Expressive Speech Acts of Persuasion in English Presidential Election Speeches

Luu Quy Khuong[1], Nguyen Thi Thanh Thanh, M.A.[2]

[1]Associate Professor, Ph.D

[2]University of Foreign Language Studies, The University of Danang
tcethanh[at]gmail.com, lqkhuong[at]ufl.udn.vn

Abstract: *Politics is a process of making decisions by the distribution of power and resources in order to put certain political, economic, and social ideas into practice. For political messages to be delivered to the target community through political discourse, many strategies have been employed to fulfill the purpose of persuading the audience. The study investigates the expressive speech acts of persuasion utilized in Hillary Clinton and Donald Trump's 2016 presidential election speeches. Adopting the speech act theory by Searle (1980), the study aims to uncover the features of expressive speech acts used by the two politicians for persuasion. The data was analyzed using descriptive qualitative method basing on quantitative information. The findings showed that the process of manipulation of the two politicians was fostered by expressive speech acts, highlighting the illocutionary forces of thanking, greeting, complementing, wishing, apologizing, and expressing hope. Through the illocutionary forces, both Trump and Clinton would like to communicate their different political stands and ideologies to persuade the audience to advocate them. Donald Trump spread his persuasion with more dominating frequencies of expressive speech acts than Hillary Clinton. Besides, they also demonstrated distinctively different illocutionary acts addressing different issues to serve their political purposes.*

Keywords: presidential election speeches, persuasion, ideology, political discourse

1. Introduction

According to Brown and Yule (1983), persuasion is considered a part of discourse analysis, and discourse analysis is concerned with the language used for communication and how to address linguistic messages for interpretation. Accordingly, persuasion is also treated as the speakers' reflection of their rhetorical capacity and a way to induce their interlocutors (Sari, 2012). Effort to reach the negotiation and agreement would be unfortunately in vain unless speakers are able to communicate their messages under the faithful aid of persuasion. In other words, under the pressure of political campaigns, numerous proves and argentations to persuade the society for choosing their selves as well as the use of word choice or supporting dictions are needed to stimulate social and public advocacy. Without these factors, persuasion failures could be anticipated, resulting in the defeat of one side while paving way to the other side's triumph.

Political speeches are associated with one party communication, acting out the role of the addressee, descending power and influence (Kenzhekanova, 2015) by using specific strategies which may affect the audience's ideology autonomy. In the seeking of power predomination in a large population, politicians have to resort to specific language devices and persuasive strategies to add to their utterances. In fact, in order for the aims and intentions to be reached through verbal communication and language, pragmatics need to be applied. Yule (1996) functioned speech acts as a pragmatic phenomenon in which actions are performed via utterances. Accordingly, political discourse also utilizes language to demonstrate a wide range of activities to ultimately serve the purpose of persuasion. By conveying, requesting, asserting, threatening, pledging …, politicians simultaneously make an attempt to reach an understanding with the audience, gain their advocacy and win their votes. In fact, the ultimate purpose of political speech would be to persuade the audience of the appropriateness of a certain course of action or the truth of a particular viewpoint, shaping the intended illocutionary effect that is intrinsically associated with the speech act of argumentation and persuasiveness, and nurturing the constructed political strategies.

All in all, persuasion used by politicians not only reveals potential distinctive language features that need discovering to reach an in-depth insight into language functions and meanings in the field of politics. Seeing the importance and benefits of the study both in terms of language and discourse realizations, the researcher thrives on pursuing the study on *Expressive Speech Acts of Persuasion in English Presidential Election Speeches.* In the light of the established theories and methodologies, the study attempts to build up acomprehensive picture of expressive speech acts of persuasion in Hillary Clinton and Donald Trump's 2016 presidential election speeches.

As such, political speeches are expected to contain resources of the speaker's expressions and intentions corresponding roughly to the objectives of this research on persuasion. Interestingly, in this research, the comparison reaching for the similarities and differences in the two politicians' use of expressive speech acts to highlight persuasion is expected to generate intriguing findings.

