what should be told, what should be told and how it should be communicated (Simmons, 2015, 16-18). When using language, reaching the emotional side of the consumers or participants is essential, telling stories that

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[6] https://www.biography.com/people/donald-trump-9511238

reflect on their history, background or future and evoke feelings within them, and perhaps even make them change their subjective point of view. This is the real power of storytelling (Simmons, 2015, 19 & Olenski, 2015). When shaping the story of the brand, the standpoint and why it matters to the participants are important, the "sell" of the brand must be creative and subtle, often it happens indirect (Olenski, 2015).

In my project, I consider storytelling as a big part of how Trump and Obama represent themselves through their Election Victory Speeches, furthermore, how they brand themselves by their use of a certain word, phrases, and sentences.

1.6. Communication as language use

Communication has its roots in the Latin word – communicare – which means "to share" or "to be in relation with", as well as in English where it has its roots in the words "common" or "community", that implies "bringing together" (Cobley & Schulz, 2013, 1). The study of communication is a relatively new discipline; however, it has a long tradition within in the rhetoric and philosophical areas. Theories of communication are an important tool when it comes to knowing what and why things occurred in the past, why they happen today and what may or may not happen in the future – not saying that a communication theory or model can tell the future, but it can, somehow tell, why certain events are likely to happen (Cobley & Schulz, 2013, 9). A communication theory is how individuals utilize semiotic systems, like language, to symbolize their shared thoughts, speaking, and bodily procedures. Both verbal systems and non-verbal systems exist – my focus will be on the verbal systems, like linguistics (Cobley & Schulz, 2013, 63).

The modern discursive fundamentals of language were explained in the Middle Ages and because Greek and Latin were the languages of the well-educated, at this time, their structures and characteristics became the guidelines of today's writing rules (Cobley & Schulz, 2013, 61). Three levels of emerged; firstly, the grammar which decided what types and classes of words could be used in any social arena. Secondly, rhetoric was about the articulation of the words into utterances or sentences, which would create an effective expression for the receiver of the message. Lastly, logic, was the combination of grammar rules and rhetoric, the articulation of words was compared to the articulation of the sentence. This was what was taught as a concept of information and how to "send" and "receive" information (Cobley & Schulz, 2013, 61). In the early twentieth century, the interest in

language grew. In Europe, Ferdinand de Saussure and in the U. S., Charles Sanders where both famous for their theories of semiotics. Saussure, a Professor of Linguistics at the University of Geneva, postulated that linguistics eventually would be a part of semiology (known as semiotics). Saussure argued that language is a system put together from signs of linguistics together with a concept and a sound image. On the other hand, Roland Barthes took on Saussure's teachings and learnings and extended his old work. Barthes particularly argued that linguistic behavior, a structure of experience, stems far less from any personal exchange, but more from how language is transferred from the public level to the personal level. Hereby lies the social control, which also includes the control of language itself. Language may be ambiguous in many ways, simply because it can be interpreted in many different ways, and it is therefore up to the reader or listener to reveal the "true" meaning of the signs (Cobley & Schulz, 2013, 21-22).

1.7. Rhetoric

Rhetoric is the counterpart to dialectic *(a discussion and reasoning of truth - logic)[7]*, but all individuals, to some extent, make use of both, either to discuss, make statements or to maintain them, to defend or to attack others. Individuals do this either on a random basis or through practice. Nevertheless, it can be seen as an art to master the use of rhetoric, on purpose or not. When speaking of rhetoric, what first comes to mind is persuasion. Persuasion is what rhetorical studies concern themselves with. It can be seen a demonstration, since we, as the audience, most likely are persuaded when we see something being demonstrated (Aristotle, 2000, 1-2). An *"enthymeme"* is the most effective way of persuasion. An enthymeme is like a *"syllogism"*, which is the business of dialectic.

"It follows plainly, therefore, that he who is best able to see how and from what elements a syllogism is produces will also be best skilled in the enthymeme, when he has further learnt what its subject-matter is and in what respects it differs from the syllogism of strict logic" (Aristotle, 2000, 2).

A syllogism[8] is a deductive scheme of formal arguments with a major and minor principle and a conclusion. An enthymeme[9] is a syllogism, where one of the arguments are implicit.

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[7] https://www.merriam-webster.com/dictionary/dialectic
[8] https://www.merriam-webster.com/dictionary/syllogism
[9] https://www.merriam-webster.com/dictionary/enthymeme

The truth is most likely found by the individual who trust their instinct and what might be true and what not (Aristotle, 2000, 2). An enthymeme must comprise of a few suggestions, fewer than in the "normal" syllogism, and if one, or more, of these suggestions, is a recognizable fact, there is no need to mention it – the audience adds the meaning themselves. Thereby, some arguments are explicit meanings (Aristotle, 2000, 6).

Rhetoric is beneficial (1) since things are true and just things have a natural way of succeeding over their opposites. (2) arguments based on knowledges needs instructions, and some individuals cannot be instructed, and the need for persuasion gets presented. (3) persuasion is needed just as much as reasoning, not to make people believe what is wrong, but to state the facts to make people believe the truth. (4) to be able to defend oneself by the use of language, and not actual force, however, used incorrectly it can be more harmful than benefitting (Aristotle, 2000, 3). Rhetoric is not bound to one single function but is universal. It is a useful tool, not only within persuasion but in general. It can be defined as observing the availability of persuasion in any situation, this is not like any other arts. Medicine for example, can instruct or persuade individuals to what is healthy or unhealthy – rhetoric is not concerned with any specific subjects (Aristotle, 2000, 4). Within the spoken words of persuasion, there are three kinds: the first depends on the personal character of the speaker. The second is to place the audience into a certain state of mind. The third is the proof, or the seeming proof, provided by the speech itself. The speaker persuades us when we believe him credible with the words he speaks, good people are believed more likely than others, even if the question of truth is still not apparent. This kind of persuasion should be reached by what the speakers says and not by what the audience thinks of his character before he speaks. Some believe that personal "goodness" does nothing to the speaker and his persuasion, but according to Aristotle, this seems not to be true. The goodness of the speaker may even have won the battle before it has begun. Emotions are also a big factor when it comes to persuasion. When we are happy or pleased, we seem to think better of others, and therefore the speaker often seems to apply to emotions when speaking. Additionally, persuasion is effective when the truth of the speech itself has been proven with arguments to the case in question (Aristotle, 2000, 4).

Statements are persuasive and credible either because they are self-evident are since it appears to be proven to form another statement. Rhetoric can be divided into three divisions in speech-making; the speaker, subject, and the person addressed, and it is the person

addressed who determines the speech's object. The person is either the judge to decide about the past and the future, or simply an observer. The political speaking commands us "to do or not to do" something about what we hear, it urges us to take a stand. The speaker is often concerned with the future and what can be done at his command *"The political orator aims at establishing the expediency or the harmfulness of a proposed course of action […]"* (Aristotle, 2000, 8).

The speaker, therefore, aims to be either "good or bad" for the purpose of the speech and in the sense of outcome of the speech. According to Aristotle, speakers, especially political speakers, have five main topics they need to address when talking to the audience: *ways and means, war and peace, national defence, imports and exports* and *legislation.*

By ways and means the speaker needs to know about the country's revenue sources and the if costs of the country can be removed or reduced. As to war and peace, the speaker must know about the military force of his country, both the actual and the potential force. He must also know the military force of other countries to be able to regulate his own forces. Regarding national defence, he must know the methods of defending his own country and how to adjust the national and international positions of forces, if necessary. The fourth topic is import and export, where the speaker must know what is imported and exported regarding his country. He must know the agreements and other treaties that reflect on the import and export. The last topic is legislation. Hereby, the speaker needs to know the laws of his country and must be open-minded about the numerous views different ideologies possess, furthermore, under which conditions they develop most efficiently. Additionally, the political speaker will also seek influence and knowledge about historical events. An event that has occurred in the very same country he speaks of (Aristotle, 2000, 10-11).

As a speaker, it is important to praise others. Praising is a valuable measure to show the goodness of the speaker, indicating that others deserve respect and recognition for their actions. This can also urge others do something for the sake of goodwill and to possibly achieve the same praise at some point. Nevertheless, too much praising can appear as an "overdoing" and as an attempt to achieve something, that should appear as real but comes out as appearing fake to the audience (Aristotle, 2000, 25-26). Political speakers must be able to put the audience in the right state of mind when appealing to their emotions, both good and bad. Emotions can change and affect the judgment when listening to a speech. Being in the right mindset, as speaker, and knowing exactly what state of mind an angry or

happy person appears and acts like is essential to address the audience (Aristotle, 2002, 42).

Rhetoric is as limited as its audience, as per say, it is very individual how we perceive what is spoken to us and addressed towards us, therefore, the social construction of the world is very individual, both in terms of the speaker and the addressee.

It is interesting to highlight how political speakers utilize persuasion to convince their audience their words are the truth and their actions will lead the country to a better place. Regarding this project, rhetoric is recognized as secondary data, which can add value to the study of the two speeches by Obama and Trump, respectively. It will be mentioned in the analysis, but not as a concrete framework, which CDA and Semiotics are applied as.

2.   Method

The method is the glue, which ties the theory together with the empirical part of the project. It contains all from data collection to research design and how we possible can understand, interpret and explain the information and data, we collect about social life, within the utilized theories.

The choice of ontological and epistemological approach is not only an understanding of the method but how the researcher utilizes given tools and processes involved in the methods. It is how we examine, interpret and understand the social world (Hviid, et. al., 2012, 13).

2.1.   Ontological considerations

Social constructivism concerns itself with how the social world is, the individuals within it and how we realize it (Riis, 2000, p. 13). The "real" world is a construction and product of our subjective view of reality – reality is, therefore, a social construction. We can somewhat say that social constructivists wish to "deconstruct" the social world, or at least verify it is not bulletproof and can be altered (Hviid, et. al., 2012, 335-339). As a constructivist, we cannot say how the world is, merely how some individuals see it. Often the constructions of individual experiences are shared, this, however, does not make them any less real (Gibbs, 2007, 7). In terms of my project, by analyzing two presidential speeches, I consider how the social world is being deconstructed by two very influential men. How they scope the world they and the audience live in and how they want it to be in the future. Furthermore, the relationship between Critical Discourse Analysis and social constructivism is based on how discourses are constructed based on their social world and structures. On the other hand, regarding semiotics, social constructivist, do assume that language and other media play an important role to the social construction of reality and cannot be separated from the sign-system where they are experienced (Chandler, 2007, preface (xv)).

2.2.   Epistemological considerations

The epistemological positions do not restrict themselves to certain data or methods when choosing one position, you are only able to discard certain methods, which are inadequate (Riis, 2001, 101). Interpretivism is, commonly speaking, known as an art of interpretation, where being interpretative is in the nature of the individual. The world is seen as a subjective place, where each individual experience and interprets everyday surroundings according to

14

their own beliefs and ideology (Hviid, et. al., 2012, 220-221). Regarding this project, I examine the speeches of Trump and Obama and try analyzing their use of language and how the brand themselves through their speeches, respectively. Furthermore, how they aim their speeches towards their own beliefs and through that, reach the receiver of the speech. As far as this project, I will be subjective in my approach concerning the analysis.

