

# *Language Style Used in Donald Trump's Speech*

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## **Abstract**

In conducting this study, the writer used qualitative research design, because this study focuses on understanding social phenomena of language style. The object of this study is document of Donald Trump's Speech - National Security and Hillary Clinton, Manchester. The document analysis as the key instrument for collecting the data. The objectives of this study were 1) analyzing and classifying the form of kinds of language style used by Donald Trump, 2) identifying the most dominant form of language style. From the result of the analysis it was found that there were three language styles which Trump used in his speech namely frozen, formal and casual. The most dominant style was formal. From 164 utterances it was found 101 or 63 % utterances showed formal, 62 or 38% indicated casual and the frozen was only 1 or 0.62%. styles. Through the analysis the writer found the most dominant of language style in speech of Trump was formal style. the writer hopes this study will be useful for linguists, students, even politicians to improve their knowledge about language styles and know how to choose style to get the audience's interest.

Keywords: language style, Donald Trump, speech

## **1. Introduction**

Every language has a style, which is a form of communication system. As a part of language, style has important meaning on spoken and written language. Language style / speech style is part of language variation that is used by speaker in formal and informal situation.

When a person interacts with others, it must occur a communication. Their communication will be influenced by the circumstance or the social context in which they may have different styles of language depend on the situation and condition of social context. According to Wardhaugh (2007), said that we can speak very formally or very informally, our choice being governed by circumstance.

Joos stated language style / speech style is the form of language that a speaker uses and it is characterized by the degree of formality (Joos, 1967 :156). The analysis of English style was offered by Martin Joos in his strangely titled book, *The Five Clocks* (1962). The '*clocks*' were levels of formality in spoken and written English, which Joos labeled *frozen*, *formal*, *consultative*, *casual*, *intimate* (Coupland, 10:2007). Beside, Jacobson (in Coupland 2007) says that language style refers to ways of speaking can involve meaning and making in different situation but simultaneously relevant dimensions of a communicative act or event.

Wardhaugh and Jacobson' statements are clear enough that when we talk to others, the selection of words should be careful to the circumstances surrounding environment, both in formal and informal situations. Then, language style is part of language variation that was used by speaker in formal and informal situation. It explains how speakers project different social identities and create different social relationships through their style choices, and how speech style.

Furthermore, according to Missikova (2003:16) language style is a way of speech and/or a kind of utterance which is formed by means of conscious and intentional selection, systematic patterning and implementation of linguistic and extra-linguistic means with respect to the topic, situation, function, author's intention and content of an utterance.

Having discussed about language / speech style, it is important to know about types of language style. According to Joos' theory (in Mesthrie 2000) there are five levels of formality in language use. They are frozen style or oratorical style, formal style or deliberative, consultative, casual and intimate style. They are as follows:

#### **Frozen Style**

Sterlington states (2017:12) Frozen style is a style for print and for declamation. This style is used in a very formal setting such as *in church, mosque, ritual*, and some other occasions. Frozen style is speech style that usually used in very formal situation. The characteristic of pronunciation is monotone. It called "Frozen" because it already has a pattern and cannot be changed. In written language, frozen style can be found in *historical documents*, such as in Undang-Undang Dasar 1945. Frozen style has a long sentence than the others. The utterance of this style must be accepted seriously by the hearer. We can found the example of this style in declamation of King to the people, in the church or ceremony. Frozen style is more elaborated than the other style. It is structured in planned over still longer spans, often-whole declamation (Sulistiyorini:10)

The sequences of sentence are complicatedly related this style requires high skill and almost used exclusively by specialist, lawyers and preachers. Many of linguistic units fixed and there is no variation in it. Certain fixed expressions are required. For example: *yes, your honor, yes my lord*, and so on.

#### **Formal Style**

Joos states in Citra (2014:13) Formal style is used in addressing audiences, usually audiences too large to permit effectively interchange between speakers and hearers, though the forms are normally not as polished as those in a formal style such in a typical university classroom lecture is often carried out in a deliberative style. According to Schaffner (2002:22) a formal text would also be well structured, logically sequenced, and strongly coherent formal or deliberative style is used for important or serious situation. It is known that formal style is a style which deals with one-way communication and the sentence structure are more complex. It is more varied than in consultative the speaker must plan ahead and frame whole sentence before they are delivered.

#### **Consultative Style**

Joos states in Lailah (2015:12) consultative style is a style which is used in semiformal communication situation. Stebbins (2016:253) consultative involves

two-way participation; not overly formal but words are chosen with care. For example, *doctor-patient conversation*, *lawyer-client*, and *teacher-student*. The typical occurrence of consultative speech is between two persons. While one is speaking at intervals the others give short responses mostly drawn from a small inventory of standard signals. There are basic parts of the system essential to its operation. The consultative labels are: *yes*, *no*, *right*, *mmm*, *great*, *I think so* and very few others. It is usually form of speech in a small group. Consultative is the style most open to give and take of everyday conversation discussed so far.