2. Literature Review

2.1 Previous studies

Political discourse has been a prolific topic of many pieces of research aiming at achieving an insightful analysis to understand more about the power of such discourse. The growing academic interest in political discourse can be

regarded as "social request" exposing and discovering not only the peculiarities of political thought and actions but also those linguistic means employed by politicians in their discourse to impinge and control public opinion. Chilton (2004) discussed political actions as verbal action via speech act demonstration. However, he merely considered political discourse as fundamental argumentative and deliberative in nature, focusing only on the ways in which the speakers represent reasons instead of touching on the political view as action. Conversely, an approach was delivered by Fairclough (2012) to particularly consider political discourse as attributive to the development of critical discourse analysis, highlighting political discourse as essentially a form of argumentation fostering more practical argumentation to entail eventual political decisions.

Regarding the area of persuasion in political discourse, Al-Trawneh (2019) conducted research on a critical discourse analysis of persuasion tactics, power distribution, and the ideologies in Hillary Clinton and Donald Trump's presidential discourse but focused on debates instead of political speeches in their presidential election campaign. Edward, Hutahaean, Kurniawan, and Hamuddin (2018) provided a study on language and power in presidential speech campaign discourse of Donald Trump and Hillary Clinton, portraying the relationship between language and power regarding types and functions of speech acts or language use while by no means giving an in-depth insight into the utilization of speech act for persuasion in those speeches.

The study differentiates from other previous studies in the attempt to make a contrastive analysis of the features of persuasive strategies utilized by Hillary Clinton and Donald Trump's presidential election speeches, taking advantage of Searle's expressive speech acts featuring persuasion. The study highlighted the way in which Hillary Clinton and Donald Trump utilized speech acts in generating power and ideologies and eventually persuading the audience to vote for them.

2.2 Speech acts

The function of speech acts has illuminated the ability of language to do other things than just describe reality. According to Searle (1980), the theory of speech act starts with the assumption that the minimal unit of human communication is not a sentence or other expression, but rather the performance of certain kinds of acts, such as making statements, asking questions, giving orders, describing explaining, apologizing, thanking, congratulating, etc… Characteristically, a speaker performs one or more of these acts by uttering a sentence or sentences, but the act itself is not confused with a sentence or other expression uttered in its performance. Such types of acts as those exemplified above are called illocutionary acts. In contrast with locutionary acts which are a description of what the speaker says, illocutionary acts focus on what the speaker does in uttering a sentence. Searle attempted to classify illocutionary acts into the following types: *Expressive, Directive, Commissive, Expressive, and Declaration.*

An utterance in context executes an act. In order to explore

more about a particular act being performed via an utterance is to assume that underlying every utterance. (U) there is a clause containing a performantive verb (Vp) which makes the illocutionary explicit and accounts for the illocutionary force. This is known as performative hypothesis and the basic format of the underlying clause is shown below:

a) I (hereby) Vp you (that)U;
b) I *confess* that I stole the family jewels;
c) I *warn* you to stop teasing your sister;
d) I *promise* I will come to your birthday party….

In this clause, the subject must be first person singular ("I"), followed by the adverb "hereby", indicating that the utterance "counts as" an action by being uttered. There is also a performative verb (Vp) in present tense and an indirect object in second person singular ("you"). In order for a performative verb to have its performative sense, that means to actually perform the illocutionary act its names, it must (i) be positive, (ii) be present tense, (iii) have a first-person agent (performer of the action of the verb), and (iv) refer to a specific event.

View-points of linguists in terms of speech acts up to now have not reached an absolute agreement. Austin's classification of speech acts is best seen as an attempt to give a general picture of illocutionary acts: what types of illocutionary act that one can generally perform in uttering a sentence. John Searle inherits his ideas from Austin and elaborates on some of them, but develops the theory in his own fashion: the essence of it being that to perform an illocutionary act is to express an illocutionary intention. While each of these speech act theories has some merit, this article follows Searle's as his theory itself as well as its classification of speech acts best serve the aim of the study in revealing the pragmatic features highlighting persuasion in political speeches, particularly, in Hillary Clinton and Donald Trump's presidential election speeches. Especially, in this research, expressive speech act was put at spotlight, uncovering the distinctively different illocutionary forces employed by the two politicians, and how differently these forces function in featuring persuasion in comparison between Hillary Clinton and Donald Trump's speeches.