2.3.   Empirical data

My empirical data revolves around secondary data; the Election Victory Speeches of the former president of the United States of America, Barack H. Obama and the current president, Donald J. Trump. I will focus on the transcripts of the two speeches and furthermore divide their video material into three categories of analysis; *introduction, middle* and *outro*, to simplify the process of analysis. Within the video material, I will focus on body language, signs and color meanings.

2.4.   Ethical considerations

Ethical and moral guidelines go hand in hand when it comes to research and the handling of involved individuals private and professional spaces. It is certain guidelines that ensure what is appropriate and acceptable behavior towards others, yet again, a guideline to show what is unacceptable and inappropriate (Voxted, 2006, 258). Ethical consideration in regard to this project, is not explicitly present, at least not in terms of my use of data, hence I am not utilizing direct human contact; like interviews. However, in terms of respect and professionalism, my project does not intend to dishonor or disrespect any of the involved. Ethical guidelines are a great way to signal an understanding, respect, and responsibility towards involved parties and the research itself (Voxted, 2006, 259).

2.5.   Research design and data collection

This project is a qualitative research of the two Election Victory Speeches, both in terms of analyzing their speeches as written transcripts, focusing on their written language, as well as their speeches on video, where I focus on the visual parts of the speech and their signs and signals throughout it. I specifically chose these two speeches, because they represent both Trump's and Obama's first speeches as victors in the election of becoming the President of the United States of America. Therefore, the resemblance of the purpose within the two speeches would possibly be bigger. The data collection is based on qualitative

research, since I want to investigate human interpretation of the social world, and how the use of language and signs is a factor significant factor when it comes to delivering statements and visions of their personal brand. Qualitative studies mainly have their influence in micro-studies, where individuals' perception of their social world and social relations are examined. For example, interviews are suitable when conducting qualitative research, however, this is, strangely enough, out of the question in my project. Since interviews are impossible, a speech, in contrast, is very suitable (Riis, 2000, 88). I may not gain complete insight into Trump's or Obama's personal space, thoughts or feelings, but I do gain an understanding or at least my subjective interpretation of their thoughts and feelings regarding their former, current and future position as presidents, and how they visualized the future of their social world, through their use of language.

At first, I was focusing on collecting articles on Trump and Obama, seeing how different media portray the two, both in negative and positive terms, based on the political and ideological standpoints of American newspapers. This, however, I quickly dismissed, since I was difficulty selecting articles that would fit my research. Therefore, my scope changed into aforementioned.

This project is a comparative study of the two cases. Two very similar cases, yet again, very different. How different or alike the two speeches are will show in the analysis and conclusion of this project. The comparative study defines how two, or more, topics are compared and discussed. It is a suitable way to examine "what is missing" in comparison with the other case (Voxted, 2006, 17, 177). When utilizing a comparative approach, it is important not to lose focus, when the main themes and sub-categories have been identified, this may give a clear indication of what has been found in the research, but there can, and possibly will still be data left to examine and analyze (Gibbs, 2007, 77-78). A good approach when carrying out comparisons is to use tables. Tables are normally used in quantitative research but can most definitely be used in qualitative research as well. Qualitative tables are rather heavy on text, whereas the quantitative tables are number based (Gibbs, 2007, 78). Although, in this project, a combination of both will be utilized, hence, I am focusing on text but also the occurrences of specific grammar in each transcript of the speeches. I am utilizing a case-by-case comparison, where two of the same type of cases are compared, it is the same "document" so to speak that is being analyzed and the progress will be the same with them both (Gibbs, 2007, 80-81).

This project follows deductive approach. The advantage of a qualitative study is, that I am able to dig deeper into the essence of the topic, whereas with a quantitative study, I would more likely study the breadth of the topic, and this is not what I want (Riis, 2000, 5-6). I want to gain in-depth knowledge and a detailed insight of the two speeches at hand and examine my problem formulation, by utilizing Critical Discourse Analysis and Semiotics to analyze the speeches.

3. Theory

I have chosen to utilize Critical Discourse Analysis and Semiotics to analyze Trump's and Obama's use of language and how they communicate their visions through their own beliefs, feelings, and thoughts.

3.1. Critical Discourse Analysis

Critical Discourse Analysis (CDA) is a model of communication developed by Norman Fairclough. Fairclough is a professor of Language in Social Life of the University of Lancaster, England. The model is comprised of three dimensions, more specifically: *text, interaction,* and *context* (Fairclough, 2001, 20-22). These dimensions will be thoroughly explained in the following.
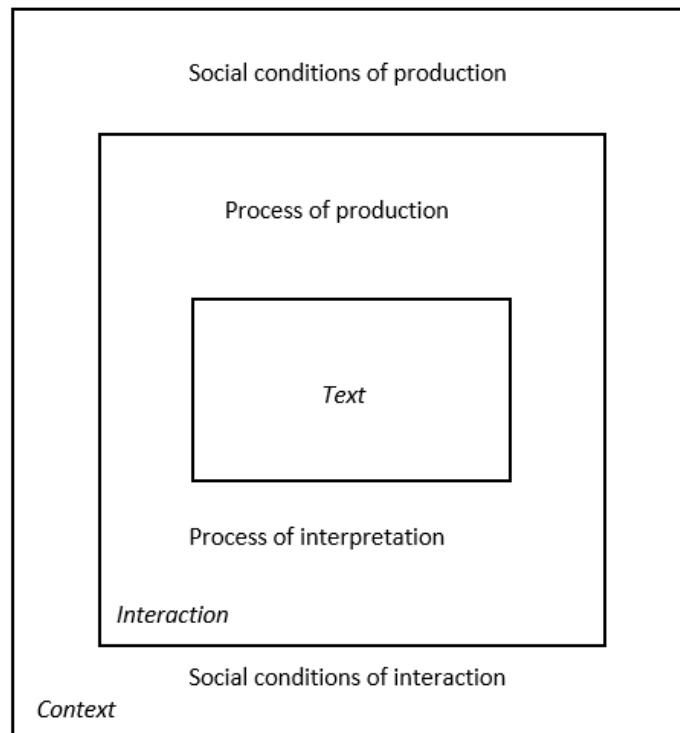

Figure 1 – From Fairclough's "Language and Power" – Discourse as text, interaction, and context, fig. 2.1 p. 21.

The text is the first dimension of the three, which is the descriptive part and is primarily concerned with the formal assets of the text. This dimension focuses on grammar, vocabulary and textual structures of any given text. Since my two cases are transcripts of speeches, the vocabulary is of great importance, where the *relational value, the experiential*

value and *expressive values* of words are the three sub-dimensions (Fairclough, 2001, 22, 92-93). The relational value assesses how a text's choice of words develops social relationships amongst audience, furthermore, it depends on the existing social relationship amongst audience and the actual formality of the given situation (Fairclough, 2001, 97-98). The experiential value is the knowledge, content, and beliefs that embraces the text author's experience of the social world and also how this is featured in the text (Fairclough, 2001, 93). Lastly, the expressive value is the words the author chooses to utilize when evaluating on specific topics and thereby illuminates the author's opinion about the topics. However, the expressive value of words can, by the ideology of the reader, be interpreted in several ways (Fairclough, 2001, 98-99). Fairclough also mentions that politeness often is utilized to recognize diversity or social remoteness, hence, if politeness is present, it makes it easier for the reader to understand and interpret, therefore, more willingly accepts the author (Fairclough, 2001, 54-56). These three sub-dimensions are utmost important when it comes to analyzing and interpreting the two speeches, how Trump and Obama utilize words, both in terms of their own interpretation of the social world and their attempt to create a bond towards the Audience.

Moreover, when scrutinizing this project, grammar is also an important aspect. *Grammar* has three sub-dimensions as well: *expressive, relational* and *connective values*. When elaborating on the two first-mentioned, it is essential to mention the role of modality, either expressive or relational modality. Modality is the authority of the author and is to be presented in two ways, as mentioned before. Expressive modality is when the point of interest is the author's authority and this authority is the representation of the truth or reality. On the other hand, relational modality is when the authority of one participant is to be of greater meaning than others (Fairclough, 2001, 104-108). When utilizing both the relational values in collaboration with my two cases, it is interesting to visualize how Trump and Obama, for example, use pronouns to connect with the viewers of the speeches. In terms of expressive values, it is interesting to see how the two speeches contain elements of their representation of the truth or social reality.

The connective values focus on connecting the relationship between text and context. it is about the cohesion, which is the connection between sentences within a text, for example, repeated words, related words, links between sentences and references, which refer to an earlier word or sentence in the text (Fairclough, 2001, 108-109).

Interaction is the second dimension, which is involved with the interpretation of the text and the processes of the participants. According to Fairclough, interpretations are produced through the blend of what he mentions as members' resources (MR) and the content of the text. MR can also be defined as background knowledge, but to Fairclough, this term is not fitting enough, hence, MR is referred to. According to Fairclough, the before mentioned formal features acts as "signals" to activate the interpreter's MR and the actual interpretation is therefore generated through this interaction. Furthermore, therefore Fairclough refers to MR as interpretative procedures (Fairclough, 2001, 118-119).

