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Research Article

Major Themes in Trump's and Clinton's Second Presidential Debate 2016: A Comparative Critical Discourse Analysis

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Abstract

The current study is a critical discourse analysis of the various themes presented in Trump's and Clinton's Second Presidential Debate 2016. It also investigates the various strategies used by the candidates to gain support from their fellow Americans. Controlling manipulative and dehumanising discourse, as well as situational rhetoric and more refined conversational strategies such as using "us" as a positive representation and "them" as a negative representation, are all components of effective communication. The metaphorical structures are used to bolster anti-immigrant and fearful sentiments, as well as to strip people of their humanity in order to make them unworthy of self-esteem. Critical discourse analysis examines not only the linguistic elements of discourse but also the context in which it is delivered. The results show that the candidates help to replicate idea manipulation by emphasising positive self-representation of "us" and negative other presentations of "them" as a form of audience mind control.
Keywords: US Elections, Politics, Economics, Women Rights, Manipulation

INTRODUCTION

The purpose of this paper is to look at how the presidential candidates used various strategies and discursive methods to gain support from their fellow Americans during the second presidential debate in 2016. Language is used as a neutral vehicle to represent reality and as a tool for discriminating against, abusing, insulting, and disparaging others. Politicians persuade the audience by appealing to their emotions with lively and skillful language. The purpose of this study is to conduct a critical discourse analysis of the debate of Democratic and Republican presidential candidates in the United States in order to determine the ideologies that are embedded in their speeches. It aims to look into the ideological strategies used by presidential candidates in the United States to impress and persuade the public.

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Furthermore, the purpose of this paper is to show how these speeches are expressed and how they reflect partial ideological manipulation at various levels, including social and political levels.

Discourse is a concept that has a variety of meanings depending on the context. People organize and use language in a variety of ways when they participate in a variety of social settings (Jorgensen & Phillips, 2002, p.1). Ideology and power are expressed through language. Ideologies are considered the cornerstone of a social demonstration that is shared by all participants. This means that the opinions of one group may be given disproportionate weight while the ideas of another are ignored (see Van Dijk, 2006). According to Baker & Ellece (2011), power can be used in a variety of ways, including:

1. It is a process that gives people control over their own lives and societal power or control, particularly when it is used by a government to influence the course of events or conduct of others.

2. It is the power to do things with words in a speech or a debate.

CDA focuses on how talk and text in the political and social context express, duplicate, and legitimize social power, racism, sexism, abuse, and difference (Horkheimer,1991).

According to Robin Lakoff, gender has played a significant role in the field of thought, and language has served as a stepping stone for many concepts related to language. The concepts of class, power, and social justice, and practice combine to create a fascinating study of the language of men and women. He looked into various aspects of language, such as how to think about things and gender-specific communication styles in practical discourses and sociolinguistics (Lakoff, 1973, p 45-46). Frames are mental structures in which background knowledge is assumed not only to produce but also to understand discourse. They represent predictable situations with structures. They are ingrained in their memories and assist them in making sense of the world around them. "Frames are mental structures that shape the way we see the world," writes George Lakoff (2004, p. xv). He takes the position that what we think about the world shapes it into what it is.

Research Objectives

The objectives of this study are as follows:

1. To find out strategies that Trump and Clinton used in their debate
2. To find out the major thematic dimensions of the debate
3. To examine whether Van Dijk's framework can be used to critically analyze the debate

Research Questions

The purpose of this research is to find answers to the following questions:

1. What are Clinton and Trump's ideological strategies in the debate?
2. What are the basic themes of their debate?
3. Can Van Dijk's framework be used to critically analyze the debate?

LITERATURE REVIEW

This paper looks at a critical discourse analysis of the two main candidates in the 2016 presidential election in the United States (Hillary Clinton and Donald Trump). Discourse is an important component of all forms of communication around the world, as it aids in the comprehension of language and its application. The responses of the sender and receiver, as well as the communication situation in which it occurs, are examined in the discourse. Understanding the effects of discourse in social relationships is critical, as these effects are deeply rooted in discursive designs, and these discursive practices are reciprocal to one another – thus, a well-organized discourse can be used to control people.