2.3 Persuasion as a political concept

Recent research regarding social psychology and public opinion entails a plethora of empirical regularities on how beliefs are formed in the political and social context. First, while beliefs are flexible and can be easily influenced, people are prone to be persuaded particularly in areas where people barely have much personal involvement (Graber, 1984; Zaller, 1992). Second, social interference shapes perception and direct decision, meaning that people are likely to be convinced by their close acquaintances (Grasnovetter, 1973; Cialdini, 1984). Third, in the political sphere, voter awareness of specific issues is supposed to be limited, leading to their high likelihood of persuasion (Zaller, 1992).Persuasion means "urging" and "advising" (Bloom, 2004) the audience, and in politics, the voters, without violence or coercion. Herbert stated the useful way to construct a definition of persuasion was to look for common characteristics which are referred to as paradigm cases including the following factors.

Human communication: Persuasion relates to acts of human communication and exchanges of messages between human beings.

Attempted Influence: Persuasion can make changes and create influence. Herbert (2001) defines the act of influencing others as making a difference in the way they think, feel, or act and those are attempted influence. However, there are many cases it may be appropriate to refer to persuasion as an effect already produced by messages, whether intend or not. In these contexts, the perception of persuasion remains unchanged.

Modifying judgments: The target audience, receivers, or the persuadees are called message recipients. In most cases, they are the ones who are open to the persuading input, process, and generate possible judgments which are the echo of their thinking about the persuader and his persuasion.

By the above explanation, persuasion is defined as human communication designed to influence the autonomous judgments and actions of others (Simon, H. W., Joanna, M. & Bruce, 2001) so that they can alter their way of thinking, feeling, or acting but it differs from other forms of influence. In this research, the paradigm case concerned is the one within political contexts wherein political speeches are put in focus. Particularly, the speeches in the presidential campaign of the two politicians Hillary Clinton and Donald Trump are the prolific sources for the research in giving an insightful view of persuasion in politics. In this particular context, persuasion is launched as a human communication coined with political purposes, with an attempt to influence the audience's perception toward particular issues and direct their actions, that is election voting. The findings of the studies will help us sharpen our knowledge of how politicians use persuasion as a reliable tool in winning people's support and confidence.

3. Research and Methodologies

The study was designed as descriptive research using qualitative method since the collected data was targeted to yield the pragmatic features, narrowing to the expressive speech acts of persuasion employed by Hillary Clinton and Donald Trump's presidential election speeches in general and their illocutionary forces in particular. It was also descriptive in nature in the sense that this study was intended to describe how the language used in the political speeches of Hillary Clinton and Donald Trump in their presidential campaign manifested with quantitative information, namely, the frequency of the linguistic units that occur in the texts collected.

3.1 Data Collection

Among many political speeches of Hillary Clinton and Donald Trump, a certain number of speeches were reached. The researcher sourced the data for this research from an online source: http://wwww.presidency.ucsb.edu/2016_election.php which is a repertoire of speeches, statements, and press releases of American public office holders, both past and present. The

politicians' speeches were narrowed to 35 thanks to the aid of computer software, the Research Randomizer.
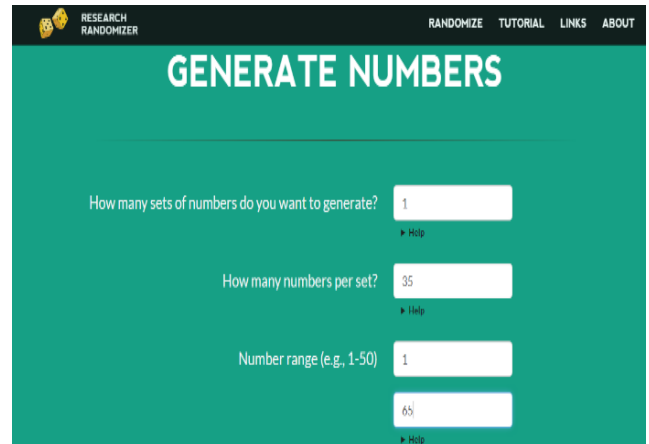

Figure 1: A snapshot of Research Randomizer Software)

All of the speeches chosen for the analysis were coded for the ease of analysis and classification. Speeches belonging to Donald Trump were coded as T, being arranged orderly from *T1* to *T35*. Likewise, *H1* to *H35* were the coded speeches of Hillary Clinton.

3.2 Data analysis

In this section, utterances collected from the speeches are analyzed and classified in accordance with expressive speech acts by Searle (1980).

