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## Revealing Hidden Meaning of Donald Trump Speech

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### Abstract

As citizens and stakeholders in our democratic societies, it's crucial for us to understand why political campaigns are important. Campaigns are more than just the run-up to elections; they are platforms where democracy is enacted, social issues are highlighted, and national unity is reinforced. They influence legislative changes, facilitate social dialogue, and educate future generations. This article aims to shed light on these vital aspects, exploring the top ten reasons why political campaigns are critical in a functional democratic society. This study examines President Trump's political remarks in relation to his bid for the US presidency in the 2024 election using a qualitative descriptive methodology. This approach, according to Miller & Benjamin (2000), concentrates on the meaning that is expressed through language. Since the data gathered is not standardized, it must be divided into different groups. The analysis makes use of pertinent concepts to improve comprehension of the speeches. The research makes use of Aristotle's 2008 basic principles of rhetoric, Cicero's well-known political speeches, and James Martin's (2014) theory of rhetorical analysis. These comprise the five primary tenets of rhetorical analysis. The objective is to respond to three primary questions regarding the speeches' content. Videos, transcripts, and news articles about Donald John Trump's address on March 13, 2024, served as the source of data for this study.

**Keywords:** Campaign political, Behind Meaning, Rhetorical analysis

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## Introduction

Politics is a topic that is often discussed by society and the media. Because each individual's actions are often influenced by certain political factors. Political leaders are often the center of attention of the public and journalists because of their political activities and views. Their statements often become the subject of hot discussion among linguists, especially regarding their political speeches. The statements they made in the public domain then became a topic of conversation. Discourse itself refers to a series of sentences or parts of speech that are interconnected, influence each other, and have a specific purpose (Bahri, 2009).

Politics is always associated with activities that influence actions and policies in government or society. One goal of politics involves the use of power to influence the behavior of others. In politics, society needs a political strategy, and the methods used vary depending on the goal. Political strategy includes various approaches, with fundamental strategy being the way goals are formulated and used to achieve goals (Keyes, 2008: 9). Political strategy is an important tool in campaigns and elections, as it offers a path to success when people understand the candidates' backgrounds and the reasons for voting for them. A fundamental approach to this is through campaign speeches, which allow the public to understand the candidate's personality by conveying their thoughts. Through his speech, people feel that the candidate supports them and conveys his views. This strategy is able to garner public sympathy. Once they gain sympathy, the path to power becomes easier to achieve (Van Dijk, 2008).

Given the importance of speeches in politics, politicians must have strong speaking skills. Language functions as a communication tool and a means of presenting and forming arguments. Political arguments are basically ideological, because they originate from a series of beliefs (Beard, 2000: 18). This means that every utterance must have a rhetorical element because the purpose of rhetoric is to

influence other people through arguments by exploiting their emotions, in the hope of influencing their minds. Aristotle proposed three elements of rhetoric, also known as the Aristotelian Triad: ethos which highlights the character or presence of the speaker, pathos which considers the role of the audience in the rhetorical situation, and logos which emphasizes the logic of the argument itself. (Murthy, 2014). The more effective the rhetoric, the more supporters emerge and they gain power. In the context of political speech, it is important not only to pay attention to the language used, but also to adapt it to the context and take into account the forces at play. Therefore, critical discourse analysis is an appropriate approach to analyze political speeches, especially those delivered by Donald Trump, because he has unique characteristics as a politician and his speeches enrich current American political events.

Former President Donald Trump has officially become the Republican presidential candidate after receiving the support of the majority of delegates. In the primary election on March 12, 2024, Trump managed to gain 1,228 delegates, surpassing the threshold of 1,215 delegates. Trump won elections in Georgia, Mississippi, Hawaii and Washington, after previously achieving big wins in 15 states on Super Tuesday a week earlier.