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Discourse is the study of language forms as well as their functions in a communication situation (Brown & Yule, 2003, p. 1).

Critical Discourse Analysis (CDA) is a rapidly growing discipline that attracts researchers from a variety of disciplines. As a result, in this section, we discuss some previous research done in this field from 2010 to 2016. Rashidi (2010) provided an analysis of how two different political parties, the republican and democratic presidential candidates in the 2008 American presidential primaries, viewed the issue of keeping American troops in Iraq for war. In order to determine the ideologies of the two candidates, this debate was analyzed using Van Dijk's (2006) analysis model. Rashidi concluded from his research that both politicians used discursive approaches to portray positive and negative self-representation. This image represents polarisation ("US vs THEM"), as well as the use of specific vocabulary and rhetoric as a persuasive strategy. In addition, his research led him to discover the ideologies and viewpoints of the two parties on the American army's withdrawal from Iraq. The Republican candidates are likely to oppose it, whereas the Democratic candidates have a strong desire to withdraw. This research shows that Van Dijk's model can be used to analyze political texts effectively.

Wang (2010) studied Barack Obama's presidential speeches on the basis of ideology and power expressed through transitivity and modality in a study based on both Systematic Functional Linguistic and Critical Discourse Analysis theory. As a result, Wang discovered the following: first, in his presidential speeches, Obama used short sentences and simple words. His language is simple to understand and colloquial, allowing him to connect with his audience. The transitivity analysis, according to this fellow researcher, is used by demonstrating the government's good deeds using what she refers to as the "material process." Nonetheless, not only did his use of the first pronoun help him connect with his audience, but he also communicated his religious beliefs effectively. The latter significantly assisted him in closing the gap between himself and the citizens, which may have helped him in winning their hearts and entrusting the country to him.

Obama's Cairo speech (2009) was examined by Obaid and Fahad (2012). They used Norman Fairclough's "text–interaction–context" model in their work (2001). As a result, they attempted to respond to the model's ten questions. Those questions are supposed to yield answers about the textual characteristics of the speech "how language is used" in order to uncover the speech ideologies, assumptions, and values hidden beneath the vocabulary, syntactical structures, and all the metaphors that reveal a lot about the speaker's intentions. The results show that the Fairclough model's first seven questions were presented at the textual level. The remaining three questions were irrelevant because they focused on the grammatical side of the language rather than the meaning. He tried to do so by narrating his own experiences and attempting to express himself in a straightforward manner so that his audience can understand him. He suggested in his speech that America work hand in hand with the Islamic community to improve relations.

Sarfo & Krampa (2013) critically analyze the speeches of Obama and Bush on Terrorism entitled "Language at War". Terrorism was the topic of discussion from a critical standpoint. Six speeches from Bush and Obama are qualitatively analyzed, primarily using van Dijk's model of analysis and some Fairclough and Rudak concepts about power, context, and mind control. The study's main findings show how these two presidents portrayed terrorism in a negative light and promoted anti-terrorism ideology. They did so by carefully selecting vocabulary and expressions, which included adjectival phrases, verb phrases, prepositional phrases, and adverbial phrases, as well as clauses dominated by verbs and nouns.

Simple, compound, and complex sentences are used to express the concepts of power, concept, and mind control. To sum up, the two presidents were able to express their ideologies of legitimizing anti-terrorism and illegitimizing terrorism through the linguistic elements mentioned earlier, and this study was conducted using the Critical Discourse Analysis theory and terrorism studies.

Aschale (2013) looks at Obama's speeches on the Middle East and North Africa. He applied Fairclough's analytical framework (2002). The analysis of the speeches revealed, among other things, that American political ideology seeks dominance from allies. Despite its willingness to maintain its leadership position, it promotes tolerance, democracy, freedom, peace, and security. Furthermore, Obama spoke about the changes he wants to see, as well as morality and religious matters, all of which are intertwined with supportive words, cooperation, and alliance in such a way that they all belong to his way of narrating and persuading his audience.