Below is an illustration of Fairclough's framework of the interpretation process. The process of interpretation embraces six key domains, which are divided into two components: context and text. The domains are created within three different elements, MR, resources, and interpreting.
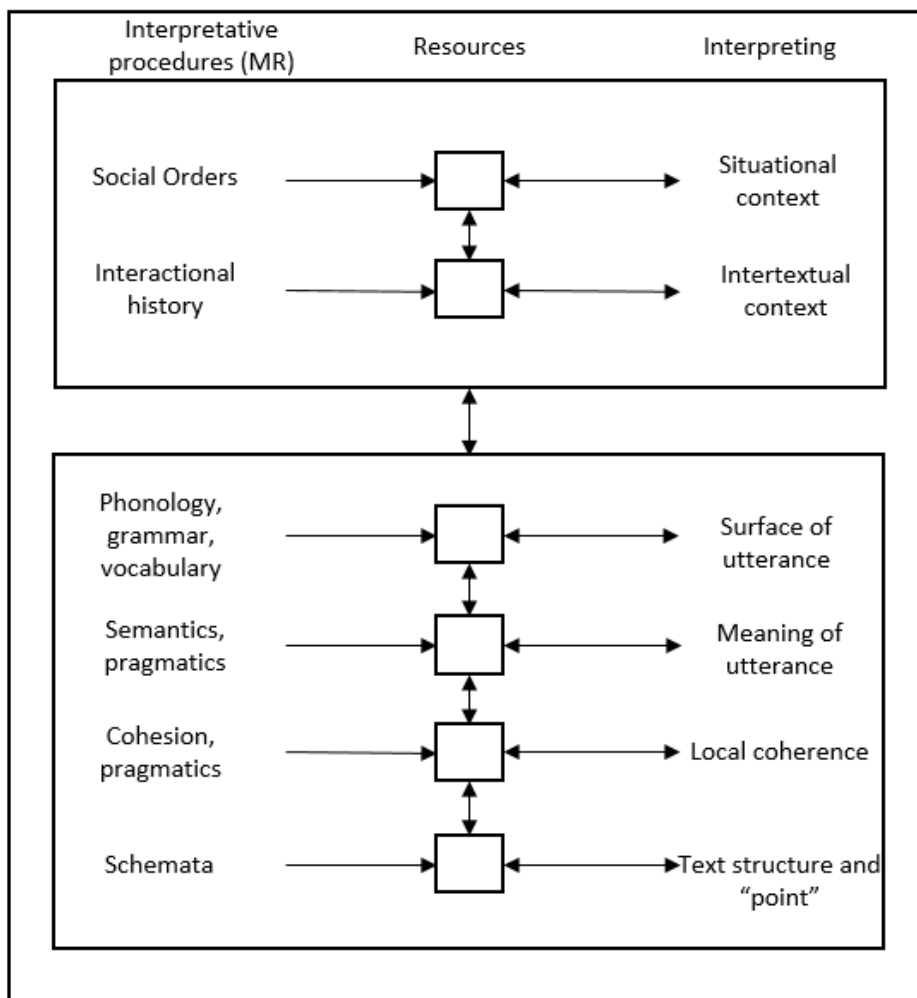

Figure 2 – From "Language and power", fig. 6.1, p. 119

When describing above model, I will begin with the element of context, where the situational and intertextual context resides. When interpreting the situational context, participants are partly affected by their individual MP – what has been said before and other external signals are indicators within their MP. But most definitely the participants are influenced by representations of the institutional and/or social order. This allows the participants to compare the situation, so they are in at the moment with other similar situational types. The interpretation of the participants, of the given situation, defines which types of discourse they use, and exactly this, determines which MP's they draw upon in the textual interpretation. When we talk about the intertextual context, the participants perform based on their assumptions about which discourses are linked to existing discourse. The assumptions define what can be concluded as mutual experience and what can be argued with and referred to (Fairclough, 2001, 120-121). In terms of intertextual context, I have chosen not to focus or elaborate further on this matter, since it is not relevant in my analysis.

Different situations lead to several types of discourse and this affects the interpreter before an interpretation can be made. Fairclough argues, that in a minimalistic way, one situation leads to only one discourse but in reality, this is not true. When defining the discourse, we need to look at the before mentioned institutional and social orders. By doing this, we can determine the setting behind the situational context and hereby examine exactly how the situation builds and figure out the discourse type (Fairclough, 2001, 122). In regards, the social and institutional orders also define how the different ideologies interpret situations. The social order can change whether we talk cultural or intercultural, as long as the ideologies are diverse (Fairclough, 2001, 126).

The situational context is based on four aspects:

1. *What is going on (what is the topic, activity and/or purpose)*
2. *Who is involved*
3. *What are the relations*
4. *What are the language and the role of the language?*

When analyzing the two speeches by Trump and Obama, I need to see what is going on, which furthermore is divided into three connected elements: *topic, activity and/or purpose*. Activity refers to the activity, which is performed in the speeches, the topic is the fundamental

communication, that connects the topic to the activity. Though, it is important to remember that the topic cannot be defined on the activity alone. Lastly, the purpose is, at one point, connected to topic and activity, but on the other hand, it is separated from the two in terms of viewing the "what is going on" in its whole.

Whoever involved states the involved parties in the communication, which is also divided into activity and social identity. When determining who is involved, it is important to examine the role of Trump and Obama and the audience on the other side, since the power difference amongst the two (Trump and the audience / Obama and audience) can have a crucial impact on the discourse. Social identity refers to every participant involved in the speech, therefore, which social identity they each possess (Fairclough, 2001, 123). The third aspect is the relation between the subjects. In my project, it is the relation between Trump and the audience of his speech and Obama and the audience of his speech. The fourth and last aspect is the language, which is the tool of communication – how information is moved from sender to receiver. In my project, how Trump and Obama communicate information to the audience. Therefore, the aspect of language is an important matter when it comes to communicating through speeches.

The four above mentioned aspects and their relation to each other lead to four characteristic types of discourse, where each situational type relates to a certain type of discourse. The first three aspects are linked to content, where the subject and relation is both in between. The fourth aspect, however, focuses on the role of the language used all in connection with the other three aspects. These four aspects influence the overall situational context and control the elements of how MR is involved at the level of text interpretation (Fairclough, 2001, 125). Although, it is important to remember that context without an ideological standpoint cannot be analyzed on its own, simply because the ideological standpoints create differences in the interpretation, to such extent, that the message or information changes entirely. On that note, the need for knowing and understanding the participant's ideologies are important when interpreting the situation context (Fairclough, 2001, 126).

The domain of the situational context has now been clarified, but to be able to create a full understanding of the interpretation process, I will take a look at the domains of text, which are just as important (Fairclough, 2001, 120-121). The element of text refers to four domains: *the surface of utterance, the meaning of utterance, local coherence and text structure and*

"point". The surface of utterance is the process where the interpreter translates sounds or marks on paper into word, phrases, and sentences. The interpreter hereby utilizes his/her knowledge of the language, as mentioned before the interpreter uses his/her MR, enabling the individual to develop an interpretation (Fairclough, 2001, 119). Meaning of utterance, where the interpreter gives significance to the fundamental parts of a given text. Sometimes, utterances resemble sentences or semantic propositions. The interpreter once again utilizes their MR, which, in this instance, is the ability to chain word meanings and figure out the implicit meanings to comprehend understandings of the entire proposition (Fairclough, 2001, 119-120). The third domain, local coherence, which creates meaning between utterances and hereby create a coherent interpretation. Fairclough argues, that there exist two kinds of coherence: global and local. The global coherence is where parts of the whole text are tangled together. On the other hand, local coherence is where only parts of the text are in focus. The domain of local coherence highlights the importance of creating a connection in a text, which can be present even without the formal cohesive cues. This is, for example, the case with implicit assumptions, which often is of ideological nature (Fairclough, 2001, 119-120). The fourth and last domain, text structure and "point", here the focus is on the texts' global coherence. As mentioned before, this has to do with how parts of the whole text are connected and are concerned with a certain pattern of the text. In other words, when an interpreter has started reading a text, he/she can expect how the structure of the text will develop further on in the text (Fairclough, 2001, 120-121).

As all six domains have now been explained, I will shortly elaborate on how the domains are linked together. I mentioned before that the second dimension is divided into three elements: MR, interpreting, and resources. As I have described the first two, my focus will now be on resources, which are the element that links MR and interpreting:
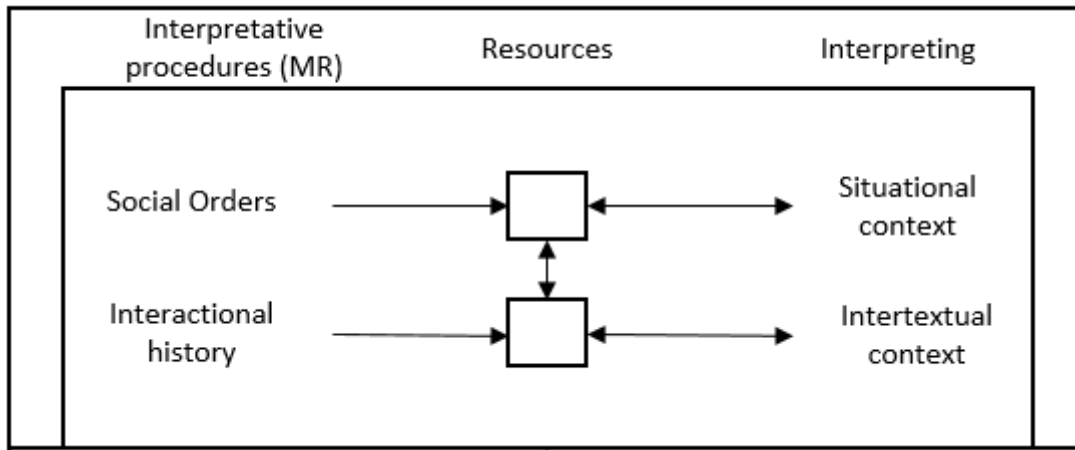
Figure 3 – Top section from fig. 2 - from "Language and power", fig. 6.1, p. 119

The element of interpreting is visualized by a double-headed arrow, indicating that all interpretations are influenced, to some extent, by previous interpretations. The resources "boxes" therefore contain interpretations of former elements and MP that relates to the current element of focus, hence, through analysis, the former element interplay with current and are interdependent (Fairclough, 2001, 121-122).

The third and final dimension is *context*, illustrates that discourse is part of a social process. Previously, I explained, when MR is used as an interpretative procedure in the production and interpretation of a given text, a reproduction happens. To the participants, this reproduction is an unintentional unconscious reaction. This reproduction is, according to Fairclough, the connection, which links the phases of interpretation and explanation (interaction and context). This happens because interpretation emphasizes upon the MR when processing discourse and explanation concerns itself with the social structure and change of MR. This third dimension tries to explain how discourse is formed by the social structures, and how the reproductive effects of discourse influence the structures by maintaining them or even changing them (Fairclough, 2001, 135-136). Fairclough argues, that MR is shaped by social structures and that MR affects discourses, however, also that MR is sustained or changed by discourses, that furthermore, sustain or change the social structures – making MR the "facilitator" of the different elements (Fairclough, 2001, 135-136).

When trying to explain the social structures, Fairclough gives the example of a school, where the school is the social institution and has a social order, with an order of discourse.

24

Therefore, the school consists of different social roles, where a participant in the system can, for example, be the Dean, teachers, students etc. The types of discourse within the school give room for subject positions like teacher and student. This discourse contains the power relations between teacher and student, if another discourse interferes and becomes more dominant, the relations can change (Fairclough, 2001, 30-31). Fairclough uses the term "naturalization" upon this above-mentioned example. He argues that a type of discourse is much more powerful when it becomes naturalized in society, hence, an ideology that reaches common sense is like a naturalization - it becomes the most powerful of its kind (Fairclough, 2001, 76-77).

In terms of my point of departure within the two speeches by Trump and Obama, I will utilize this dimension to illustrate how the two may try to change the social structures with the social order through their speeches.