Becoming a Presidential candidate requires the ability to make effective speeches in any public place to attract many volunteers. This technique simplifies their selection process. In speeches, there are many interesting elements that are used as political strategies. Therefore, with all its controversy, Trump's speech is very interesting to analyze.

Researchers chose to study the political speeches of the President of the United States, Donald Trump. This selection was based on the many controversies he often caused. Many studies have studied Trump's discourse, especially in efforts to reveal his ideology to gain support and sympathy from the public.

This explanation will describe and categorize previous research based on similarities, such as research subjects, theories used, topics studied, and other aspects. As research conducted by Maico Demi B. Aperocho (2022) regarding critical analysis of the discourse used by Donald Trump



towards illegal immigrants, including rhetorical expressions, metaphorical approaches, semantic expressions, language features, and ideological classification in political discourse. The research results show that Trump's discourse contains various rhetorical expressions and discourse patterns in his political speeches. Next, Agnieszka Homańska (2023) examined Donald Trump's rhetoric on Twitter (2015-2021). In his research, he combines several theories, namely conceptual metaphor theory, rhetoric theory, discourse theory, sociolinguistic theory and critical analysis theory. The results of his research show that Trump's rhetoric influences the meaning and interpretation of his political speeches, as well as influencing public opinion. The following researchers use rhetoric theory by Reski Amaliah Haming, Jumharia Djamereng, Nuri Emmiyati (2021) regarding the rhetorical analysis of President Donald Trump's speech regarding the assassination of Qassem Soleimani. Researchers use the rhetorical theory of James Martin (2014) and Cicero's classical canon in Aristotle (2008). This research found that President Trump used effective rhetorical strategies in his speeches. There was other previous research by Adinda Puspa Nur Faiz, Ika Maratus Sholikhah, Usep Muttaqin regarding the analysis of Donald J. Trump's rhetorical language in his "Save America Rally" speech in 2021. The theory used was the theory of language analysis by Teun van Dijk, who divided the analysis language into three structures: macrostructure, superstructure, and microstructure. The result is a rhetorical analysis that shows how Donald J. Trump uses rhetorical language in his speeches to influence listeners and gain support. From the explanation above, this research carried out further analysis and different from previous research. The speech was held not long after Donald Trump was re-elected as the US presidential candidate from the Republican party to face Joe Biden from the Democratic party in the 2024 election. Assumptions that encourage researchers to formulate these assumptions problems related to Donald Trump's political speeches. Researchers believe that the text of Donald Trump's speech, especially on March 13 2024, contains many hidden meanings in each sentence. This suspicion is also strengthened because Donald Trump's background is known for his narcissism and arrogance (Enns, 2018). Therefore, the researcher aims to conduct this research to uncover the hidden meanings that Donald Trump utters in his speech.

## Method

### Type of Activity

This research method uses a qualitative descriptive approach. According to Miller & Benjamin (2000), this method is based on the meaning conveyed through words. The data collected is non-standardized and requires grouping into categories. An analysis is done using relevant concepts. Therefore, this research uses a qualitative approach to explore President Trump's political speech about his candidacy for the presidency of the United States in the 2024 election, specifically using James Martin's theory of rhetorical analysis. specifically using James Martin's (2014) theory of rhetorical analysis. Cicero's political speeches and the classical canon of Aristotle (2008) on the five principles of rhetorical analysis of rhetoric in answering three questions study.

This research uses a qualitative approach to explore President Trump's political speeches related to his candidacy for the presidency of the United States in the 2024 election. This research specifically applies James Martin's (2014) theory of rhetorical analysis, Cicero's political speeches, and Aristotle's (2008) classical principles of rhetoric, which include the five principles of rhetorical analysis to answer the three main learning questions.

Data that the author obtained from videos, transcripts, and news that relate back to Donald John Trump's speech on March 13, 2024, about himself as a candidate for president of the United States in 2024. Video of his speech uploaded by his own YouTube channel and the transcript of his remarks came from the researcher himself and also from various news such as online news to find out the effect of political speech delivered by Donald Trump on his YouTube channel on March 13, 2024, as a candidate for president of the United States in 2024.