4. Results and Discussion

4.1 Expressive speech acts in Hillary Clinton and Donald Trump's presidential election speeches.

According to Searle (1980), expressive speech act is a kind of speech act that expresses a psychological or emotional state which is related to the speaker's feelings and sympathy. It means that speakers express their feelings toward hearers. In expressing the speakers' feelings, it was influenced by situations and contexts. The change in way of thinking, psychology, and behavior takes place not only through behavior but also through the words used as an emotional reaction. The emotions can be reflected by the words used by the candidates. The effects of emotional expressions will influence social interaction and relationships with other people. There are quite a large number of expressive speech acts found respectively in Hillary Clinton and Donald Trump's presidential speeches. These expressive speech acts were classified basing on their illocutionary forces discovered in their speech utterances; they are: *thanking, greeting, complementing, wishing, apologizing, and expressing hope*. As can be seen from Table I, speech acts utilized by Trump were higher than that of Clinton in all sub-types, with the highest differences in the frequencies of speech acts falling in the illocutionary act of expressing hope (2210 instances of expressing hope illocutionary cats found in Trump's utterances in comparison with 2012 instances in Hillary's). Ranking second and third in showing the big contrast in the instances of speech acts used by Clinton and Trump are wishing (889 and 769 instances of

wishing and thanking illocutionary act found in Trump's speeches respectively in contrast with 768 and 774 of Clinton's counterparts). To reach more understanding of the expressive speech acts applied by both politicians, a detailed analysis of these illocutionary acts as well as the contrastive analysis of their employment in the two politicians' presidential election speeches are discussed as follows.

Table I: Illocutionary forces of expressive speech acts used in Hillary Clinton and Donald Trump's presidential election speech acts

Expressive speech acts	Instances	
	Hillary Clinton	Donald Trump
Thanking	889	774
Greeting	79	86
Complementing	531	623
Wishing	768	769
Apologizing	35	34
Expressing hope	2012	2210

4.2. Complimenting illocutionary acts

One of the expressive speech acts used by candidates is the speech act of **complimenting**. Complimenting means showing the speaker's feelings or attitude and also showing approval or commendation to the hearer. Although both candidates made the expressive speech act of praising, they had different addressees. In speech act of complimenting, Clinton tended to express her compliment toward people such as Obama and his wife, Abraham Lincoln, the American government, and her husband.

*(H14) I want to thank two **great** members of Congress who fight for Akron, fight for Cleveland, fight for Youngstown, fight for Ohio and America, Congresswoman Marcia Fudge and Congressman Tim Ryan. Now, I'm pretty excited about being here today.*

*(H20) In fact, in the first four days of in-person early voting here in Ohio, more people showed up to vote than they did at the same time in 2012, in our last election. That is **fantastic** and it shows how serious people are taking this election.*

In illocutionary act of complimenting, the candidates often used forms of praising such as great, wonderful, etc. In example H14, in showing appreciation toward members of Congress who had an enormous contribution to protecting American states and cities, Hillary Clinton performed an act of complimenting. Despite the absence of performative verb of compliment and praising, the illocutionary force was still explicit. The word *"great"* was the extreme adjective being used to describe how wonderful the member of Congress was. Or in another example (H20), seeing the crowd with participants from Ohio, Clinton had to burst out the adjective *"fantastic"* which is defined as an expression showing an impression on something very good, arousing others' interest and liking. Clinton communicated a positive feeling toward the participants as she could witness the seriousness, enthusiasm, and care offered by Ohio people toward the presidential election. That was such a really *exciting* event happening and drawing much attention from the citizens (H20).

On the other hand, Trump showed his appreciation towards his assistance team who actualized his ultimate accomplishment, pressing the unity and collaboration of the whole team in fulfilling the *"incredible job"*(T1). By using the positive adjective *"incredible"*, Trump was trying to give a hint to describe the impressive outcome that the overall team had reached with their cooperation and excellence. To add more attributes to the team, the positive adjective *"wonderful"* was added to highlight the outstanding quality or even perfection, together with the adverb *"really"* to explicate the team's enormous devotion and dedication toward their task. Trump's satisfaction and admiration were summarized in some precise words *"They are working so hard"*.

