

## An analysis of political speeches on racism by president Donald Trump during his presidency

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Received:  
07/03/2023

Revised:  
18/03/2023

Accepted:  
12/08/2023

Published:  
30/09/2023

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**Citation:** Alsaqer, B. N. (2023). An analysis of political speeches on racism by president Donald Trump during his presidency. *Arab Journal of Sciences & Research Publishing*, 9(3), 56 – 64. <https://doi.org/10.26389/AJSRP.B070323>

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**Abstract:** This paper attempts to illuminate the ways in which racist ideology is represented and articulated in everyday discourse. Since racism has been and continues to be, a driving force behind segregation in the United States, American rhetoric has been selected as the data for this investigation. This research analyses the speeches of US President Donald Trump on racism towards Muslim people through linguistic, social, and cultural perspectives. The study is an attempt to cast light on the strategies that are used express racism in the President's speeches. To achieve the research objectives, the researcher used the qualitative approach. The data was collected from six major speeches on racism made by President Donald Trump and downloaded from YouTube and the Euronews Arabic online channel. Fairclough model (1995) is used as the main analysis model in this research. The results show that the self-other schema was heavily evident in Trump's speech, in which he effectively portrayed himself as a national hero who wants to rescue America from suffering and disaster while painting Muslims in a bad light. This study also revealed Trump's transparent effort to promote his virtuous persona by using a number of rhetorical methods meant to instill undesirable traits to Muslims, such as pronounced Islamophobia. The results show that Trump utilizes demagogic language to establish a gap between Muslims and Americans, which he then uses to metaphorically exclude individuals of other ethnic identities, particularly Muslims.

**Keywords:** Political speeches, analysis, borrowing, President Donald Trump, racism.

### تحليل الخطاب السياسية حول العنصرية للرئيس دونالد ترامب خلال فترة رئاسته

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المستخلص: يحاول هذا البحث إلقاء الضوء على الطرق التي يتم بها تمثيل الأيديولوجية العنصرية وانعكاسها في الخطاب اليومي. نظراً لأن العنصرية كانت ولا تزال قوة دافعة وراء الفصل العنصري في الولايات المتحدة، فقد تم اختيار الخطاب الأمريكي كمادة تحليلية لهذه الدراسة. يقوم هذا البحث بتحليل خطاب الرئيس الأمريكي دونالد ترامب حول العنصرية تجاه المسلمين من منظور لغوي واجتماعي وثقافي. الدراسة هي محاولة لإلقاء الضوء على الأساليب التي يستخدمها المترجمون في ترجمة هذه التعبيرات العنصرية في خطابات الرئيس. ولتحقيق أهداف البحث، استخدمت الباحثة المنهج النوعي. تم جمع البيانات من خلال ستة خطابات رئيسية عن العنصرية القاها الرئيس دونالد ترامب وتم تحميلها من اليوتيوب وقناة يوتيوب عربي على الإنترنت. تم استخدام نموذج Fairclough (1995) كنموذج التحليل الرئيسي في هذا البحث. أشارت النتائج إلى أن فكرة الذات مقابل الآخرين قد تجلت بقوة في خطاب ترامب حيث حاول تصوير المسلمين بعبارات سلبية وقدم نفسه بنجاح كبطل للأمة الذي يرغب في إنقاذ أمريكا من المعاناة والدمار. بالإضافة إلى ذلك، أظهر هذا البحث محاولة ترامب الواضحة لإبراز نفسه الفاضلة باستخدام مجموعة من الاستراتيجيات البلاغية من أجل تصدير بعض السمات السلبية عن المسلمين من خلال فكرة الإسلاموفوبيا. كما كشفت النتائج أن ترامب يستخدم اللغة خطابياً لإقصاء الأشخاص من مختلف الهويات العرقية، وخاصة المسلمين، من خلال اللغة الديماغوجية لإحداث فرق بين المسلمين والأمريكيين. الكلمات المفتاحية: الخطابات السياسية، التحليل، الاستعارة، الرئيس دونالد ترامب، العنصرية.