### **Casual Style**

According to Joos in Rasyidin (2016:15) casual style is used among friends, co-worker, or strangers when an informal atmosphere is appropriate. It is also desired such as outside the classroom where the students discussed about something. Edwards (2009:29) We can dispense with contextual grounding and listener participation and, within this format, slang and ellipsis are common. Casual style is also simply defined as a style that used for the conversation in our relaxed or normal situation that appropriate to the conversation with our friends, the background information so freely inserted into casual conversation. Positively, casual style is characterized by the use of the first name or even nickname rather than a little name and last name in addressing one another. The pronunciation is rapid and often slurred, besides that the use of slang. This is a prime indication of in-group relationship. Another characteristic feature of casual speech is the omissions of unstressed words, particularly at the beginning of sentences. There most involved are articles, pronouns, auxiliaries, and be. "*blah, blah, blah*", "*Omg*". "*what's up?*", "*Need help?*". Such expressions are a highly diagnostic feature of the casual style; they will generally be interpreted as signaling informality.

### **Intimate Style**

Joos states in Adhalina (2011:13) It is a style among intimate members of a family or friends that do not need a complete language with clear articulation. It is enough to use short utterances. Intimate style is one characterized by complete absence of social inhibitions. Talk with family, beloved ones and very close friends where you tend to reveal your inner self, it is usually in an intimate style. According to Selingson (2017:13) Intimate style is not often heard in court proceedings, although the affirmative answer "*uh-huh*" is sometimes used by witnesses. The word that generally signal intimacy such as, dear, darling, and even honey might be used in this situation. On the other names, nicknames might regularly prove embarrassing to hearer as well as speakers outside of intimate situations. Furthermore, intimate language is also characterized by ellipsis, deletion, rapid, slurred, pronunciation, non-verbal communication, and private code characteristics. It is often unintelligible outside the smallest social unit.

Donald John Trump (born June 14, 1946) is the 45th and current president of the United States. Before entering politics, he was a businessman and television personality. Trump is known as a controversial person because of his statements. He ever said "*I don't even wait. And when you're a star, they let you do it. You can do anything ... Grab them by the p\*\*\*y. You can do anything,*" he told Bush. Trump also said "*When Mexico sends its people, they're not sending their*

*best. They're not sending you. They're not sending you," he repeated, pointing at the audience. "They're sending people that have lots of problems, and they're bringing those problems with [them]. They're bringing drugs. They're bringing crime. They're rapists. And some, I assume, are good people."* Those statement become viral in America. Then a lot of people Americans and other citizens criticized his words.

On the other hands, a writer Tara Golshan in her article *Donald Trump's unique speaking style, explained by linguists* hence Trump's speeches can be appealing because he uses a lot of salesmen's tricks. Lakoff has an explanation for why Trump's style of speaking is so appealing to many. Many of Trump's most famous catchphrases are actually versions of time-tested speech mechanisms that salespeople use. They're powerful because they help shape our unconscious. Take, for example, Trump's frequent use of "*Many people are saying...*" or "*Believe me*" — often right after saying something that is baseless or untrue. This tends to sound more trustworthy to listeners than just outright stating the baseless claim, since Trump implies that he has direct experience with what he's talking about. At a base level, Lakoff argues, people are more inclined to believe something that seems to have been shared.

## **2. Research Method**

This study is used qualitative research design because the writer focuses to analyze the kinds of language style and the most dominant that was produced by Donald Trump's speech – *National Security and Hillary Clinton, Manchester*. The data are interpreted and displayed descriptively and systematically based on the supporting theory. The data collection itself is done through the processes that will be conducted in the study as follows:

1. Selecting the best speech of Donald Trump
2. Downloading video and making transcripts from the video.
3. Translating difficult words or expressions especially relating to the politic.
4. Categorizing the transcripts of Donald Trump's speech - *National Security and Hillary Clinton, Manchester* based on the kinds of language style.

According to Ary (2010), there are several instruments used in qualitative research such as observation, interview, document analysis and other kinds such as questioner, survey and personality, attitude and cognitive test. The writer can conclude that the most appropriate instrument for gathering data in this study was document analysis. Document analysis focuses on analyzing and interpreting recorded material to learn about human behavior. After all the data were collected, the next step was the data analysis. The following steps of analyzing the data are:

1. Identifying all utterances of the speech that has found into each kinds of language style based on Martin Joos's theory in Mesthrie. There are 164 utterances in the speech.
2. Classifying the data based on the kinds of language style.
3. Analyzing the result or findings of the analysis based on the existing theory.
4. Giving conclusion based on the findings.