*(T1) We have to unite. Remember that. Everything I've **accomplished**. I have done by putting **together** a really fantastic team, including Governor Mike Pence of Indiana, who has done an **incredible** job. My wonderful staff of people that really **love** what we are doing, and they are working so hard.*

4.3 Wishing illocutionary acts

Being highlighted in Hillary Clinton's utterances are the four primary basic emotions in terms of Love, Joy, Anger, and Sadness. There is an inclination for Clinton to express her emotion of Love in the scope of liking, caring, adoration, and Joyin terms of pride, hope, and optimism. Regarding the emotion of hope, Clinton emphasized the illocutionary act of expressing optimism showing her belief in what she expected and planned for. It is also considered a way to help improve the speaker's confidence in the future.

*(H1) America needs every one of us to lend our energy, our talents, our ambition to making our nation better and stronger. I believe that **with all my heart**. That's why "stronger together" is not just a lesson from our history, it's not just a slogan for our campaign, it's a guiding principle for the country we've always been and the future we're going to build, a country where the economy works for everyone, not just those at the top.*

In H1, Clinton began with a statement in regards to the unity of the American people in creating a better and stronger nation to utter her belief in the positive transformation of the U.S. Clinton explicitly expressed her act of wishing for that bright prospect to come true. The phrase *"with all my heart"* can clearly describe the true feeling and tremendous hope for a future of being *"strong together"*, the picture of a booming economy for everybody and guiding them toward the target they should aim at. Additionally, twisting with an expressive emphasizing *"stronger together"* as her campaign slogan for a better future, Clinton again reflected her act of wishing with sureness and certainty for a more robust United States.

(H34) And here's what else I want you to know. It's fair to ask, "How are you going to pay for that?" That's not only fair, that's necessary to ask. Because I want to be a good steward of your tax dollars just as I expect you're a good steward of your family budget.

*(H32) I tell you this because we all have to start thinking about **how we want to be treated and what that means about how we treat others.***

*(H34) And for people in our country who feel like they've been knocked down and nobody cares, nobody's paying attention, here's what I want you to know. If you give me the honor of being your president. I'm gonna do everything I can to get this country and everybody in it back up on our feet moving forward together. Because **I want to be a president for all Americans. Democrats, Republicans, Independents.***

Likewise, the speech act of "expressing wants" shows the speaker's willingness to do something. It can be something good to happen or to be true or something terrible not to happen. In the 2016 presidential election, Hillary Clinton expressed some "wants" which was targeted to achieve after her being elected as the president. Almost similar to optimism, wants can become the internal drive for someone to do something in the future. In the presidential election, "wants" were taken from the vision and mission of Hillary Clinton candidate. Example H32 reflected Clinton's illocutionary act of wishing by using "want" to express her expectation for equally treated behavior between people and all who deserved the good deeds (H32). In another case of expressing an illocutionary act of wishing by using "want", Hillary Clinton stated that ***"I want to be a president for all Americans"***(H34). However, instead of going straight to express her expectation, Clinton grounded the proposition aiming at those who felt a lack of care and attention, who would like her to be the president to help them out, before she explicated her willingness to be the president for all – Democrats, Republicans, Independents. The preposition ***"for"*** is deployed to give much prominence to Clinton's wish of demonstrating excellent leadership to serve all people, regardless of their parties or social classes. "Expressing wants" was also a part of the presidential campaign to insist on the similarities with the prospective voters and persuade them of the politicians' virtuous character and good heart.

Meanwhile, Trump tended to express his opposite wishing compared to Hillary Clinton's. Although Clinton showed an intention to open the national borders, Trump upheld an opposite opinion and simultaneously implied Clinton's inappropriate personal intentions on the issue of immigration, that was because of her ***"special interests"*** and ***"donors wanted that way"***(T1). Particularly, Trump expressed his wishing to restrict the freedom of immigrants coming to the U.S. through various screening processes. Trump also stated that his wishing was by no means to trigger any war, which was totally in contrast with what Hillary declared. There seems an enormous clash between Trump and Clinton's wishing and intentions, specifically in each individual's opinion.

*(T1) **Hillary wants to open our borders**, just open them up because her **special interests and donors want it that way**. There are reasons, I understand that. There are reasons, I understand that. I want to totally secure our borders. But I want people to come in. But they come in through a process and they come in legally. Hillary wants to invade foreign*

countries. You ever see the one where she says "Donald Trump with the nuclear" -- I'm -- I didn't want the war in Iraq. And I'm on record. I didn't want the war in Iraq. I didn't want all of -- what they've done.