Using Van Dijk's model, Nugraha (2014) conducted research on Hillary Clinton's political speech "American for Marriage Equality." The goal of the study was to investigate what she was trying to say without saying it explicitly. His main findings show that Clinton tried to give the impression that she was one of those who faced discrimination by using the pronoun "our" to bridge the gap between her and the audience and demonstrate her closeness to them. Second, Clinton tries to pique the audience's interest by establishing a personal connection with her and mentioning her valiant efforts to protect discrimination victims. Nugraha discovered that Clinton made an explicit and detailed allusion to all the acts she has ever done to protect those who have been discriminated against through a semantic element analysis. Then he discovered that Clinton carefully selects the words she uses in her speeches. As a result, her use of those words can be explained stylistically as an attempt to elicit a positive response from her audience and ensure that they fully comprehend the message she wishes to convey. Last but not least, he was able to deduce Clinton's liberal ideology from the fact that she mentioned many times in her speech how much she supports human rights freedom.

Sharndama (2015) looks at Nigerian President Muhammadu Buhari's inaugural speech, which he delivered on May 29, 2015. He employs Norman Fairclough's three-dimensional Analytical Models to carry out his analysis. He was able to interpret and process the text and explain how the social practice and analysis were performed when he applied the model through text analysis or a detailed description of its content. The findings reveal the ideologies embodied in President Muhammadu Buhari's plans, which were all about good governance. Furthermore, he desired to improve his country's international relations. He desired to establish foreign policies, democracy, eradicate corruption, secure the country, and combat insecurity. Finally, he wants to boost the country's economy.

Jensen et al. (2016) take a critical look at Hillary Clinton's 2015/2016 Presidential Campaign Discourses. They wanted to figure out what discursive strategies Hillary Clinton used in her speech, such as persuasive techniques and identifying gender and social integrity elements. Clinton's use of stereotypical masculine and feminine gender references is revealed by the findings. Clinton also used persuasion rhetorical elements and some parallels to George Lakoff's family's American political model. Furthermore, the researchers use a corpus-based analysis to study the aspects discovered in the primary analysis. As a result, the current research examines Clinton and Trump's second debate (2016) using Van Dijk's Model (2006). The study's goal is to uncover the hidden ideologies that are embedded in their discourse. As a result, the current study aims to look into the various ideological strategies employed by

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both candidates in order to impress and win public support.

METHODOLOGY

The current study employed a mixed-methods approach that included both qualitative and quantitative methods. For analysis, we used Van Dijk's model. Van Dijk's eclectic model divides discourse into three levels: meaning, argumentation, and rhetorical to distinguish components, speech acts, and discursive techniques used within a discourse to determine how people's ideologies, inequalities, power, and dominance are influenced. Van Dijk organised his discourse notions into an evaluative structure dubbed the "Ideological Square" for analysing an ideological discourse, encompassing a broad method of positive self-presentation and negative other presentation.

Corpus Linguistics and Critical Discourse Analysis were used to examine a data set based on transcriptions of Trump and Clinton's second presidential debate. Any text can be subjected to a variety of Critical Discourse Analysis models. One of these Models is specifically designed to investigate the discourse of Van Dijk's underlying social practice. Critical discourse analysis investigates not only the linguistic components of discourse but also the context in which it is delivered. Critical discourse analysis is used to investigate how the speakers in the debate used conversational tone and semantic impact to convey their intended meaning. Van Dijk's Model (2006) is used as a starting point, and data is analyzed using R studio to identify conversational patterns in the debate.

Data Analysis

This section presents the analysis of the debate on three levels: meaning level, argumentative level, and rhetoric level.

Meaning Level

They discuss a wide range of topics and throughout the debate, Trump and Clinton convey a positive self-image of themselves and their country, with both aspiring to be the 45th President of the United States. Clinton uses positive lexical components to describe herself and her country. She did so from the start of the debate and throughout her speech. Consider the following example:

a. "*it is very important for us to make clear to our children that our country really is great because we're good".* (Positive self-representation)

b. "*These are very important values to me, because this is the America that I know and love".* (Positive self-representation)

Clinton praised America's importance in (a) and (b) by assuming that it is due to the American people's goodness. It is stated clearly and explicitly to determine the American people's ethics and values, including her own.