3.2.   Limitations of Critical Discourse Analysis

One of the big critique points of CDA is: Does it produce valid knowledge?". Ethnographer, Martyn Hammersley (1997), critiques CDA by the lack of sociological theory and being unclear in its philosophical foundations. He furthermore argues, that there is no restraint on the evaluation of texts and context studied (Haig, 2004, 134). CDA theorists commonly refer to Marxism as some of their origins, also the Frankfurt School, but Hammersley argues, that this may have been concerned about social change but not nearly enough to develop any critical research, like CDA (Haig, 2004, 134). *"If CDA is based on a simple conviction that the emancipatory ends are right, then how likely is it that practitioners will worry unduly over the validity of the means whereby they are achieved?"* (Haig, 2004, 135). This is something Fairclough himself is aware of, and that it is a possibility. It opens up for the fact, that politicians, the media, publicists etc., whose manipulative discourse are something that CDA seeks to deconstruct, are trained in CDA themselves. If CDA is such a powerful tool, it will certainly be utilized by powerful individuals and groups (Haig, 2004, 135).

3.3.   Semiotics

Semiotics is the study of signs. When first introduced to the word "signs", many may begin to think of road signs or star signs, signs that are visual to the naked eye; paintings, drawings, and photographs. They are somewhat right, but there is so much more to "signs" than this. Words, body language, and sounds are also part of the semiotic family (Chandler, 2007, 1-2). Semiotics and the practice of discourse are closely connected, as they both help to understand the meanings of signs and how they are changeable because of individual background, interpretation and power relations. One of the founding fathers of contemporary semiotics was Swiss linguist, Ferdinand de Saussure, who saw semiotics as the study of signs as part of social life (Chandler, 2007, 3). French linguist and semiotician, Roland Barthes (1915-1980) were one of the leading figures when it comes to interpretation of signs, whether it is a picture, text, audio, video, body language or speech. The semiotic part of this project will focus on body language, signs and color meanings within the two videos of the Election Victory Speeches.

In Barthes' *Image – Music – Text,* he focuses on the image of advertising, since it is "undoubtedly intentional" and created for the viewer to see the right signs and thereby interpret the advertisement correctly (Barthes, 1977, 33). However, my choice of cases is not directly advertisement, but it is undoubtedly intentional. Each word, sign and gesture made, are intentional. Barthes sees images and the elements within as signs, these signs carry a meaning, or several meanings, to be examined. In his approach to semiotics, there are numerous elements that need to be analyzed to decode the message of the visual element. As mentioned before, a sign is an element in an image that may represent something other than what it appears to be. According to Barthes, signs are made of a *signifier* and a *signified*. The signifier is the object that points towards an underlying meaning. The signified is the meaning to which the signifier points. Basically, the sign always has a deeper meaning and the sign needs to have both a signifier and a signified (Barthes, 1977, 10, Chandler, 2007, 15).

Barthes argues, that to be able to analyze an image to its fullest, you need to analyze within three different approaches, or messages, to reveal what the image expresses. When you examine a different aspect of the visual representation, you will receive a new understanding of the elements and meaning of the image (Barthes, 1977, 32-51). The first message is the

linguistic message, in which any linguistic elements are analyzed to reveal the connoted and denoted messages the elements consist of. The purpose of this is to gain a deeper understanding of what is being communicated. Standing alone, the text may represent one thing, but combined with the visual elements of the image, it may have a different meaning (Barthes, 1977, 32-51). He further argues, that there are two possible functions within the linguistic message of an image: *anchorage and relay.*

1. Anchorage – the most frequent function of the two. It directs the viewer towards one meaning and one interpretation of the image. The text is used to focus the single meaning, guiding the viewer through the maze of possible meanings.
2. Relay – the less common function. The text enhances the meaning and both image and text work together to carry the intended meaning to the viewer.

The two functions can co-exist in one whole, but a dominance of one or the other will always be present (Barthes, 1977, 32-51).

The second message is the *connoted/symbolic/coded iconic* message of the image. This is where the image and the elements within are analyzed, in order to examine what they signify. The colors of the image, the visual elements - their positioning and combination – composition of the image and how the linguistic and visual elements are combined the each other, this is how to examine the image within the second message. It focuses on finding the connotational connections in the image as a whole (Barthes, 1977, 32-51).

Lastly, the third message, the *denoted/literal/non-coded iconic* message, is to examine the literal representation of the elements within the image to support the connoted message. The denoted message appears as a reference for the connoted message because it enables the viewer to see the entire image as the photographic representation (Barthes, 1977, 32-51).

When combining the three messages, the viewer develops a greater understanding of elements and their connotations and, furthermore, tries to examine the complete meaning of the image. Furthermore, it will help the viewer to find the intention of the sender and how the image is encoded by the creator. When obtaining this kind of knowledge, the viewer is

aided in examining the possible way to further decode the image and the signs within (Barthes, 1977, 32-51).

Semiotics allows the viewer to obtain new perspectives about communication, further unlocks additional levels of interpretation, since semiotics seizes how different elements of the process of communication follows certain rules.

Color is nature's own powerful signaling system and it contains a significant symbolic power since colors can change the interpretation of things immediately. The psychological effects of color refer to the strong emotional reactions we have towards different colors. The colors we wear can, for example, be either unsettling, energizing or reassuring but most importantly, they are able to stimulate the brain to make choices and interpret things in a certain direction (Sutton & Whelan, 2004, 154-155). Furthermore, in addition to our involuntary reactions towards color, we also have our learned responses. Some are taught that blue is for boys and pink is for girls, however, this can vary depending on the cultural background (Sutton & Whelan, 2004, 154-156). I other words, color is a very important, and individual, interpretation tool when it comes to understanding how colors affect the human mind.

In this project, Barthes semiotics will be utilized together with Sutton & Whelan's writings of colors, their meaning and how different colors can affect the human mind. The combination is chosen to be able to analyze and interpret my cases as effectively as possible.

3.4.   Limitations of Semiotics

Semiotics is still a relatively freely defined critical practice based on subjective interpretation. It does seem to many, that semiotics has the audacity to be applied to everything and anything and is therefore heavily criticized by some. Semiotics is very subjective analysis tool that is in need of other theoretical/analytical frameworks to fulfill its full potential.

4.   Analysis

I will utilize semiotics and Fairclough's CDA to analyze how Barack Obama and Donald Trump use language, signs and body language to position themselves, both as future Presidents and official persons, but also as private individuals.

4.1.   Semiotic analysis of Barack Obama's Election Victory Speech

Barack Obama's Election Victory Speech of 2008 was held in Grant Park in Chicago, Illinois, in front of thousands of people. The video begins with an *introduction (00:00-03:20)[10]* of the "next First Family of the United States of America", not an introduction to Barack Obama himself as newly elected President. It signifies that Obama highly values his family and see this victory as a collective triumph, which he could not have done on his own. And by collective, it is not only meant as his family, but everyone involved with his entire campaign. As mentioned in chapter 1.4, Obama fought the rights of minorities and women of America, it may have been a smart move and good signal to present the fact that his wife, Michelle, had a enormous impact on his way to become President.

(Appendix 1 – 0:40 seconds).

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[10] The division of introduction, middle and outro are purely made from my own assumptions.

The newly elected First Family appears "from behind the curtain". Hand in hand, Obama appears with their youngest daughter and Michelle appears with their oldest. This could simply enough be a signifier of equality and family. Meaning, as mentioned before, that Obama is not alone in becoming President. They are all smiling and waving towards the crowd, showing joy and respect, as they are about to embark on an important mission. The linguistic message of the introduction is clearly, as aforementioned, to signify a happy, almost perfect, American family. But as we get deeper into the introduction, it gets obvious that the denoted message is clear; Obama has begun his speech and defines America as a unit, a family tied together no matter differences in interests or ideologies. I do believe that the connoted message, which gives a hint about the how objects are connected, is already showing when the First Family enters the stage. It is a hint indicating unity and prosperity of the United States of America. Furthermore, it signifies diversity. A new beginning. A new beginning which is clearly signified by the fact that Obama is the first Afro-American President.

Eyeing the stage, we see a blue background and the American flag(s), signifying patriotism towards the American people and of course the flag itself. The pedestal is placed in the middle of the stage, also signifying equality, furthermore, signifying that Obama does not see himself as "the higher man" but merely as "one of the people". The brown color of the pedestal further signifies a message of being down to earth, reliable and supportive, and its minimalistic appearance underlines the fact that Obama does not wish to be seen as superior. However, the color brown could also indicate a lack of sophistication and blandness. Regarding the colors, the color red is very visual, a color which is perceived as very physical. It is a color that creates attention towards the speaker and radiates strength and warmth, however also aggression and defiance. In Obama's case, his red/white striped tie signifies a connection with the American flag and also tones down the power status with the incorporation of white. The white color has a peaceful and innocent feel to it, which goes. well with the appearance of toning down the power status. Interesting enough, the choice of a red tie, red dress etc. goes again the political color of the Democratic party, which is blue. There seems to be no reference towards party colors, only the one of America – a united America.

The middle (03:21-17:18) of Obama's speech is the part where the sole focus is on himself, his speech and the people. He expresses his feelings on America and the changes they are

about to experience. Obama mentions his opponent, Senator McCain, praising him for his campaign, his fight and sacrifices for what he believes in. Again, this connotation gives us a hint towards Obama's sincerity as a person and as future President. Having a background in Law and politics, as Senator, he most definitely knows how to present his speech. How to charm his audience and captivate by using pauses for effect, thereby making sure he is not losing his grip on the audience.

(Appendix 2 – 10 minute and 40 seconds).

During his speech, there is a couple of times where Obama smiles. Smiles are something rarely seen in governmental speeches. Smiling in this context is seen as submissiveness and nervousness, two adjectives that does not go hand in hand with governmental speeches. Submissiveness can appear as a weakness to the audience and seem as a lack of power. However, at 06 minute and 2 seconds, he begins to smile during his mentions of his family, signifying his love, gratitude, and respect for his family. Again at 10 minute and 40 seconds, we hear the public chant "Yes We Can" (one of Obama's campaign chants) to which he reacts by smiling, clearly signifying his submissiveness towards the public. It could also indicate his proudness towards his own campaign and fight to become President. Many of us are taught that smiles, most of the times, indicates friendliness and warmth, it could be a strategic play by Obama to appear as "one of the people". To appear open and welcoming.

(Appendix 3 – 09 minutes and 05 seconds)

To continue the focus of body language, Obama has an extraordinary ability to keep clear a visible eye contact with his audience. This contact makes him appear with authority and signifies an interest in "his" people. As seen in the above image, Obama is a frequent user of hand signs, although it is not as visible in this video it is still worth mentioning. Hand signs like the one above is a clear signifier of proving a statement or a point of his. The use of index finger and thumb collectively signifies an important statement that needs to be underlined with the power of body language. This is furthermore an excellent way to persuade the audience to believe Obama's words as the truth. Additionally, he raises his voice when empowering the people, when he needs to pin down his statement, especially when it involves the audience. However, this "raise of his voice" seems calm and collected and spoken with authority. From 15 minutes and 53 seconds to 17 minutes and 17 seconds, Obama utilizes his campaign chant "Yes We Can" most effectively in his speech. He unites the people by mentioning several American and world events during the last 100 years and ends every statement with "Yes We Can". It clearly creates a cohesion as the audience slowly begins to repeat the words.