## 1. Introduction.

Language serves as a medium of interaction between individuals. It serves a wide variety of purposes in interpersonal interaction. Bennett (1976) argues that the main reason humans interact is to share knowledge or request assistance. Communication in society often takes the form of discourse. It encompasses all linguistic practices used by members of a culture (Fairclough, 1993; Fairclough and Wodak, 1997; Van Dijk, 1997).

Discourse Analysis (DA) is a branch of linguistics concerned with analyzing language in context (Jorgensen and Phillips, 2011). According to Yule (2022; 45), DA examines how readers make sense of the social and contextual information included in texts. Critical Discourse Analysis (CDA) is a method that examines how people evaluate things verbally and in writing. According to Fairclough (1995), CDA is a kind of discourse analysis that delves into the connections between texts and the discursive practices and processes of social and cultural systems, which are rich with the connotations of battles for power and ideology.

Discourse analysts often study presidential speeches in general because of their prominence in American culture. One of the most persistent challenges facing contemporary American culture is racism (Demata, 2017). Donald Trump gave a number of speeches throughout his presidency relating to racism and the Administration's attempts to combat it. In those speeches, he made use of several techniques in language that might have had both overt and hidden implications. The linguistic patterns of Trump's remarks are examined here.

Ideologically, racism persists in a culture both at the personal and institutional levels (Huber, 2016). It entails bias and discrimination on the part of individuals or groups. Thus, it is a serious issue that calls for constant pushback (Al-Aadili, 2020). Thus, the purpose of this research is to examine the methods President Trump has used to publicly express his racist views.

Being a multifaceted form of social inequality in which certain groups have disproportionate political and economic clout relative to others, racism is best understood as a system of oppression. Symbolic realms in such fields as education, knowledge, information, and prestige are only a few of the many areas where this power disparity is reflected (Van Dijk, 2004, 38).

Greenwald and Banaji (1995) draw a line between openly racist behavior and other, more subtle forms of racism. Since the first kind is now unacceptable in the West, racism has shifted from being an overt statement of racial prejudice to being a covert expression of this prejudice that is rooted in societal processes and structures.

President Donald Trump was known for his blunt style, his hatred of Muslims, and his racism against blacks. The sentence structures that President Donald Trump uses, as some linguists argue, are not balanced structures or full-meaning sentences (Zahra, 2019).

This research examines six audio clips of President Donald Trump in which he not only attacks Muslims in America but also describes them as a heavy burden on his country's economy. He also attacked their beliefs and religion and claimed that the goal of their presence in America is to fight any religion other than Islam.

### 1.2. Statement of the Problem:

In most cases, when a person writes or speaks, there are points they want to get across to their readers or listeners. These signals may be overt or covert. In order to properly analyze and evaluate linguistic utterances from political or social viewpoints, a systematic critical discourse analysis method is required (Awawdeh, 2021).

In addition, several studies (e.g., Mehawesh, 2014; Shraideh & Mahadin, 2015) reported that EFL learners find difficulty in analyzing political speeches. These difficulties include, mainly, the poor knowledge of politics, poor linguistic skills, and lack of ideological knowledge.

This could be one of the first studies to analyze the structural elements that reveal key themes in Trump's political speeches on racism, such as his emphasis on asserting power, his populist views, his hostility toward people of different races, and his belief in the superiority of the United States over other countries. Word selection and grammar are the instruments of language being dissected. To get a deeper understanding of the text in terms of ideology and power, the study examines Trump's usage of these structures.

In this study, the researcher applies the Fairclough model (1995), which is based on a systematic, functional linguistic approach. This choice may help explore the political dimension of Trump's speeches on racism. This research examines the political speeches of President Donald Trump about racism against Muslims in America during his presidency. Fairclough model (1995) has been used by the researcher to explain the rationale behind the discourses and the use of analysis strategies that are proportionate to the Fairclough model.