*(T3) So, **we have to win this election**. This is a very important election. (......) I will get back give back, I'm going to give back. I'm going to give back. I want to give back. Because our country does not win anymore. Our country does not win anymore.*

It's going to be a victory for the people – it's going to be a victory for the workers, the families, the Veterans, the everyday citizens. And it's going to be a victory for those who haven't had reason for hope in a long time. I'm campaigning in every community, and every part of this country, for every last vote. I am running to be a President for all Americans.

*(T8) Working in unison, we can deliver the real American change our country so desperately needs. **We will make America Strong Again. We will Make America Proud Again. We will Make America Safe Again. We will Make America Great Again**.*

In another speech context, Trump demonstrated his wishing toward becoming the President of the United States (T3). The statement ***"We have to win this election"*** showed his strong determination and desire in seizing the triumph in the presidential run. The performative verb of wishing is empty, whereas, the illocutionary act of wishing is clearly exhumed with the auxiliary verb ***"have to"*** in an imperative sentence. Accordingly, Trump underscored the significance of the election as his victory would be considered a turning point for the country. Trump also pessimistically stressed the reality of America being no longer successful, which urged him to take action promptly to save the country. Even the presidential slogan in the campaign of Hillary Clinton and Donald Trump shared little in common. While Clinton stressed being "strong together", Donald Trump was in favor of ***"We will make America Strong Again"*** (T8). Although the same positive adjective "strong" was employed, different purposes were explicated. The slogan was considered to convey a very influential message as it was created by Trump at the beginning of his campaign and continued into the following speeches. It was Trump who could literally and figuratively trademark the slogan by his regular reiteration of the slogan, making it more and more loudly powerful.

4.4 Thanking illocutionary acts

In response to the interlocutor or a person's willingness, the expressive speech act of thanking usually occurs. Thanking also takes place when the speaker would like to express praise or kindness to a certain subject. Besides, thanking has been considered a part of social culture showing respect and gratitude. By giving thanks and appreciation, Clinton and Trump aimed at building a good relationship between them and the audience.

H33 Tonight, I'll be in Philadelphia with President Obama and Michelle and I so appreciate how hard they worked for me, but it's not for me. It's for us.

*I saw the folks over there holding up the Tim Kaine sign and I really **appreciate** that. **Thank you. Thank you.***

H36 To Barack and Michelle Obama, our country owes you an enormous debt of gratitude. We — we thank you for your graceful, determined leadership that has meant so much to so many Americans and people across the world.

*(H36) I will always be **grateful** to the creative, talented, dedicated men and women at our headquarters in Brooklyn and across our country. [applause]*

*(T2)**Thank you.** As soon as I take office, I will ask the State Department and the Department of Homeland Security to identify a list of regions where adequate screening cannot take place, there are many such regions.*

*(T6) Tonight, I am going to talk about how to make our communities **safe** again from crime and lawlessness. Let me begin by thanking the law enforcement officers here in this city, and across this country, for their service and sacrifice in difficult times*

*(T5) We cannot let this evil continue. **Thank you.** Nor can we let the hateful ideology of radical Islam, it's oppression of women, gays, children and non-believers be **allowed** to reside or spread within our own countries. We will defeat radical Islamic terrorism just as we have defeated every **threat** we've faced at every age and before. But we will not, we will not, remember this, defeat it with closed eyes or silenced voices. We have a president that doesn't want to say the words*

The expressive speech act of thanking made by both candidates is the effort of the speakers to reach the harmony among individuals or societies. Considering the sentence constructions of thanking (Setyani, 2013), in the speech act of thanking, it is found that Clinton used thanking as expressing her gratitude in positive feelings (example H33). Hillary Clinton showed her gratitude towards other persons who had been playing a very significant role in her presidential election and in supporting her, for example, Obama, his wife or her husband, Bill Clinton… (H33 and H36), and also those who were eagerly longing for her speech (H36).