The outro (17:19-25:58) is the very ending of the speech. He mentions the future and speculates on how it will come forth and what changes will affect the future. He wants to "answer the call" to be able to create a better future for children and grandchildren of

America. When he finishes his speech, Joe Biden, Vice President-Elect, joins him on stage. The two embraces and goes towards the audience waving and smiling, signifying joy and friendship between the two. It is interesting to witness the color differentiation in their ties. Biden is wearing a blue colored tie, which signifies intelligence, trust, and duty. The light blue color has a calming effect on the mind and aid to concentration. However, blue colors due to tempting to signify coldness or even lack of emotions. The Blue color also signifies submissiveness towards Obama and the power relation between the two; Obama wearing the red color, indicating strength and Biden with the less visual color, signifying he is not the one in charge.
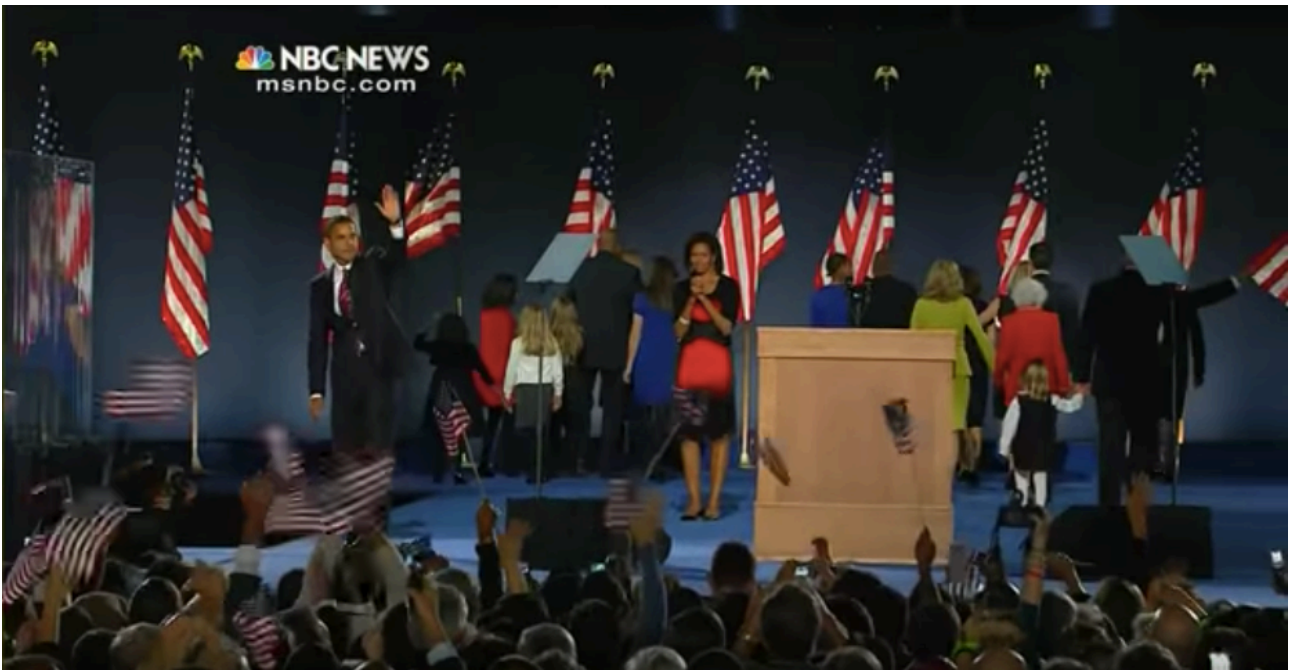
(Appendix 4 – 25 minutes and 13 seconds).

Later on, they are joined by their respective wives and families, who celebrates with the audience. Shortly after, they leave the stage and we see Obama waving at the audience for the last time, and Michelle Obama waiting for him in the back. This could signify the never-ending supporting role of Michelle, his "rock" in life and as some may say and believe "behind every successful man there is a woman". Not only is this the very literal meaning of the image above, but furthermore, it is the truth of Barack Obama's presidential run.

4.2. Critical Discourse Analysis of Barack Obama's Election Victory Speech

To examine the communicative purpose of Obama's speech, and how he utilizes language to position himself, both a leader and individual, I will elaborate on the texts vocabulary, grammatical features, and context.

The entire speech can be divided into five different sections, an introduction from ll. 1-18, where Obama underlines that he has become the first Afro-American President of the United States of America – *"If there is anyone out there who still doubts that America is a place where all things are possible, who still wonders if the dream of our founders is alive in our time, who still questions the power of our democracy, tonight is your answer"* (Appendix 13, ll. 2-4). This is more or less, as Fairclough put it, a meaning of utterance. An implicit meaning of him becoming President with an Afro-American ethnicity. America is still the land of possibilities, he just proved that. The second part of the speech is from ll. 19-59, where he indicates his gratitude, not only towards his opponent, but also his family, his friends, and the engines behind his entire campaign – the people who made his election possible. Third part, ll. 60-111, is an expression of topics that needs to be addressed; poverty and inequality, but also what it takes to create new opportunities to "repair" what is already broken. *"The road ahead will be long. Our climb will be steep. We may not get there in one year or even in one term. But, America, I have never been more hopeful than I am tonight that we will get there"* (Appendix 13, ll. 70-72). He acknowledges it will be tough and difficult at times but believes a unity of the people is the way forward. Change. Change is what matters. From ll. 112-136, Obama refers to a 106-year-old Ann Nixon Cooper, a woman, who through times has experienced World Wars, rejection because of the color of her skin and depression. She has experienced more than we could ever imagine, but she never stopped believing that America could change. At with the election of Obama, it did. The last fragment is the end of the speech, ll. 137-147. He ends the speech by directly shifting his focus towards the audience and make them take a stance and start believing that – *"Yes we can"* (Appendix 13, l. 146). All the above can be seen as global coherence, where the entire speech is connected through the different sections.

Statistical item	Obama's speech
Words	2050
Sentences	110
Characters	8949
Paragraphs	58

Table 1 (Overall statistics of Barack Obama's Election Victory Speech)

From table 1, we have a general view of Obama's Speech. The total word count is 2050, allocated within 110 sentences, with 8949 characters and 58 paragraphs. Obama has an effective way of utilizing both long and short sentences, creating a dynamic way of speaking (Appendix 13, ll. 9-12; l. 13). By keeping the speech short, only at roughly 2000 words, he is able to maintain the interest and focus of the audience, which is important when having a statement to be heard. The language of Obama is very easy-going and informal, and his use of spoken English shortens the distance between speaker and audience. Therefore, he is able to reach out to large groups of people, which he already is by his campaign topics.

Personal Pronouns		Obama's Speech
1st person	I (me)	31
	We (us)	47
2nd person	You (you)	22
3rd person	She (her)	17
	He (him)	5
	It (it)	20
	They (them)	9
Possessive Pronouns		
1st person	My (mine)	12
	Our (ours)	26
2nd person	Your (yours)	6
3rd person	Her (hers)	1
	His	6
	Its	0
	Their (theirs)	11

Table 2 (Overall statistics of Barack Obama's use of pronouns)

When utilizing Fairclough's use of relational, experiential and expressive values when it comes to examining the text, it is clear to see how Obama utilizes different wordings to address different topics. His use of wordings with relational values is exceptionally high. Relational value develops a social relationship between participants, Obama utilizes the word *"we"* or *"us"* 47 times throughout his speech: *"We are, and always will be, the United States of America"* (Appendix 13, l. 13) and *"I promise you, we as a people will get there"*

(Appendix 13, l. 73). Both of these sentences furthermore indicate his attempt to assemble the masses to become "one" America and to be the change that they deserve. Furthermore, the use of words like *"our(s)"* are also utilized 26 times, indicating that Obama and the audience are in this together, and must stand shoulder my shoulder to overcome future struggles. However, it does also mean that they are united in the future success of The United States of America. These aforementioned pronouns are the two types mentioned the most in Obama's speech. This is clearly an indication of his wish to dedicate his victory towards the audience, showing that he could not have done this without them and show his appreciation. Obama uses *"I"* or *"me"* 31 times during his speech, mostly identifying himself with "I" when he expresses his love for his closest family and displays humility towards his opponent, Senator McCain, and his campaign. *"But above all, I will never forget who this victory truly belongs to. It belongs to you. It belongs to you"* (Appendix 13, l. 45-46), this sentence casts light upon the fact that Obama did not do this on his own, he had a whole company at his back – utilizing "I" to express his everlasting gratitude. Additionally, he uses "me" when he is talking about his family, who made him who he is today, thanking them and indicating his gratitude towards his background. The use of "I" furthermore underlines the fact that he has responsibilities towards the public as a whole and his family. With great power, comes great responsibility.

Obama's combination of utilizing personal pronouns to state his promises and to show his own submissiveness towards the audience is a work of art: *"There will be setbacks and false starts. There are many who won't agree with every decision or policy I make as president. And we know the government can't solve every problem"* (Appendix 13, l. 74-76). Obama knows, that he cannot convince all and everyone that it will be a smooth ride, yet he cannot even promise this to his followers. What he does here is to slightly remove himself from the equation, and keeping the language simple and neutral, whereas, he attempts to reassure the audience that mistakes and imperfections will occur. Nothing or no one is perfect, nor is Barack Obama. However, by using "I" he accepts the fact that he is to be President, as he will be the target when setbacks occur. The smart move here is to indicate that "we" know that the government cannot solve everything, again positioning himself in level with the common individual. When Obama speaks, we are not in doubt that he is the one with the authority, however, he has the ability to make the audience the authority, whether or not, they support him or believe him, they are still part of the public that is going to make changes,

"And to those Americans whose support I have yet to earn, I may not have won your vote tonight, but I hear your voices. I need your help. And I will be your president, too" (Appendix 13, l. 100-101). Obama uses *"you"* 22 times to indicate that he needs the support of everyone to make this journey a success. Throughout the speech, we are never in doubt what is happening and why the speech is held. It is held because of Obama's Election Victory and this is his moment to show his respect and gratitude towards the American People. Additionally, this is a moment to indicate his plans for the future and clearly state his ideology; social liberalism, protect the less fortunate and support each other – *"So let us summon a new spirit of patriotism, of responsibility, where each of us resolves to pitch in and work harder and look after not only ourselves but each other"* (Appendix 13, l. 85-86). This indicates an expressive and experiential value, an opinion that regards the Republican Party, and how Obama wishes to regain the "power" and turn it into unity and maturity between the people of America, furthermore his own beliefs and his view on the social world. *"In this country, we rise or fall as one nation, as one people. Let's resist the temptation to fall back on the same partisanship and pettiness and immaturity that has poisoned our politics for so long"* (Appendix 13, l. 89-91). A new America where everyone does not have the values of conservatism or liberalism and begin to look after each other and support each other. The background of Obama supports the fact that wants to be the "people's President" and ensure equality between people. The abovementioned is not only of expressive nature but also experiential, it is a representation of Obama's views on the social world, and basically a representation of his truths. Truths that he displays to the world for them to believe.