### 1.3. Research Questions.

This research aims to answer the following questions:

- 1- What are the possible implications of Trump's choice of certain lexical items in his speeches on racism?
- 2- What are the ideological stands reflected in Trump's usage of certain grammatical constructions?

### 1.4. Research Objectives.

This research seeks to achieve the following objectives:

- 1- To elicit the possible implications of Trump's choice of certain lexical items in his speeches on racism?
- 2- To identify the ideological stands reflected in Trump's usage of certain grammatical constructions.

### 1.5. Research Significance:

Structures that indicate features of Trump's political speeches are analyzed by adopting a critical discourse analysis methodology. These aspects include power assertion, populism, racist attitude toward outsiders, and superiority. The study sheds light in particular on the underlying meaning of Trump's speeches.

Many researchers have conducted numerous studies on the analysis of political texts and translators' perspectives on political documents. Fortunately, this study may fill a void in existing literature as it's one of those studies that pioneer the way for examining President Donald Trump's hotly debated speeches on racial hatred. It is also beneficial to EFL students and any diplomatic/political institution concerned with national or international communication problems. The recommendations of this study may be helpful to other researchers who are trying to deal with the same topic.

## 2. Literature Review.

Discourse, writing, conversation, and communicative events are all characterized in terms of coherent sequences of words, propositions, speech, and turns-at-talk, although these concepts are not universally agreed upon (Meyerhoff, 2006). Discourse analysts, unlike many in the field of classical linguistics, are interested in how language is used 'beyond the sentence boundary,' and they prefer to analyze real-world instances of language rather than hypothetical ones (Nord, 2005). The study of text linguistics is linked. Discourse analysis seeks to expose socio-psychological features of a person or people, whereas text linguistics focuses on text structure.

According to Wareing (2004), our attitudes can be affected by people's words and these words may cause misunderstanding. Words are not only tools for socializing, but they can also be a weapon in controlling the minds and beliefs of others (Jones and Peccei, 2004). The term 'ideology' is one of the terms that need clarification. Scholars, critics, and researchers have disagreed about the concept of ideology depending on the context in which it is used. Generally, the word 'ideology' designates a group of ideas and beliefs for a specific community. Ideology is a system of concepts and thoughts that affect our understanding and influence our interpretations. Furthermore, it controls our social practices as community members (Van Dijk, 2011). Ideologies are not stable but changeable and they have a strong relation to authority and power. Meyerhoff (2006) asserts that people make powerful assumptions about people based on how they speak. According to Wareing (2004, p.9), individuals' preferences for, and use of, various language mechanisms vary depending on who the presenters are, how they interpret themselves, and what authenticity they wish to show.

The political discourse analyzers and translators may encounter the language of persuasion, which is the common language in political speeches of persuasion. The translated linguistic production must have the same linguistic value heard from the authorized leader. The president persuades the audience with the power of rhetoric, and the translator selects words with a force that is equivalent to the force of the president's speech. This process requires a translator with long experience in translation and linguistic creativity equivalent to the strength of the president's speech in an oratory (Cialdini, 2001). One of the problems in translating political texts is the inability to analyze the sentence in isolation from the context, and this is because the political text is translated as a complete whole, without fragmentation or disassembly. Every word in the political text has connotations that are far removed from the language only (Hart, 2000). The most important aspect of socially constructed political expressions is the impact of the phrases on the people. These implications emerge because of the symbolic representation of language (Edina, 2010).

There are many definitions of translation. For example, Lefevere (1992) argues that translation is a re-writing of the original text. A political translator must be familiar with all aspects and issues that are going on in the country. Not only that—he/she must be

fully aware of the customs and traditions of the country, and this will contribute to increasing the productivity of the translation process (Pamungkas, 2020).