### 3. Finding and Discussion

Kinds of Language Style Used by Donald Trump’s Speech - *National Security and Hillary Clinton, Manchester.*

Concerning on the kinds of language style, there are five kinds of language style based on Martin Joos theory of Mesthrie. They are *frozen style* or *oratorical style*, *formal style* or *deliberative style*, *consultative style*, *casual style* and *intimate style*. It can be seen in the table below:

**Table 1: Types of Language Style**

No	Types of Language Style	The Sentence of the Speech	Number
1	Frozen	The immigration laws of the United States give the President the power to suspend entry into the country of any class of persons that the President deems detrimental to the interests or security of the United States, as he deems appropriate.	1
2	Formal	- When I am elected, I will suspend immigration from areas of the world when there is a proven history of terrorism against the United States, Europe or our allies, until we understand how to end these threats. - A radical Islamic terrorist targeted the nightclub not only because he wanted to kill Americans, but in order to execute gay and lesbian citizens because of their sexual orientation.	101
3	Consultative	-	
4	Casual	- Can you imagine large groups? - I don’t want them in our country.	62
5	Intimate	-	
			164

From the table above, it can be seen that Trump used three kinds of language style in his speech namely *frozen*, *formal*, and *casual*. The writer only found one utterance of frozen style. “*The immigration laws of the United States give the President the power to suspend entry into the country of any class of persons that the President deems detrimental to the interests or security of the United States, as he deems appropriate*”. That sentence is a kind of *frozen style* or *oratorical style*. It is hyper formal sentence, because the wording of the sentence is careful and elaborate structuring. And the sentence tends to be monologue. The sentence is a statement taken from the American constitution related to law policy. The utterance of this style must be accepted seriously by the hearer. The sequences of sentence are also complicatedly related this style requires high skill. Trump didn’t take out any quotations. He seems very confident in delivering the idea of the speech particularly the policy of national security and terrorism.

The second style that the writer was *formal* or *deliberative style*. The sentence “*When I am elected, I will suspend immigration from areas of the world when there is a proven history of terrorism against the United States, Europe or our allies, until we understand how to end these threats*” *When I am elected* indicates that Trump was in a formal situation whose audiences noticed his sentence critically. It was one-way participation, no interruption and he used technical vocabulary; *allies* that only used in the political situation. Based on the sentence, Trump persuaded the audiences by using conditional sentence. It can be seen with the conjunction *if*. He hoped Americans elect him as the next president.

“*A radical Islamic terrorist targeted the nightclub not only because he wanted to kill Americans, but in order to execute gay and lesbian citizens because of their sexual orientation*” the sentence presented in complete sentences with specific word usage. It’s usually elaborate complex sentences (the word *not only..., but*) and noun phrases are well structured (*radical Islamic terrorist*) logically sequenced, and strongly coherent.

The third style that the writer found was *casual* or *informal style*. “*Can you imagine large groups?*” Trump tried to make the situation more relaxed or normal by asking the question. When he was asking that he The pronounced was rapid and often slurred. He wanted the audiences like peers. “*I don’t want them in our country*” indicates that the use of language is general or simplified grammar. *This style is used in conversations between friends* and insiders who have something to share and have shared background information.

1. The Dominant Kinds of Language Style used by Donald Trump’s Speech - *National Security and Hillary Clinton, Manchester*.

From 164 utterances used by Trump the writer found that used 101 *formal* style, 62 *casuals* and 1 *frozen*. It can be seen from the table below:

**Table 2: Percentage of Language Style**

No	Types of Language	Finding	Percentage
1	Frozen	1	0.62%
2	Formal	101	63%
3	Consultative	-	-
4	Casual	62	38%
5	Intimate	-	-
	<b>Total</b>	164	100%

It can be concluded that the most dominant kinds of language style used by Donald Trump’s Speech - *National Security and Hillary Clinton, Manchester* is *formal* style which have several characteristics such as it has complete sentences with specific word usage, it usually elaborates complex sentences and noun phrases are well structured, logically sequenced, and strongly coherent, it also does not allow ellipsis contractions, qualifying modal adverbials.

#### 4. Conclusion

From the analysis the writer makes an attempt to find out the kinds of language style and the most dominant language style are used by Donald Trump's Speech - *National Security and Hillary Clinton, Manchester*. The study found that there are three kinds of language style. Those are *frozen*, *formal* and *casual* styles. Moreover, the researcher found that the most dominant language style was *formal* style which consists of 101 utterances. It happens because when Trump delivered the speech whose audiences were professionals so he used formal utterances. Trump's style of speaking is so appealing to many. Many of Trump's most famous catchphrases are actually versions of time-tested speech mechanisms that salesmen use. They're powerful because they help shape our unconscious.

Casual style consists of 62 utterances. It occurs because Trump didn't read speech scripts at all so he also used casual style to enrich his words. The situation where speech is improvised and not prepared ahead of time. Finally, the writer only found 1 frozen style in Trump's speech. It occurs because he tried to emphasize his statement with on the basis of the constitution. In addition of the function of language style, it can be concluded that different styles of language depending on situation and condition of social context. All of utterances in the dialogue is identified from the context.

Here, the researcher would like to give suggestion for the Sociolinguistics lectures, student of English Department and the further researchers as well. For the Lectures, especially Sociolinguistics lectures to get more knowledge are very important in teaching sociolinguistics. The result of this study is to give students the authentic materials, hopefully this study can be used as additional information for sociolinguistics subject especially in teaching kinds of language style. For the students, the researcher suggests to the students in order to get knowledge in understanding kinds of language styles. The writer hope that this study could be also useful for politician to improve their knowledge about language styles.

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