The connective values of the speech come through when Obama mentions Ann Nixon Cooper, an African-American woman, at the age of 106. She is the representation of what Afro-Americans have endured throughout the past century – and what has changed. *"She was born just a generation past slavery; a time when there were no cars on the road or planes in the sky; when someone like her couldn't vote for two reasons -- because she was a woman and because of the color of her skin"* (Appendix 13, ll. 116-118). It creates a cohesion between the text, context, and interaction. She is a perfect illustration of the development America has been through, and possibly the future of America. Again, this is an implicit statement that everything is possible as long as we believe in the change. Obama mentions Abraham Lincoln, former President of America, who is most famously known for

the abolishment of slavery in the U.S. *"As Lincoln said to a nation far more divided than ours, we are not enemies but friends. Though passion may have strained, it must not break our bonds of affection"* (Appendix 13, ll. 98-99). Hereby, Obama uses the reference from a time where slavery was a common concept, and races where divided. A time where Lincoln raised his voice to develop friendships, not enemies. A mission, Obama somewhat takes upon him as well. To create bonds even though the diversity of people is great, there is still common ground to be cherished.

Repeated words	Obama's speech
Change	6
America	23
Repeated sentences	**Obama's speech**
Yes we can	7

Table 3 (Overall statistics of Barack Obama's use of repeated words and sentences)

One of Obama's many slogans was "Change We Can Believe In" with the chant "Yes We Can". At the end of the speech, from ll. 121-146, "Yes we can" is mentioned seven times. The utilization of his chant is a very effective way to emphasize and pinout his statements and brings together the audience.

"This is our time, to put our people back to work and open doors of opportunity for our kids; to restore prosperity and promote the cause of peace; to reclaim the American dream and reaffirm that fundamental truth, that, out of many, we are one; that while we breathe, we hope. And where we are met with cynicism and doubts and those who tell us that we can't, we will respond with that timeless creed that sums up the spirit of a people. Yes we can"
(Appendix 13, ll. 142-146).

By expressing "Yes we can" several times in a short period of time, he appears to be raising the spirit of the people and, thereby stressing the fact that America is ready for a change. Additionally, it is an indication of the possibilities that await and with a positive attitude and hard work everything is possible, and the future of America is promising. Additionally, the chant refers to the history of America, especially Afro-Americans' whose lives have been greatly affected by the social and political agenda throughout times. Not the time for change has finally come.

All of the above is a complete description of the situational context; what is going on, who is involved, what are the relations and finally, the role of the language. The role of the language is very important since Obama's language is very simple and easy to understand, this also implicit indicates politeness from his side. He stands for a united America, where equality is a priority, from high to low in the society, hence he needs to simplify his language for everyone to understand – and interpret.

4.3.   Semiotic analysis of Donald Trump's Election Victory Speech

Donald Trump's Election Victory Speech from 2016 was held at his headquarters in New York City. The actual speech of Trump begins with an *introduction* at (03:31-06:57)[11], before this, the Vice President-Elect, Mike Pence, is introduced and shares his thoughts on the campaign and victory. I have decided to disregard most of this. It is Pence that introduces *"[…] the President-Elect of the United States of America – Donald Trump"*. The camera then shifts towards a balcony, where Trump is seen to appear literally from behind a blue curtain. The first few seconds we only see Donald Trump, waving and clapping at the audience, who are excited to see their President-Elect on the stage.
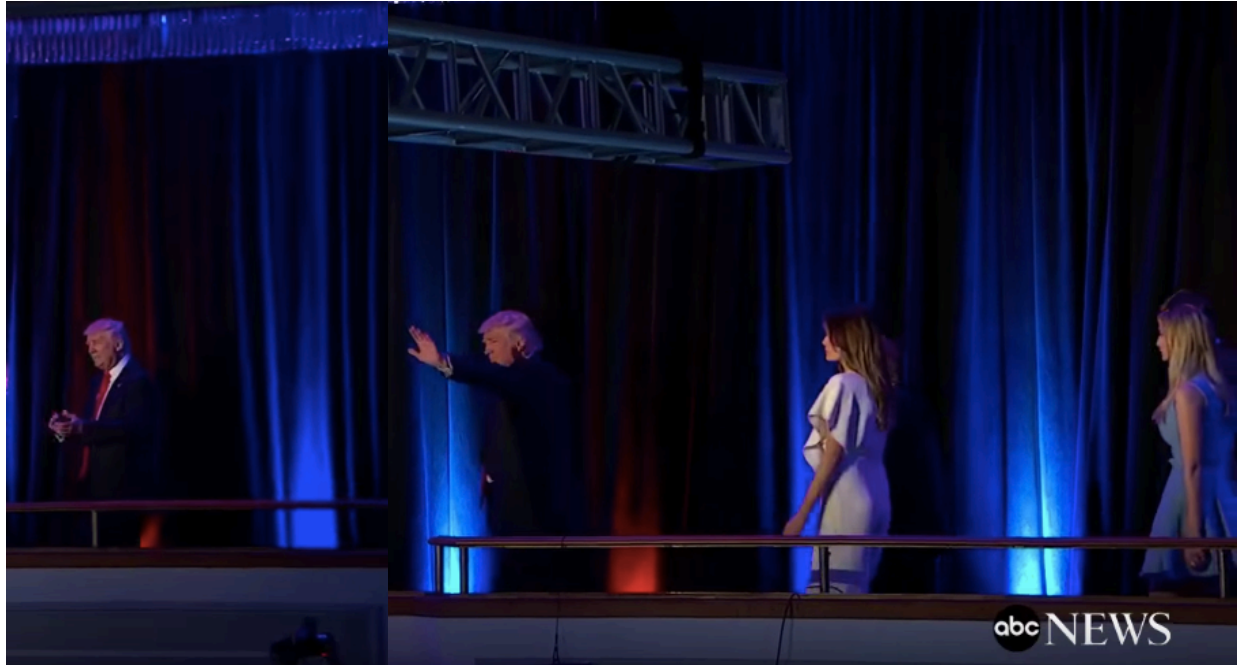
(Appendix 5, 03 minutes and 32 seconds) & (Appendix 6, 03 minutes and 39 seconds)

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[11] The division of introduction, middle and outro are purely made from my own assumptions.

The fact that Trump enters the balcony alone, can signify that he believes himself to be the sole "ruler" and could indicate patriarchy, both within his family but also of his political statements. Furthermore, he enters the stage with a song from the soundtrack of the movie "Air Force One", clearly signifying his position of President-Elect. The before mentioned is also the linguistic message, that Trump is the leader. The only leader. A few seconds later, his entire family steps out on the balcony. They are all smiles, and holding hands with their significant others, signifying they have great family bonds and are supportive of each other. Trump continues leading the pack as they all follow behind him from a "safe" distance, signifying, again, that Trump is the primary leader in this, however, that he needs his families' support and help to maintain his role as President of United States of America. On the balcony, we see a huge blue, red and white banner saying, "Make America Great Again", which is Trump's campaign slogan. The colors signify the colors of America and the patriotism. The little five stars in the top of the banner could signify greatness and high quality. Most of the times when we see small stars it resembles something being valued are scored. Hereby, the banner, slogan, and Trump have been scored five starts, which is a big deal. On the other hand, the starts could simple signify America and the American flag "Stars and Stripes". Yet again, they could also be five stars, one for each of his five children.

The next few sections of the video, we follow Trump and the family as they venture down the balcony towards the front stage, looking all happy and smiling at the audience. They finally reach the pedestal, where Pence and his family greet Donald Trump on his victory and leaves the pedestal for the President-Elect, who takes the stage. When Trump begins his speech, he starts out by thanking the American people and praising Secretary Hillary Clinton on her long and well-fought campaign against him and her hard work for the America she loves. Interestingly, Trump has not been very kind to the former First Lady, Clinton, in his prior statements concerning her campaign and person. This seems to be forgotten now. The *middle* (06:57-19:16) what is noticed, is the American flag(s) in the background, which is obviously signifying America and the feeling of unity towards the flag. Fascinating enough, it is not only the American flag that highlights the background, also all the individual flags of the American States stand tall. This could signify Trump wanting to show his respect and support towards all the states, not just the ones that he won the majority of votes. On the other hand, it definitely signifies the fact that Trump wants to unite the states, regardless of political background. Like the big banner, mentioned before, the pedestal is covered in the

slogan of Trump, which is a great advertisement for his victory and his future plan for America: to make America great again.


(Appendix 7, 07 minutes and 23 seconds)

Furthermore, when scrutinizing the elements within the above still image from the Election Victory Speech, the colors are very distinct. Red, blue and white are visible, like the before mentioned American flag, however, the colors can signify something else. Red, like the color of Trump's tie, signifies strength, masculinity, and warmth, however, it can be perceived as demanding and aggressive. The color red in this context signifies power and leadership, power in the sense that Trump is the President-Elect and is the man at the top of the "food chain". Mike Pence, on the other hand, is wearing a dark blue colored tie, which signifies coolness, intelligence and true, however, it can also be perceived as cold and unfriendly. The choice of a darker blue may be in contrast to Trumps deep red tie, signifying two high-positioned men, but with different levels of power. The blue color of Pence's tie also indicates his submissiveness towards Trump. The youngest son of Trump, Barron, is wearing a clear, white tie. White signifies clarity, simplicity, and purity; however, it can also indicate elitism and coldness. In this context, the color white signifies his young son's purity and sophistication, but also elitism, since he is from the higher levels of society.