Donald Trump made controversial statements on many occasions. For instance, the former D.T. insider says she has recordings of him using the "nuclear word". However, these allegations of racism are not the first to be heard from Trump. In 1989, as NBC reported, Donald D.T. said that a well-educated black has a tremendous advantage over a well-educated white in terms of the job market. He also said that black people might feel that they do not have a chance to work or make a better future. Furthermore, in 1970, the Justice Department claimed that D. T's real estate company attempted to avoid renting apartments to African American people. In addition, former D. T's Casino workers claimed that he gave white workers a special treatment. Besides, in 1989, D.T himself urged the government to issue death penalty for five black and Latino teenagers who were guilty of raping a white woman, then after few years DNA test proved the five persons where not guilty (Lockhart, 2019).

Salem et al (2021) analyzed three political speeches delivered by former U.S. presidents to highlight the functional use of racism in American politics (with a focus on Donald Trump's political speech). Qualitative research and Reisigl and Wodak's discursive tactics form the basis of the study (2001). The investigation indicated that racism is present, both overtly and subtly, in Donald Trump's political remarks.

Zahra (2019) intended to parse Donald Trump's discourse for its textual architecture. Zahra employs Fairclough's critical discourse analysis methodology in an effort to shed light on the language manifestations of racism and segregation in media representations of Muslims, Mexicans, and Africans. Research shows that Trump's tweets reflect his nationalist ideas and are laced with prejudice.

In his article "Discourse, Ideology and translation", Mason (1995) stated that the translator does not transfer words only, but gets insights from the target language. The translator does not only search for similarities in the two languages, but also searches for what is compatible with the target language. A translator is a producer and an imitator to the source language. This process takes place either consciously or unconsciously on the part of the translator. As a result, the translators' orientation can be considered as an essential and significant part of the translation process. However, the social circumstances of readers can also be regarded as an important element in the translation process as they can lead to the exploitation and transformation of the ideological prosecutions of the original text. Furthermore, a translator who does not take into consideration the social background of society will make some serious errors. Indeed, the presence of a social divide can interfere with the logical judgment and selection by the translator in translating (Catford, 1965: 94).

### 3. Methodology.

#### 3.1. Research Design:

This research used the descriptive qualitative approach. As a standalone study design, as a steppingstone to more in-depth qualitative investigations, and, most typically, as the qualitative component in mixed-methods studies, qualitative descriptive approaches to translation research provide comprehensive insight into specific occurrences (Teddlie, 2007). One of the most common justifications given for adopting a descriptive strategy is the desire to shed light on a subject about which very little is known (Sandelowski, 2010).

This research uses the descriptive qualitative approach. This approach is used in order to explain and account for racism in a number of political speeches delivered by President Donald Trump during his presidency.

#### 3.2. Corpus:

The qualitative research method is used to describe and examine the selected data and gain results to account for the description and interpretation of the data and results analysis. The data are assembled from six political speeches given by Donald Trump.

Recognizing that political speeches are also works of discourse, this section provides a critical analysis of six such speeches. The first speech was made on February 26, 2020. On April 27, 2020, the second one was delivered. The third address was given on March 26, 2019. The other three speeches were made in 2017.

These speeches are selected because they focus on racism and they touch on different racist issues: racism against Muslims in the USA, racism against a Muslim representative in the Virginia National Assembly, and racism against religion. These six different situations constitute the core of racism in the USA, as reported by many previous studies, such as Salem et al (2021), Al-Aadili (2020), and Zahra (2019).

### 3.3. Data Collection & Analysis:

The purpose of this research is to examine the most notable language elements of Donald Trump's political statements on racism. The researcher used the Fairclough model (1995) to evaluate the data since this provides a framework for elucidating the linguistic characteristics that provide solutions to the research questions. This model is made up of three interconnected analytic strategies and three overlapping facets of speech. Evaluation criteria include (i) the object being evaluated (which can be either a written or visual text), (ii) the processes by which the object is created and acquired (which include writing, speaking, designing, reading, listening, and watching), and (iii) the criteria by which the object is evaluated. (iii) the societal and historical contexts within which these activities take place.