In collecting data, the author uses note-taking as his instrument. Research. Note-taking is used to identify and classify existing data according to the theory of rhetorical analysis. Under the theory of rhetorical analysis. Finally, the author analyzes rhetoric in Donald John Trump's speech on his YouTube channel on March 13, 2024, specifically on rhetorical context, rhetorical argumentation, and rhetorical effect.

## Results and Discussion

"In order to make America great and glorious again, I am tonight announcing my candidacy for president of the United States"

To analyze the sentence "In order to make America great and glorious again, I am tonight announcing my candidacy for president of the United States" using Aristotle's three concepts of rhetoric (ethos, pathos, and logos), we can break down the analysis as follows:

### Ethos (Credibility)

Ethos refers to the credibility or character of the speaker. In this sentence, the announcement of candidacy establishes the speaker, Donald Trump, as a figure of authority and experience. By stating his goal to make America "great and glorious again," Trump is drawing on his past tenure and successes, implicitly suggesting that he has the expertise and leadership qualities necessary to restore the nation's former status. This reinforces his image as a credible and capable leader who is well-positioned to bring about positive change. The mere act of announcing a presidential candidacy signals to the audience that Trump is serious, committed, and ready to take on the significant responsibilities of the office, thereby enhancing his ethos.

### Pathos (Emotion):

Pathos involves appealing to the emotions of the audience. The phrase "make America great and glorious again" evokes a strong emotional response by tapping into feelings of patriotism, nostalgia, and national pride. The words "great" and "glorious" are aspirational and laden with positive connotations, aiming to inspire hope and a sense of collective ambition among the audience. The use of "again" implies a return to a better, previous state, which can resonate deeply with those who feel that the country has lost its way or declined in recent times. This emotional appeal seeks to galvanize support by making the audience feel part of a significant and righteous cause, fostering a sense of urgency and importance.

### Logos (Logic):

Logos pertains to logical appeal or reasoning. Although the sentence leans heavily on ethos and pathos, it also contains an element of logos through its implied promise of improvement and restoration. The assertion to make America "great and glorious again" suggests that there is a clear, rational plan or vision behind Trump's candidacy. It implies that the current state of America is less than ideal and that Trump has the solutions to address the issues and elevate the nation's status. While the sentence itself does not provide specific details or evidence of how this will be achieved, it rests on the logical premise that a change in leadership is necessary for national improvement. This appeal to logic seeks to persuade the audience that supporting Trump's candidacy is a reasonable and necessary step toward achieving a better future for the country.

"It's such a beautiful thing. Some people say, 'How do you speak before so many people all the time?' If there's love in the room, it's really easy. If you want to know, you ought to try it sometime."

To analyze the sentences "It's such a beautiful thing. Some people say, 'How do you speak before so many people all the time?' If there's love in the room, it's really easy. If you want to know, you ought to try it sometime." using Aristotle's three concepts of rhetoric (ethos, pathos, and logos), we can break down the analysis as follows:

**Ethos (Credibility):**

Ethos refers to the credibility or character of the speaker. In these sentences, Donald Trump bolsters his ethos by addressing a common question about his ability to speak in front of large audiences. By doing so, he acknowledges a perceived challenge and then provides a personal insight, which portrays him as experienced and confident. His statement, "If there's love in the room, it's really easy," suggests that he is adept at creating and sustaining a positive and supportive atmosphere, which further strengthens his credibility as a leader who can connect with his audience. By inviting others to try it sometime, he positions himself as someone willing to share his approach, adding to his ethos by demonstrating openness and inclusivity.