While Donald Trump expressed thanks to the participants (T5) and the assisting system including the law enforcement officers (T6) for all their support, he, on the other hand, simultaneously employed thanks to mock and criticize Obama's incompetence in leadership which made the country face the threat of ISIS and many other catastrophes. Trump expressed the emotion of scorn, anger, and annoyance in giving comments about the current situation in America. Reading between the lines, it is found that not merely an act of thanking but a combination of many acts were employed at the same time. Example T2 begins with Trump's expressive, stating the impossibility of mounting evils, then "Thank you" was uttered before Trump continued

with his message of wanting to halt all the harsh activities burdening people and making their lives miserable. The act of thanking was expressed together with Trump's affirmation to state that the abundant evils were far too enough and could no longer be allowed. Trump followed with a list of actions to defeat radical Islam terrorism, showing his strong determination in implementing his plans once he was elected, which made people believe in him and place trust in him.

4.5 Greeting illocutionary acts

In the speech act of **greeting and apologizing**, the candidates similarly expressed those types of expressive speech acts. Both Trump and Clinton greeted the participants and speakers who contribute a voice to advocate their presidential run. However, when expressing apologizing, they were inclined to serve the act of sympathizing and apologizing. The following instances can illustrate their use of illocutionary act of apologizing.

*(H5) **He stood on that stage at his convention and described a hopeless, broken nation. I am sorry,** I am looking at you. I don't see that. That in no way resembles the **strong, vibrant America I know.***

*(H8)Well, you know, **you do have to feel a little sorry for them**. They've had a really bad couple of weeks.*

*(H7) And you know I am really **sorry** and **I know there are a lot of people outdoors who can't get in**—so I want to give a big shout out to the overflow outside.*

*(T2)Normally they'd call up whoever it is that was putting the little order down like the new president and they'd have one of their lobbyists call up and they'd say Hillary, **I'm sorry, you can't do that, they gave you $2 million for your campaign***

As can be seen from H7, Hillary Clinton showed her pity and sorry for those who could not successfully be at the spot while she was delivering the speech, but she attempted to make an indirect connection with them despite the separation in space. She skillfully executed power, spread care to the audience, and aroused the positive feeling among them. Besides, she also employed the illocutionary act of apologizing as a way to attack her opponent. Saying *"sorry"* but the locution act was expressed was to convey pity and refusal. In H5, Clinton felt pitiful for Trump as he did not reflect himself as the messenger of a "*vibrant*", strong America, but a pathetic one. In H8, Clinton was really moved to witness the hardship which the Americans had to suffer, proving herself to be a caring person, a virtuous character of a president-would-be of the U.S.

In contrast, apart from saying sorry to show sympathy, Trump also deployed the illocutionary act of apologizing to serve the locution act of attacking toward Clinton. He criticized his rival for serious corruption by taking bribes from the lobbyists during her presidential campaign and being controlled by them. Trump pretended to himself in the voice of the lobbyists *"I'm sorry, you can't do that, they gave you $2 million for your campaign"*. By such, Hillary

Clinton was framed with a very notorious image that could spoil her reputation and negatively affected her campaign.

5. Conclusion

The study has accomplished giving a picture of expressive speech acts utilized in Hillary Clinton and Donald Trump's presidential speeches. Both politicians took advantage of this type of speech act with its distinctive classifications of illocutionary forces of ***thanking, greeting, complementing, wishing, apologizing, and expressing hope***. Generally, while Clinton and Trump had presented strong opinions on many issues, they had employed distinctively different emotional expressions in their political speeches, aiming at proving themselves and consolidating their image as the most promising presidential candidate of the United States. Both politicians expressed their good intentions in the desires and wishes for a better future for America but deliberately attached those longing to their presence and future presidency to ultimately convince the audience to place trust in them by giving their vote of confidence. However, they demonstrated a clash of ideologies and viewpoints on the future they would like to construct for America. While Hillary spread her sympathy for the immigrants, Trump extremely protested the illegal immigration and accused it of accelerating terrorism in the U.S. While Hillary Clinton thrived to make the tax issues transparent to everyone and let the high earners pay more, Trump supported the equal tax responsibilities among the citizens. Through different political stands, they had created certain social distance between certain groups of people and also established social relationships among them, which gradually fostered their process of persuasion in the presidential election campaign.

Meanwhile, with an attempt to build allies among the audience, Trump and Clinton also spread compliments and thanks to supporters, and participants while simultaneously expressing their sympathy in particular situations to present themselves as ones with virtuous and caring character. Utilizing different illocutionary acts in the realm of expressive speech act, both Clinton and Trump aimed to successfully communicate their ideologies and persuade the audience to advocate them and eventually win their votes to become the will-be-president of the U.S.

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