Fairclough argues that in order to properly examine any of these facets, one must engage in separate rounds of textual analysis (description), assessment (interpretation), and social analysis (explanation). This strategy is helpful because it allows researchers to zero in on the text's signifiers—its structure, its organization, its exact language choices, its sequencing, its juxtaposition, and so on.

The researcher employed a selection of various methods here in order to achieve the goals of the study. The information is presented in the form of sentences and phrases. The researcher adopts the form of political speech represented by the chosen data in order to analyse word choice, the usage of the first-person singular and plural pronouns "I" and "we," and the structures of necessary modals.

### 3.4. Validity & Reliability:

As for validity, after their selection, the downloadable files of the chosen speeches were presented to a group of university professors. These professors have expertise in discourse analysis to determine the acceptability of the speeches and whether or not they would be sufficient to achieve the aims of the study. As for reliability, the researcher used a pilot study on the selected speeches, which are documented and presented in the Results part.

## 4. Results & Discussion.

This part is concerned with the attitudes of Donald Trump in the six speeches. Examples of his word choices are selected and explained. Sets of words are analyzed as examples of his vocabulary. The first set is related to identity and belonging, and the second set is related to beliefs and thoughts.

### 4.1. First Speech

Source	Topic	Arabic Translation
<a href="https://www.youtube.com/watch?v=AK-O4m4UH1w">https://www.youtube.com/watch?v=AK-O4m4UH1w</a>	"Not allowing any Muslims into the US".	عدم السماح للمسلمين بالدخول لأمريكا

This video shows how racist President Donald Trump is. In this video, the President makes a statement that offended all Muslims in the USA when he said that Muslims would not be allowed to enter the United States. He manipulates the minds of the listeners and underestimates them and says that this procedure is done temporarily—as if their life decisions depend on what Trump likes or dislikes.

A translator of political speeches must consider some issues related to political tradition and conditions in the country in which the speeches are made to help him/her in the translation process. Furthermore, translators may face some challenges in the translation process. This is due to his/her own different institutional policies and ideologies; therefore, the results of the translation efforts are affected by these factors. In this video, as is clear, the translator used literal translation as one of the main strategies in political translation. The translator used this method of translation to be faithful to the source. 'Racism' is a sensitive issue in the US, and

Donald Trump is the president. Therefore, the translator was correct in his decision when he chose the literal translation of the text—in order to be honest and clear about what was going on about Muslims at that time.

#### 4.2. Second Speech:

Source	Topic	Arabic Translation
<a href="https://arabic.euronews.com/2019/07/31/us-virginia-news-ibraheem-samirah-muslim-lawmaker-trump-event-deport-hate-racism">https://arabic.euronews.com/2019/07/31/us-virginia-news-ibraheem-samirah-muslim-lawmaker-trump-event-deport-hate-racism</a>	"Do not send us back home".	لا يمكنك أن تعيدنا إلى بلادنا

This video was about Ibrahim Samira, a Muslim representative in the Virginia National Assembly, who boycotted President Donald Trump after he delivered a speech marking the 400th anniversary of the founding of the State's first legislative assembly. The Democrat, who was democratically elected, shouted while Trump was delivering his speech and said, "You can't take us back to our country." Then he stood in the middle of the hall holding a sign that read three phrases: "Reunite my hate, " "reunite my family" and "come back." To your corrupt country" is an apparent reference to a series of events which are related to Trump, and which have caused widespread controversy in the United States of America recently.

The language of national speeches is connected to the secret language of political ideology because it helps to formulate the most basic concerns relating to individual-society relationships. It is, though, also linked to political terminology, which is sometimes used to develop illustrative political philosophies. Political philosophies (belief systems, ideologies, political programs and policy agenda) are always an interesting matter for expressing political language.