Furthermore, Clinton emphasises her extensive experience and broad knowledge by saying:

a." I've proven that I can, and for 30 years, I've produced results for people".
(Positive self-representation)

b. "… *I started off as a young lawyer working against discrimination against African-American children in schools and in the criminal justice system....*"(Positive self-representation)

Accordingly, she demonstrates that she made significant changes in America. Thirty years of experience is considered a requirement for becoming a president with the necessary responsibilities. Thus, a high level of credibility is demonstrated, confirming Hillary Clinton's ability to remain in power

and pursue higher goals. As a result, this demonstrates her positive self-presentation, in which she emphasized her positive qualities, which is one pillar of ideological discourse. Trump is in the same boat. As he puts it:

a. "*This is a great country. This is a great land".* (Positive self-representation)

b. *"And my whole concept was to make America great again".* (Positive self-representation)

In (a) and (b) above, Trump confessed and asserted clearly the greatness of his country in a very explicit way. His whole slogan for this presidential is making America great again.

a." *...make our country safe again".* (Positive self-representation)

b." *...make America safe again...make America great again...make America wealthy again".* (Positive self-representation)

Trump's slogan is repeated several times, which is significant. He expresses his admiration for America in (a) and (b), but he aspires to make it even better. The positive self-presentation of us is referred to in Van Dijk's Model (2006). Accordingly, he chooses positive topics to discuss himself and his country.

When it comes to the lexical structures used by the two candidates, Clinton used 70 positive terms to describe herself and her country, while Trump used 64. The terms used are listed in the two tables below.

Table 1 Positive Terms used by Clinton

Described Person/Subject	Positive Terms	Frequency
Clinton(herself)	Aware (1), positive (2), president (24), humble (1), hoping (2), proud (5)	35
America/ Americans	Freedom (2), respect (5), together (7), liberty (1), security (2), safe (1), love (1), good (7), Justice (3), important (1), better (4), homeland (1)	35
Total		**70**

Table 2 Positive terms used by Trump

Described Person/Subject	Positive terms	Frequency
Trump	Honest/tly (7), proud (7), respec/ted (9)	23
America/ Americans	Better (1), good (8), wonderful (6), friend/s (8), wealth/y (4), safe (4) tremendous/ly (10)	41
Total		**64**

We chose the following terms to display the negative lexical terms used by the two candidates:

Table 3 Negative Terms used by Clinton

The Described	Negative Terms	Frequency

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Trump	Insult (1),racist (1), lie(1), brutal (1), hate/ful(2), temperament (1)	7
American's opponent	War (5), violence(1), Jihadist (1), rebel (1), illegally(1)catastrophic(2), bombed (1), attack (2), aggressiveness(2)	16
Total		**23**

Table 4 Negative terms used by Trump

The Described Person/Subject	Negative Terms	Frequency
Clinton	Acid/wash (2),failed (1), apologize/ing(5), lied(6), ashamed (4),disgraceful(1)	19
Immigrants/ISIS/Islam	Attacks (3), Aliens(1), carnage (1),criminals(1), hatred (5), murderer/s (3),	32
Obama care	Deception (1), disaster (16), dumbest (1), expensive (5), fraud (2), horrible(5), lie/s (5)	35
Total		86

Table 5 Van Dijk's Ideological Rectangle

	Positive	Negative
Us	Highlight our good Characteristics / Actions	Mitigate our bad properties/ Actions

Them	Moderate their good properties/ Actions	Emphasize their bad properties/ Actions

Argumentative Level

a. Clinton's speech has been observed to have some syntactic structure. She gave an account of herself and her homeland. These arrangements are used to highlight her and America's positive actions. For instance:

b. "*I have tried my entire life to do what I can to support children and families*".

aIn (a), Clinton demonstrates her good deeds throughout her life by assisting children and supporting families.