(Appendix 8, 07 minutes and 42 seconds)

Trump's use of hand signs is very distinctive. The above still image shows Trump raising both hands, indicating he is both amazed why some chose not to vote for him but also indicating that he does not give it any thoughts since he already won the election. Furthermore, it indicates his supremeness towards the ones who did not vote in his favor. His body language can definitely appear as arrogant, and in regard to the expression and the context, he does not act to care. He seems to give the expression of an divine individual, who has the power to influence. On the other hand, it could signify that Trump is not very fond when setbacks and resistance is thrown his way. He does not appear to like criticism very much. In regard to this, Trump is a fond user of the "thumb" hand sign, as a utilizes it to approve of peoples' presence or give the "OK" sign to the audience. It is his way of recognizing his supporters and indicating everything will be alright, now he is to become President.
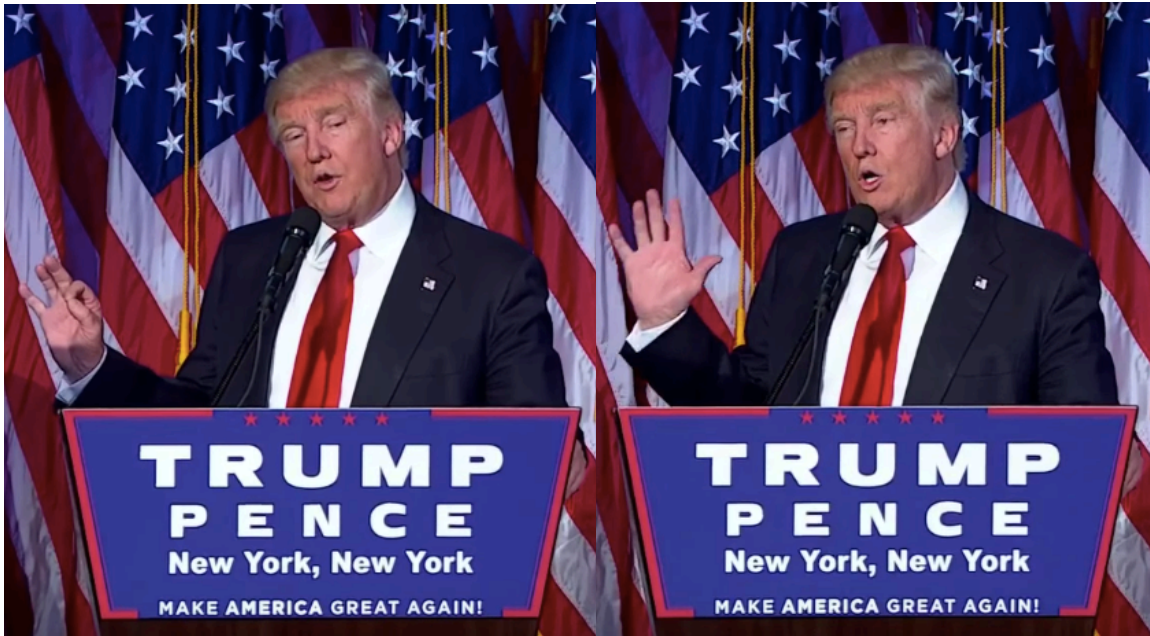
(Appendix 9, 07 minutes and 52-53)

Trump has an efficient use of hand signs and body language. The use of his thumb and index finger closely connected shows that he wants to state his statement and make it clear, "this is what we/I do". Furthermore, it gives the audience a feeling of authority but does not show any signs of aggressiveness. The use of a flat palm raised in the air indicates that is he is open towards what he states and open towards the audience.

The last part of the speech, the outro (19:16-36:32) shows Trump thanking his nearest family and closest companions during his campaign. This is signifying that he is thankful and grateful for their support. Melania Trump, his wife, is seen wearing a white dress, signifying purity and elitism, Ivanka and Tiffany, his two daughters are dressed in light blue colored dresses toning down their presence and keep their image as submissive contra Donald Trump. However, it is interesting to see how Eric Trump, is dressed in a powerful red colored tie and his wife in a high-red colored dress, this could signify rebelliousness of both being the youngest of the three oldest children and the middle child of all five children.

(Appendix 10, 25 minutes and 03 seconds)

The final 10 minutes of Trump's election video shows him and his family walking amongst the audience, greeting and talking to them. This part could signify his wish to be "worshipped and praised" by the people of America, or at least the audience of his Election Victory Speech.

4.4.   Critical Discourse Analysis of Donald Trump's Election Victory Speech

To examine the communicative purpose of Trump's speech, and how he utilizes language to position himself, both a leader and individual, I will elaborate on the texts vocabulary, grammatical features, and context.

Trump's speech can be divided into five different sections when combined create a global coherence; the introduction, ll. 1-26, where Trump praise his opponent Hillary Clinton, and thanks her for her hard work and dedication towards America. He indicates that all Americans need to unite under him as President, no matter political ideology and individual opinions. The second section, ll. 27-47, a part in which Trump states his future plan for to develop America in his direction.

"We will embark upon a project of national growth and renewal. I will harness the creative talents of our people, and we will call upon the best and brightest to leverage their tremendous talent for the benefit of all. It is going to happen. We have a great economic plan" (Appendix 14, ll. 39-42).

Above quote could be a meaning of utterance that is connected to his campaign slogan "Make America Great Again", which builds on a very strong nationalistic and populistic feeling. Section three, ll. 48-57, this small section calls out the fact that Trump wants to make the "American Dream" a reality, however, when striving to achieve this, he states: *"I want to tell the world community that while we will always put America's interests first, we will deal fairly with everyone, with everyone"* (Appendix 14, ll. 52-53). Trump indicates, he is a strong believer in the future supremacy of the U.S., and re-blossom of the American economy. Section four takes up ll. 58-122. 17 of the total 34 paragraphs are used as "thank you"-section, this is half of the speech used for thanking family and other participants of his campaign. This is a whole lot of space that could have been utilized more efficiently, to promote his vision and mission of being President. On the other hand, by not speaking a whole lot about his agenda, but frequently mentioning his gratitude towards his fellow campaign members, he is being perceived as being polite and sharing his victory – something that contradicts with his body language and grand entrance during his speech (Appendix 5). The last section, ll. 123-129, the end of the speech, Trump positions himself as proud to serve as the people as President, sees it as an honor and in the end, the public will be proud of him as President.

Statistical item	Trump's speech
Words	1615
Sentences	165
Characters	7171
Paragraphs	34

Table 4 (Overall statistics of Donald Trump's Election Victory Speech)

Table 4 gives us a brief introduction to the statistical facts of Trump's Election Victory Speech. The speech consists of 1615 words throughout 165 sentences, keeping a total of 7171 characters and 34 paragraphs. Throughout, a good combination of short and long sentences, a lot of very short sentences, which stresses the fact that Trumps wants to emphasize on specific elements of this speech. And the use of longer sentences gives the chance to generate shared emotion within the audience, which will erupt into applause and

chants. Trump's speech is only at 1615 words. By keeping it short, he is capable of maintaining the interest of the audience. However, some of his short sentences may come across as confusing and seems like a lack of cohesiveness and lack of expression.

Personal Pronouns		Trump's speech
1st person	I (me)	63
	We (us)	43
2nd person	You (you)	39
3rd person	She (her)	7
	He (him)	17
	It (it)	20
	They (them)	20
Possessive Pronouns		
1st person	My (mine)	11
	Our (ours)	25
2nd person	Your (yours)	4
3rd person	Her (hers)	5
	His	2
	Its	0
	Their (theirs)	3

Table 5 (Overall statistics of Donald Trump's use of pronouns)

When focusing on Fairclough's framework of relational, experimental and expressive values, we see a clear connection with Trump's speech. His use of relational values is very high since he desires to develop a social relationship with the audience. *"We"* or *"us"* is used 43 times throughout the speech;

> *"We are going to fix our inner cities and rebuild our highways, bridges, tunnels, airports, schools, hospitals. We're going to rebuild our infrastructure, which will become, by the way, second to none, and we will put millions of our people to work as we rebuild it"*
>
> (Appendix 14, ll. 32-35).

By utilizing "we", he develops a relationship with the audience, saying "we are in this together" and indicating that everything is possible. The same can be said about his use of *"our(s)"*, here, the indication of togetherness shared dreams is apparent; *"No dream is too big, no challenge is too great. Nothing we want for our future is beyond our reach"* (Appendix 14, ll. 46-47). This furthermore indicates that Trump does not see any challenges he cannot overcome. It may seem a bit naive to believe no challenge is big enough, yet again it gives the audience the feeling of power and greatness. "Our(s)" is presence 25 times, and together with "we/us" it creates a social bond, both between the audience, but also in regards of

Trump himself. He specifically utilizes "our", when he talks about "our country" and "our nation", by this he indicates a very nationalistic and patriarchist view upon America and the future of their country. As a Republican, as a businessman, Trump is very focused on the economy. To make America an economic supremacy with no equal. *"We have a great economic plan. We will double our growth and have the strongest economy anywhere in the world. At the same time, we will get along with all other nations willing to get along with us"* (Appendix 14, ll. 42-45). Interestingly enough, he mentions "we" will get along with everyone who is willing to get along with "us". It sounds more like a threat than a friendly proposition towards foreign nations. It can be interpreted as a warning, that America (Trump) will seek out alliances with other, but only if the alliance is favoring America.

Moving on, Trump utilizes the pronoun *"I"* or *"me"* an astonishing 63 times during his speech. Especially used when thanking his family and other important members of his campaign. "I" is often used when Trump is addressing what he has experienced and what he believes is the right thing for America. *"I've spent my entire life in business, looking at the untapped potential in projects and in people all over the world"* (Appendix 14, ll. 25-26). Trump explicitly values his background in business and it is obvious that he has a more materialistic and populistic opinion about the social world. Additionally, Trump is born into wealth, which can be very apparent in arrogant traits. Arrogance could be why Trump uses "I" 63 times during his speech. It is more or less all about the money. *"Tremendous potential"* (Appendix 14, ll. 27-28). America has tremendous potential as a country, and it could indicate that he sees his Presidency as a business plan; how to make more money and make America great again. Trump, however, has an excellent way of separating his use of "I" and "we", he uses both pronouns in captivating and inspiring his audience. "We will rebuild" and "I want to". "We" will together rebuild "our" America and "I" want to put America's interests first and he will be President for all Americans, no matter what. Trump uses *"you"* 39 times, mainly to thank people, but also to state that he will be the best he can and will not let *his* people down. *"[…] I promise you that I will not let you down"* (Appendix 14, l. 119).

When scrutinizing Trump's Election Victory speech further, we are never left unsure about Trump's liberalistic and populistic ideology, he wants to regain the economic status and have every man and woman work hard for their country – *"Working together, we will begin the urgent task of rebuilding our nation and renewing the American dream"* (Appendix 14, ll. 24-25). An America where the focus is on the economic growth to developing and realizing the

individual potential within every citizen of America. *"Every single American will have the opportunity to realize his or her fullest potential"* (Appendix 14, ll. 29-30), which is a typical liberalistic point of view. Trump wants to be known as the President who retrieved the American dream and made America great again, great in the terms of a nationalistic and liberalistic view. Additionally, his populistic image shines through as he wants to put the people above the politics. He solely wants to regain the power of the people and not let the established system. Above mentioned is the representation of the experiential and expressive values of Trump's speech. It is expressions of his view of the social world and how it is constructed or should be constructed, according to Trump.

The majority of the speech is used to thank and mention the individuals and units, who are supporting him. It seems, he wants to let the people who didn't vote for him, his opponents and his supporters know, that he has people with power covering his back.