The translator used the literal translation with mitigation, and this is due to the translator's thinking and the method of choosing the appropriate words for the event. The outcome in the video clip indicates bad practices against Muslims in the United States. What he sees and hears in the video is enough, so he uses an expression that fulfills the purpose, which is "the return of Muslim immigrants to their homes".

#### 4.3. Third Speech:

Source	Topic	Arabic Translation
<a href="https://www.youtube.com/watch?v=mo_nYQ6ItWM">https://www.youtube.com/watch?v=mo_nYQ6ItWM</a>	"They want to change your religion". "Jihad"	"يريدون تغيير دينك" "جهاد"

This clip contains many words that show the hatred and racism of Donald Trump against Muslims in America. President Donald Trump expressed his views explicitly, and this is his personality, as many psychologists and sociologists say. Many believe that he is a racist who does not know sympathy with others. The translator dealt in this video verbatim with the words when he uses—such as "They want to change your religion." President Donald means here that Muslims are trying to change the prevailing religion in the United States of America, and this speech was translated literally—because political texts or political speeches must be clear, as mentioned in the previous analysis. The translator used the borrowing strategy in the case of the word "jihad", as President Donald Trump used it as it is in the original language—Arabic. But more importantly, President Donald Trump depicts jihad in a wrong way, as if jihad is forbidden, and this is not true in Islam, and this shows the extent of hatred for Muslims in the political speeches of President Trump.

Adjectives and nouns like "rapist, " "problem, " "drugs, " "crime, " "black, " and "laziness" are used in both overt and covertly racist ways, which expands the negative concept to include everyone who shares the characteristics in question, for instance. This finding is supported by the same findings of Salem et al (2021) and Zahra (2019), who reported that Donald Trump uses different expressions, both explicitly and implicitly, to express racism, especially towards other religions.

Trump used negative descriptions to try to convey a good attitude about some groups, like Jews and Americans. The analytical techniques used in this research reveal that Trump's racial rhetoric is an expression of his own subjectivity. To put it differently, it is merely a reflection of his opinion. These findings match with the results of Demetra (2017) and Huber (2016), who reported that stereotyping is a common issue about religions such as Islam in American presidential speeches and national media in the USA.

4.4. Fourth Speech:

Source	Topic	Arabic Translation
<a href="https://www.youtube.com/watch?v=h83X5Up6OHg">https://www.youtube.com/watch?v=h83X5Up6OHg</a>	Muslims vs Americans	المسلمين ضد الأمريكيين

In his speech about Muslims in 2017, Donald Trump uses language to discursively form his national identity as an American and create a difference of “us versus them.” Here, the constructive strategy is used to construct a peculiar form of identity. This strategy aims to form an image on the notion of unity and sameness between the people of the in-group for the sake of differentiation from the people of the out-group. Trump makes use of constructive strategy to establish his identity as an American. He promotes the unification of the people of America against Muslims not only residing in America but also across the world. In doing so, he circumnavigates the possibility of multiple social groups in America, and among Muslims, who could defy such tantalization. It also helps him create the binary that Muslims cannot be Americans and vice versa, actually disregarding the fact that there are more than 3 million Muslims already residing in America, and that it is possible for a person to be a Muslim and an American. Second, he uses a constructive strategy in his election campaign, where he has another agenda—to malign the election campaign of Hillary Clinton. He plays upon the same division of “Muslims vs Americans” and he identifies himself with Americans while highlighting Hillary’s sympathy for Muslims (and other ethnic groups) in such a way that she falls in the category of “them.” By doing so, he portrays himself as a savior of America and paints Hillary as the enemy of America. Trump’s means of realization to construct his identity as an American nationalist is to use explicit comparisons between Hilary and himself.