b   Trump has used the same rhetoric, but with a different message:

c. "*We're going to make great deals. We're going to have a strong border. We're going to bring back law and order*".

a. In (a), Trump reveals his plans to make America a better country while expressing his conservative ideology by mentioning the wall he intends to build between the United States and Mexico.

b. The active voice is used as a syntactic structure to highlight Clinton's positive actions, as in:

c. "*We are not at war with Islam*".

d. Clinton's pacifism toward Islam is evident in the above statements. She demonstrates how open-minded she is and how American values are based on the acceptance of diversity among Americans. It is a symbol of Clinton's liberal ideology.

e. "...I went around the world advocating for our country, but also advocating for women's *rights"*.
Statement (b) refers to Clinton's efforts to improve opportunities for women and emphasizes her efforts to achieve even greater equality between men and women.

Trump, too, used the active voice for the same reason:

a."*No, I'm a gentlemen..."*

Trump attempted to project a positive image of himself in both of these statements by using an active voice. When Clinton asked him if he wanted to answer first a question from a member of the audience, he described himself as a gentleman, as if denying his bad and refuting his wrongdoings. Accordingly, he said no, and that he would prefer for her to give her speech first. Gadalla (2012) contributed to the improvement of Van Dijk's Model (2006) by stating that in the study of rhetoric, we can find repetitions and figures of speech. As a result, "rhetoric" is added to the form and meaning structures. Here are a few examples of this structure from the speeches of the two candidates:

Clinton's:

a. " *I'm hoping to earn your vote, I'm hoping to be elected in November, and I promise you..."*
b. " *our country really s great because we're good*".
c. *"the 30 years I've been in public service".*

Clinton employs repetition throughout her speech to ensure that her most important points are remembered by the audience. As a result, the above sentences appear several times throughout the debate. Furthermore, because she is highly educated and has worked on significant political issues, Clinton's speech is marked by the use of rhetoric. Consider the following scenario:

a.*"....getting the economy to work for everyone..."*

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This statement carries out a metaphor that conveys the meaning of moving forward to open the floor for a country with new directions.

a."...*I want us to heal our country*".

This statement is a personification in which a human quality is given to an inanimate object. It expresses Clinton's willingness to make significant improvements for America. Similarly, Trump's speech is riddled with repetitions. He has a habit of repeating certain words, phrases, and sentences in such a way that the audience's memory is impacted for remembering or at least the most important parts. We can use the following examples:

a. "*It was locker room talk...That was locker room talk..*".(De-emphasizing our bad things).

b. "*I don't know Putin...I know nothing about Russia. I know I know about Russia...the inner working of Russia, I don't deal here. I have no businesses there. I have no loans from Russia...I have no loans with Russia...*".(De-emphasizing our bad things).

c. "*I pay tremendous numbers of taxes...but I pay tax, and I pay federal tax*".

We briefly discussed how Trump denies his bad deeds by repeating himself, and this is exactly what happens in the sentences above. Furthermore, while Trump is not a frequent user of rhetoric, some of it can be found in his speech. Consider the following example:

."*We're going to have a strong border. We're going to bring back law and order*".

He employs parallelism here, in which the structures and sounds of the two sentences are grammatically similar.

Negative Other-presentation of Clinton and Trump's Discourse

To present negative others, as mentioned in the Ideological Square and manifested by highlighting the negatives of others. As a result, it is used to exaggerate the opponents' negative actions while downplaying their positive ones.

On a symbolic level, both nominees chose negative topics to highlight their opponents' flaws.

Clinton, for example, uses it as follows:

a. "*People like Donald, who paid zero in taxes, zero for our vets, zero for our military, zero for health and education, that is wrong*".(Negative Other-presentation).