**Pathos (Emotion):**

Pathos involves appealing to the emotions of the audience. These sentences are rich in emotional appeal. The phrase "It's such a beautiful thing" evokes a sense of appreciation and admiration for the moment. When Trump mentions the presence of "love in the room," he taps into the audience's feelings of warmth, unity, and positivity. This emotional connection is crucial as it makes the audience feel part of a collective experience filled with affection and mutual respect. The challenge to the audience to "try it sometime" can also evoke curiosity and a sense of encouragement, making them feel empowered and involved in the experience.

**Logos (Logic):**

Logos pertains to logical appeal or reasoning. Although these sentences focus more on ethos and pathos, there is an element of logos in the logical connection between the presence of love and the ease of speaking. Trump provides a reason for why speaking to a large audience is easy for him: the love and positive energy in the room. This cause-and-effect relationship is a logical explanation that makes sense to the audience. Additionally, by addressing a common question ("How do you speak before so many people all the time?"), Trump acknowledges a practical concern and offers a rational answer, which adds to the logical appeal of his message.

In summary, the sentences "It's such a beautiful thing. Some people say, 'How do you speak before so many people all the time?' If there's love in the room, it's really easy. If you want to know, you ought to try it sometime" effectively utilize Aristotle's three rhetorical appeals. Trump enhances his credibility (ethos) by addressing his public speaking experience and inviting others to share in it. He creates a strong emotional connection (pathos) by emphasizing the presence of love and the beauty of the moment. Finally, he provides a logical explanation (logos) for why speaking is easy in a supportive environment. Together, these elements craft a persuasive and engaging message that resonates with the audience on multiple levels.

we will be taking on the most corrupt forces and entrenched interests imaginable our country is in a horrible State we're in grave trouble

Using Aristotle's ethos, logos, and pathos rhetorical framework, the line "we will be taking on the most corrupt forces and entrenched interests imaginable our country is in a horrible State we're in grave trouble" can be broken down.

Ethos is established through the speaker's assertion of moral authority and bravery in the face of entrenched interests and corruption establishes the ethos. Declaring, "We will be taking on the most corrupt forces," the speaker establishes themselves as a moral leader prepared to take on formidable opponents in the interest of the country as a whole. This speaks to the audience's faith in the speaker's moral character and commitment to tackling important problems.

Logos is present in The logical argument that follows, "Our country is in a horrible State we're in grave trouble," has elements of logos. This statement appeals to reason by conveying a somber truth while offering a factual appraisal of the current situation. Strong, descriptive words like "horrible" and "grave trouble" highlight how serious the situation is, supporting the case with verifiable facts and logical reasoning.

It implies a causal relationship between the grave repercussions the nation is facing and Pathos is evoked through The emotional weight of the language employed creates pathos by conveying a



sense of urgency and anxiety. The terms "horrible State" and "grave trouble" appeal to the audience's emotions by evoking sentiments of fear, worry, and empathy. Through evoking strong feelings of worry and a common resolve to better the state of the nation, this emotional appeal seeks to mobilize the audience's sentiments in favor of taking action to address these problems.

from all across the land and from all walks of life young and old black and white Hispanic and Asian many of whom we have brought together for the very very first time if you look at the numbers if you look at what's happened with Hispanic with African-American with Asian

Based on Aristotle's rhetorical framework of ethos, logos, and pathos, the sentence "from all across the land and from all walks of life young and old black and white Hispanic and Asian many of whom we have brought together for the very very first time if you look at the numbers if you look at what's happened with Hispanic with African-American with Asian" can be examined.

Ethos is established by praising diversity and inclusivity, citing individuals "from all walks of life, young and old, black and white, Hispanic and Asian." This illustrates the speaker's legitimacy in acknowledging and appreciating a wide range of societal backgrounds and identities, with the goal of bringing a diverse audience together around a shared objective.

Secondly, logos The argument that appeals to numerical facts and statistical proof contains elements of logos, as in "if you look at the numbers if you look at what's happened with Hispanic with African-American with Asian." The speaker appeals to reason and logic by using quantifiable numbers, implying that these demographic groupings have undergone measurably greater progress or change. This rational strategy uses factual observation and analysis to persuade the audience.