Repeated words	Trump's speech
Thank(s)	22
Fantastic	5
America(s) / American(s)	8
Repeated sentences	**Trump's speech**
Thank you	14

Table 6 (Overall statistics of Donald Trump's use of repeated words and sentences)

Trump is fond of thanking people, roughly 50 % of the speech is about thanking and mentioning other people's value in his campaign – making them indicate Trump's worth in this campaign. Trump expresses his gratitude by the word *"thank(s)"* 22 times throughout the text and *"Thank you"* 14 times, underlining that he uses a lot of time on showing his gratitude than expressing his visions on America future. On the other hand, this much "thanking" can appear as fake and as pretending to be something, he is not. An attempt to show his "goodwill", even though it may not be as true as it appears through his speech. Additionally, he is a good at using positive words, like *"fantastic"* and *"great"*, when describing America and its citizens. This is a sneaky way to make sure that his opinions and values are received as positive and superior in regards of former Presidents. It can be described as the connective values, which is connecting text and context, when he defines his victory as *"historic"* (Appendix 14, l. 7). It most definitely is a historic win. A business mogul with no political or military background, but a history in reality TV. A historic win, a win not many had foreseen.

5.   Comparison of results & Discussion

Throughout analyzing the two speeches, I have found some interesting points that appeal to the fact that Obama and Trump are very unlike, yet similar in some respects. Through my Semiotic analysis, I have discovered that both are likely to use hand signs when they state important statements. Obama has a way of using pauses for effect, which creates a calmness and gives the audience a chance to reflect on single statements communicated. Trump has a proficient way of repeating his words and sentences, almost like a chant. It is obvious that he has a Business background and none to very little political experience, whereas Obama has significantly more political experience and it shines through in their speeches. With the setup of Obama's speech, he appears to be grounded and "one of the people", whereas Trump appears to be the "higher man" and the sole leader as President. These two oppositions are very important when analyzing their speeches. It is obvious, when focusing on their language and body language, that they are two from each side of the political scale as well as the personal scale.

Obama is extremely good at storytelling and branding, not only of himself but what he believes in. It creates the feeling of likability and trustworthiness, and that "we are in this together and need to help each other". Obama charms his way through to people and captivates them by telling stories. It might, however, be seen as a weakness that he is not able to deliver the fact directly. Trump is not much of a storyteller, but he is extremely good at branding himself in other ways than telling stories. He aims at the hardcore facts that need to be addressed, although, he does appear as the facts do not really matter any longer and there are not many of those facts in his speech. By "making America great again" he vows to the nationalistic and populistic feelings many American probably have inside them, and he touches the more liberal and conservative standpoints, like the individualist success of the people, where we look out for ourselves and America is the main priority. Obama has the same view on a united America, however, he believes in the mor socialistic values, where the collective unity and diversity of the people are important, everyone helps everyone, and no one is better than the other. Trump is visualized as a leader. A leader both in terms of his personal image and political image. He seems to be of the old school generation where the man is the head of the family and the rest follows behind. By that being said, I do not doubt that Trump is a family person, and is supported by them, but it seems like he is not giving them much room to share his victory. Obama, on the other hand, is

completely different when it comes to family. He does not seem to hide the fact that they have a tremendous part to play in his life, they are his rock and he is proud to show them off to the world. Proud to let everyone know that this is his family and he could not have won this election without them.

When considering the format of their speeches, there is a difference of 435 words between the two speeches, Obama taking the lead with 2050 words. However, looking at Table 7, we see that Trump domineers Obama in terms of sentences, but not in the number of characters used. This could underline the fact that Obama is better at telling stories and thereby make use of fewer sentences but more characters to fully explain his statements.

Statistical item	Obama's speech	Trump's speech
Words	2050	1615
Sentences	110	165
Characters	8949	7171
Paragraphs	58	34

Table 7 (Compared statistics of Election Victory Speeches)

Additionally, Trump uses more than 50 % as a platform for a presentation of his supporters and to thank the members of his campaign and family. Obama, however, only uses roughly 15 % of his speech to thank others and show his gratitude, meaning he has more space to deliver his ideological point of view and how he sees "his" America develop in the future.

Personal Pronouns		Obama's speech	Trump's speech
1st person	I (me)	31	63
	We (us)	47	43
2nd person	You (you)	22	39
3rd person	She (her)	17	7
	He (him)	5	17
	It (it)	20	20
	They (them)	9	20
Possessive Pronouns			
1st person	My (mine)	12	11
	Our (ours)	26	25
2nd person	Your (yours)	6	4
3rd person	Her (hers)	1	5
	His	6	2
	Its	0	0
	Their (theirs)	11	3

Table 8 (Compared statistics of use of pronouns)

Focusing on Table 8, we see that Trump is a more frequent user of the pronoun *"I"* or *"me"*. 63 times contra Obama's 31 times, even though Obama has a longer speech. In analyzing the speech before reading it and only viewing this table, you would think that Trump is very fond of himself (the fact that might be, is another story). However, "I" is simply used more often since Trump fills his speech with "I want to thank" or simply "I want" (Appendix 14, l. 58 & 71). They are both fond users of *"we"* and *"us"*, indicating they are both trying to rally the country to stand together. However, they are rallying in two different ways. Trump believes in individual power and success, as long as it benefits America as a nation. He stands by the fact that America comes first and will only cooperate with other nations willing to "play" at Trumps' rules. Obama believes in the collective power and success. "We/us" as a united force to secure the equality of the common American and guarantee healthcare and social stability. Trump focuses on the economy and how America can regain their supremacy and become, yet again, a superpower other countries may envy. Seemingly enough, Obama refers to an Afro-American woman in his speech, he mentions her to symbolize the change in American history and the diversity he wants for his nation. Trump mentions a lot of individuals in his speech, symbolizing his wish for individual realization and power and yet again a boost to his own self-image. Obama is articulate in his speech and seems sophisticated. He values every word and every word is well thought-out before spoken. Trump, however, seems inarticulate and rough in his words. He appears as harsh and uncaring about facts, the real issues threatening the social world of America. To provoke a bit, I might say it is "black against white", an Afro-American middle-class man, who seeks equality for the common man and is an advocate for the black community – not only in America. On the other hand, we see Trump, an upper-class white male, with tendencies to appear as an advocate for "white power" and the aristocracy of America.

Repeated words	Obama's speech
Change	6
America	23
Repeated sentences	**Obama's speech**
Yes we can	7
Repeated words	**Trump's speech**
Thank(s)	22
Fantastic	5
America(s) / American(s)	8
Repeated sentences	**Trump's speech**
Thank you	14

Table 9 (Compared statistics of repeated words and sentences)

Looking at Table 9, we see that Obama and Trump both refers to *"America"* several times in their speeches. It is to no surprise they stress on the word "America" and repeat it throughout their speeches. Trump only emphasizes America, in any form, eight times during his text, whereas 23 times it is found in Obama's speech. However, they both calls out for unity. Obama makes use of his campaign slogan *"Yes we can"* several times, stressing his purpose of change to America. *"Make America great again"* is not used even one time during Trump's speech. Finally, most, if not all, previously elected Presidents have applied a thanks to God in the end of their speeches. Obama did thank God, Trump did not. He thanked Mike Pence, who he did not thank during his spree of "thanks". This could indicate that Obama is a practicing Christian, while Trump does not seem to be a "true believer", even though he might be.

Thinking of rhetoric and the five topics: *ways and means, war and peace, national defence, imports and exports* and *legislation.* Much has changed since the time of Aristotle. Both speeches have some elements of all five, however, they are more implicit than they used to be. Whether this is because of the world we live in today, where mass media has a big influence on the knowledge of the audience has prior to the given speech. Or is it simply because those five elements are no longer as important to explicitly state through a speech, where praising and acknowledgment appear as more influential.

All in all, the two Election Victory Speeches are very similar, yet very different. There are some crucial parts where their cultural and ideological differences shine through. understandably, there are several differences in their speeches and similarities, they may have different views on how they want the future of America to unfold, but in the end, it is still America and the people of America that is in their interest. Obama and Trump have

different views on the social world, because of that they construct and interpret their own social worlds based on their own perception of it. On the other hand, the audiences do it too, and the to be able to persuade the audience, those two perceptions (of the speaker and audience) must somehow become intertwined for it to become true.

6. Conclusion

Through the examination of this project, it became evident that Barack Obama and Donald Trump have some similarities as well as differences, stressing on the latter. Born in two separate generations and two backgrounds that could not be further apart, we can categorize them as "black vs white" – both in terms of ideologies and their ethnic heritages. These abovementioned factors shine through in their Election Victory Speeches. It became apparent that Obama's background has influenced him to fight the battle of the lesser privileged and aim for a change in the country he loves. A change in the current (2008) American social society, where only the fortunate have the ability to secure their future. Obama's aspirations are to secure equality of the common people of America. Trump, however, seeks out the wealth and success of the individual person, a pure liberalistic and populistic thinking, drawing a fine line back to his own privileged background.

Obama appears articulate and professional in his way of promoting himself and therefore appears to be down to earth and thoughtful about his statements. On the other hand, Trump way of speaking seems inarticulate and rough. He does not seem to care about facts or statements but is more interested in his own wealth and power – and the future individual power relations of America.

Their specific language use, like pronouns, they appear closely connected to the audience if they use the correct pronouns to appear in the same state of mind with their supporters and audience. Together with their use of language, the body language has great meaning in how their words are perceived and interpreted. It has come apparent to me that the manifestation of "black vs white" is a fitting, yet provoking way, to determine Obama's and Trump's oppositions in their use of language and body language. They have two different way of promoting themselves, their political ideologies and their views on the social world, however, when scrutinizing they fact that both candidates were elected as Presidents of United States of America, it may say more about the population of America than the two Presidents-elect. Seemingly, the need for change has a big influence on the voters, yet the change they seek are very much different from what the President-Elects often proclaim through their speeches.

7.   References

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8. Appendices, figures & tables

Still images from Election Victory Speeches:

Appendix 1 – Still image from Obama's Speech (0:40 seconds)

Appendix 2 – Still image from Obama's Speech (10:40 seconds)

Appendix 3 – Still image from Obama's Speech (09:05 seconds)

Appendix 4 – Still image from Obama's Speech (25:13 seconds)

Appendix 5 – Still image from Trump's Speech (03:32 seconds)

Appendix 6 – Still image from Trump's Speech (03:39 seconds)

Appendix 7 – Still image from Trump's Speech (07:23 seconds)

Appendix 8 – Still image from Trump's Speech (07:42 seconds)

Appendix 9 – Still image from Trump's Speech (07:52-53 seconds)

Appendix 10 – Still image from Trump's Speech (25:03 seconds)

Full videos of Election Victory Speeches:

Appendix 11 – Video of Obama's Election Victory Speech of 2008. Retrieved April 28, 2018, from https://www.youtube.com/watch?v=CnvUUauFJ98

Appendix 12 – Video of Trump's Election Victory Speech of 2016. Retrieved April 28, 2018, from https://www.youtube.com/watch?v=Qsvy10D5rtc&t=357s

Transcripts of Election Victory Speeches:

Appendix 13 – Transcript of Obama's Speech. Retrieved May 3, 2018, from http://edition.cnn.com/2008/POLITICS/11/04/obama.transcript/index.html

Appendix 14 – Transcript of Trump's Speech. Retrieved May 3, 2018, from https://www.vox.com/policy-and-politics/2016/11/9/13569124/donald-trump-wins-2016-presidential-election-victory-speech-transcript