Clinton used this phrase to emphasize that Trump is not paying his federal income taxes, implying that he is failing to fulfill his obligations as an American citizen. As a result, it foreshadows the type of president he will be. She also implied that he was a man. Furthermore, she excludes herself from the social group to which Trump belongs.

b. "*He never apologized to Mr. and Mrs. Khan, the Gold Star family whose son, Captain Khan, died in the line of duty in Iraq. And Donald insulted and attacked them for weeks over their religion*". (Negative Other-presentation)

Clinton emphasizes that Trump is disrespectful of other religions. As a result, Trump will be unable to maintain social harmony among all Americans. He is also an Islamophobe. Trump accuses his opponent of being untrustworthy, saying: "*all the potential that our country has, we have such tremendous potential, whether it's in business and trade, where we're doing so badly*".(Negative Other- presentation).

Trump has been able to praise his country and criticize his opponent in the same sentence in a fine and rough way. He claims that it has a lot of potentials, but that it is unfortunately not realized. It is failing miserably when referring to Obama's government, to which Clinton contributed. Furthermore, when the topic of islamophobia was brought up, Trump reacted in an overly pejorative manner toward Muslims. The word "problem" was the most notable. Consider the following example:

."...*you are right about islamophobia, that's a shame...because there is a problem...Muslims have to report the problems when they see them...It's radical Islamic terror...*".(Negative Other-presentation).

It is indeed worth noting that in the preceding sentence, Trump implied that the problems exist. He described islamophobia as a shame and used derogatory language to describe it. He didn't say that Muslims are the source of the problems, but what he did say was that Muslims should do something about it.

Even so, referring to Van Dijk's Model, we can see what he referred to as "apparently." 'This point is typically common in political discourses,' he said. As a result, and in light of the preceding example, politicians are compelled to express themselves as follows: "We have the truth versus they are misguided" (Van Dijk, 2006a)

In a similar vein, Clinton stated:

"It's with him and with the hateful and divisive campaign that he has run, and the inciting of violence at his rallies, and the very brutal kinds of comments about not just women, but all Americans, all kinds of Americans".(Negative Other-presentation).

Clinton used this statement to show that Trump's campaign is based on hatred, violence, and mistreatment of women and that he is misleading the American people.

Trump responded with the following statement:

a. "*She's done a terrible job for the African-Americans. She wants their vote, and she does nothing, and then she comes back*". (Negative Other-presentation).

As a result, he expressed Clinton's inability to act on her words, claiming that she is misleading citizens by making them believe she will help them while doing nothing.

b ."*Obamacare will never work. It's very bad, very bad health insurance. Far too expensive. Not only expensive for the person that has it, unbelievably expensive for our country...She wants to go to single-payer plan, which would be a disaster".* (Negative Other-presentation).

Clearly, the above sentence expresses the same idea. Trump not only slammed his opponent's plan but also his predecessor's healthcare plan, which can be considered a rival because both Clinton and Obama are Democrats. He described it as "a disastrous plan," "a fraud," "a great lie," and "a big lie."

He went on to say:

a."...*she has really bad judgment...It's a horrible things he is doing, She's got bad judgment, and honestly, so bad that she would never be president of the United States".*(Negative Other-presentation).

The same can be said for this one, which he clearly expressed in a very explicit and precise manner. It is clear that this concept has been mentioned numerous times throughout the debate.

We chose the following terms to represent the negative lexical terms used by the two candidates:

On the form level, we can see that both speakers used negative representations to represent their opponents in their discourse. The researcher employs rhetoric to highlight the other negative or negative aspects of both Clinton and Trump's discourse.

For Clinton, it's as follows:

a.*" It's just awfully good that someone with the temperament of Donald Trump is not in charge of the law in our country".*

It consists of an oxymoron used to create confusion for the audience and Trump whether they are going to laugh or pounder.

b."..*Donald always takes care of Donald and the people like Donald* ".

Through the use of the word "like," this sentence creates a simile in which the people who resemble Donald are taken care of while the others are not.

For Trump, it is:

a." *IS chopping off heads... this is like medieval times".*

Trump's simile, in which he used the word "like" to compare the act of chopping off heads to similar acts carried out during the Medieval Period.

b."*...I will take care of ISIS".*

This statement has a contradictory meaning. What did Trump intend to say? Wasn't it more about getting rid of them and putting an end to terrorism than it was about literally taking care of them?