4.5. Fifth Speech:

Source	Topic	Arabic Translation
<a href="https://www.youtube.com/watch?v=IHtSu87yCgU">https://www.youtube.com/watch?v=IHtSu87yCgU</a>	Crooked Hillary Clinton wants to flood his country with Syrian immigrants	المحتالة هيلاري كلينتون تريد إغراق بلاده بالمهاجرين السوريين

The perpetuation strategy is used by speakers to produce, reproduce, or maintain an identity under some threat posed by the people of the out-group. and when the word “perpetuation” is used, a sense of continuity is conveyed. It simply means that there is a constant threat to identity as a whole by the out-group (Wodak & Meyer, 2009). Trump uses language in a tactful manner to propagate the idea that America is under threat from Muslims. He uses the strategy of defense and employs comparison to show that he has the ability to save America and that his opponent in the election, Hillary Clinton, is incompetent. He says, “Incompetent Hillary, despite the horrible attack in Brussels today, wants borders to be weak and open and let the Muslims flow in”. Here, Trump also uses the strategy of Burden to win public support. To legitimize his claim that America is facing a threat, he claims that “[t]he danger is massive. NO!” (July 2016). In another instance of discourse, Trump makes use of hyperbole to emphasize the idea that his America needs to be saved and in the same tweet he says, “Crooked Hillary Clinton wants to flood his country with Syrian immigrants” (Wodak & Meyer, 2009). He is attempting to draw a comparison between Hilary and himself and is using his hatred against Muslims to win public support.

4.6. Sixth Speech:

Source	Topic	Arabic Translation
<a href="https://www.youtube.com/watch?v=ypNIs-H_NQc">https://www.youtube.com/watch?v=ypNIs-H_NQc</a>	WE NEED A BIG & BEAUTIFUL WALL	نحن بحاجة إلى جدار كبير وجميل

In this speech, Trump is attacking the Syrian refugees. Here, demontage and destruction strategy is used to deconstruct, demolish, or demythologize an existing identity using language. This strategy is realized by using belittling and derogatory language for the people of the out-group (Wodak et al., 1999). Trump attempts to dismantle and destroy the identity of his opponent in the election by discrediting her discourse. He also achieves his agenda by dismantling the identity of Muslims. Trump builds certain pillars of identity using his language, which is damaging and dehumanizing to Muslims and Muslim refugees trying to seek shelter in America. Tweets of Trump define Muslims more as animals and criminals than as people trying to seek refuge in the United States to secure their future. He says, “Eight Syrians were just caught on the southern border trying to get into the U.S. ISIS maybe? I told you so. WE NEED A BIG & BEAUTIFUL WALL!”. Here, Trump uses the word “wall” as a metaphor. This word has two different interpretations. One simple interpretation is that the United States needs more security on the border to prevent mass immigration. Trump’s language is debasing.

In this instance of discourse, Trump delineates that he has the capacity to save America from an outside threat, that is, Muslims, but Hillary does not. He once again targets her policies and criticizes her for the sake of achieving his political goals.

## 5. Conclusion.

This study attempted to show how translators dealt with political speeches by President Donald Trump—during his presidency—about racism and about Muslims in America. It also tried to analyze those texts and video clips and the strategies and theories that were applied during the discourse analysis process. The Fairclough model (1995) is used in order to analyze speeches, both linguistically and functionally. The findings suggest that Trump used these linguistic techniques to emphasize concepts like anti-Muslim prejudice, American exceptionalism, national solidarity, citizen engagement, and self-glorification. The findings reveal that Trump uses language rhetorically to exclude people of different ethnic identities, especially Muslims, through demagogic language to create a difference of “us” vs. “them”.

## 6. Recommendations.

The study encourages politicians to stop using language that is full of racism and sectarianism because such language has negative results on innocent civilians. The research recommends the practice of more contextual journalism that promotes a peaceful and harmonious society. Future studies should focus on other speeches to better comprehend the ideologies contained in Trump's utterances. The study also recommends analyzing the discourse of Trump on Muslims via other media such as tweets and posts in order to get a more in-depth idea about how Trump's views Muslims and Islam. This is critical for the Arab media to change the stereotyping of Islam in Western society via social media and different media means.

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