Lastly, pathos is generated by the focus on uniting disparate people "for the very very first time." By highlighting the emotional benefits of inclusivity and unity, this sentence plays on the audience's empathy and feeling of humanity. The speaker hopes to instill a sense of pride and optimism in the audience by emphasizing the historic significance of this gathering. This will help to create a sense of community and shared purpose.

look at what's happening this is a party that has become much bigger much stronger much more powerful can do much more good for our country The statement "look what's happening, this is a party that has become much bigger, much stronger, much more powerful, can do a lot more good for our country" can be analyzed through Aristotle's rhetorical framework, including ethos, logos, and pathos.

Firstly, ethos is established through the speaker's assertion of observable facts and achievements. By inviting the audience to "see what's going on," the speaker implies transparency and invites scrutiny of his or her statements. This builds credibility by suggesting that the audience can independently verify the growth and strength of the party, thereby positioning the speaker as trustworthy and knowledgeable.

Secondly, logos are clearly expressed in the logical progression of the statement. The speaker uses comparative language ("much bigger, much stronger, much stronger") to argue that the party has made significant positive changes. This appeals to reason by presenting a factual basis for their claim, implying that the progress is measurable and impactful. The logical implication is as follows: a larger, stronger, more powerful party is inherently better equipped to implement policies and initiatives that benefit the country, thereby providing a rationale for supporting support.

Lastly, pathos are evoked through the optimistic and ambitious tone of the statement. Phrases like "more good can be done for our country" resonate emotionally, instilling hope and pride in the audience. This appeals to the public's desire for positive change and improvement, tapping into their feelings of optimism and patriotism. The emphasis on "what is good for our country" shapes the party's growth not only as a numerical increase but also as a moral imperative, aligning the emotions of the audience with the vision of the speaker.

### **Conclusion and Suggestion**

Donald Trump is famous for his fiery speech. His charismatic speech won him a great number of



supporters. In this journal, the writers are using Donald Trump's announcement of his presidential campaign speech on March 13, 2024. The writers analyzing his speech using qualitative analysis by using Aristotle's rhetorical framework. In conclusion, there are five points in the speech that effectively utilizes Aristotle's three rhetorical appeals. The first sentence Donald Trump establishes his credibility (ethos) by drawing on his past successes and implicitly suggesting that he has the expertise and leadership qualities necessary to restore the nation's former status. He appeals to the emotions of the audience (pathos) by evoking feelings of patriotism, nostalgia, and national pride. Additionally, he appeals to logic (logos) by implying a rational plan or vision behind his candidacy, suggesting that a change in leadership is necessary for national improvement.

Second sentence Donald Trump enhances his credibility (ethos) by addressing his public speaking experience and inviting others to share in it. He creates a strong emotional connection (pathos) by emphasizing the presence of love and the beauty of the moment. Finally, he provides a logical explanation (logos) for why speaking is easy in a supportive environment. Together, these elements craft a persuasive and engaging message that resonates with the audience on multiple levels.

The third sentence Donald Trump establishes his credibility (ethos) by asserting moral authority and bravery in the face of entrenched interests and corruption. The logical argument (logos) appeals to reason by conveying a somber truth while offering a factual appraisal of the current situation. The emotional weight of the language employed creates pathos by conveying a sense of urgency and anxiety.

The fourth sentence Donald Trump establishes ethos by praising diversity and inclusivity, citing individuals. The argument that appeals to numerical facts and statistical proof contains elements of logos. The focus on uniting disparate people generates pathos by highlighting the emotional benefits of inclusivity and unity.

The fifth sentence Donald Trump establishes ethos through the assertion of observable facts and achievements. Logos is expressed in the logical progression of the statement, using comparative language to argue that the party has made significant positive changes. Pathos is evoked through the optimistic and ambitious tone of the statement, instilling hope and pride in the audience.

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