On the one hand, Clinton's speech begins with a description of her various visions for America. She values diversity and encourages Americans to unite and work together. Furthermore, she demonstrates her inclusiveness and willingness to accept all ideologies and work for America's common good by saying: "*I will work with every American*". Also, she says that "*I want us to heal our country*". The latter, in particular, provides an atmosphere of hope, freshness, and a fresh start for the Americans. Accordingly, she says:

a." *I want to be the president for all Americans, regardless of your political beliefs, where you come from, what you look like, your religion. I want us to heal our country and bring it together because that's, I think, the best way for us to get the future that our children and our grandchildren deserve".*

All of this can provide insight into Clinton's thought process and ideology. Since Van Dijk defined ideologies as shared beliefs among members of a social group (Van Dijk, 2006a), the Clinton social group must be identified. As a result, Hillary Clinton is a member of the American Democratic Party, which is known for its social liberalism ideology. That is, it promotes social and economic equality by attempting to protect and assist the middle class and those who are willing to help others in return. As stated in the following sentences:

a."*We have to make up for lost times, because I want to invest in you. I want to invest in hard-working families. And I think it's been unfortunate, but it's happened, that since the Great Recession, the gains have all gone to the top. And we need to reverse that".*

b."*My vision of America is an America where everyone has a place, if you're willing to work hard, you do your part, you contribute to the community. That's what America is".*

Clinton's ideology is based on humanism, nationalism, and multiculturalism, as evidenced by these examples.

Trump, on the other hand, is critical of Clinton's speech. At first glance, Trump appears to be more pragmatic and realistic than ideological. His entire political strategy revolved around "making America great again." By saying so, he draws attention to all of the current issues in the United States. He discusses the black market for illegal drugs, immigration, and terrorism (mainly ISIS). We all belong to specific groups that share a common ideology, according to Van Dijk (2006a). Trump is a member of the Republican Party. As a result, the conservative ideology of the republicans is well-known. Economic liberalism, fiscal and social conservatism, and federalism are the main characteristics of their politics. The Democratic Party, on the other hand, is its main opponent.

One of Trump's strongest arguments is that he is shifting his focus from overseas to domestic issues. It's all about the United States of America. As a result, he declares:

a.*"But I want to do things that haven't been done.... and I look forward to doing it. It's called make America great again".*

b."*We're going to make America safe again. We're going to make America great again, but we're going to make America safe again. And we're going to make America wealthy again*".

Analyzing Trump's rhetoric reveals how his ideology would be implemented if he were elected president. He tries to persuade his audience that he would rather address the issues that are affecting the country and assist African-Americans, Latinos, and Hispanics. Something his predecessor did not do, and something Clinton would not do if she became president. When examining some of his other statements, his words appear to be in complete contrast to each other.

Trump stated, "

a." *...other nations are taking our jobs and they're taking our wealth*".

   b." *People are coming into our country like we have no idea who they are, where they are from ...*"

  c. "*We have enough problems in this country...*"

The preceding sentences emphasize Trump's conservative ideology; he is all about "America First," with no regard for other nations, foreigners, or immigrants.

The current debate revealed that both used two ideological strategies: positive self-presentation and negative other-presentation, according to the analysis. In the following subsections, we'll look at the strategies employed by these two candidates.

The ideological square we presented in the theoretical section was suggested by Van Dijk (2006a), and it says a lot about how text, discourse, and conversation are organized through the use of the two ideological strategies mentioned earlier. So, in the following subsections, we will look at Trump and Clinton's positive self-presentation first, and then their negative-other presentation.

Positive Self-representation in Clinton's and Trump's Discourse

Throughout the debate, Trump employs this strategy, emphasizing the positive characteristics of America as well as what distinguishes his ideology from that of Clinton. He emphasizes his strengths while downplaying his opponent's weaknesses. All of this is well exemplified in the Van Dijk Model's subsequent levels of analysis. The first is the meaning level, which is concerned with the text's semantic macrostructures, local meanings, coherence, and lexicon.
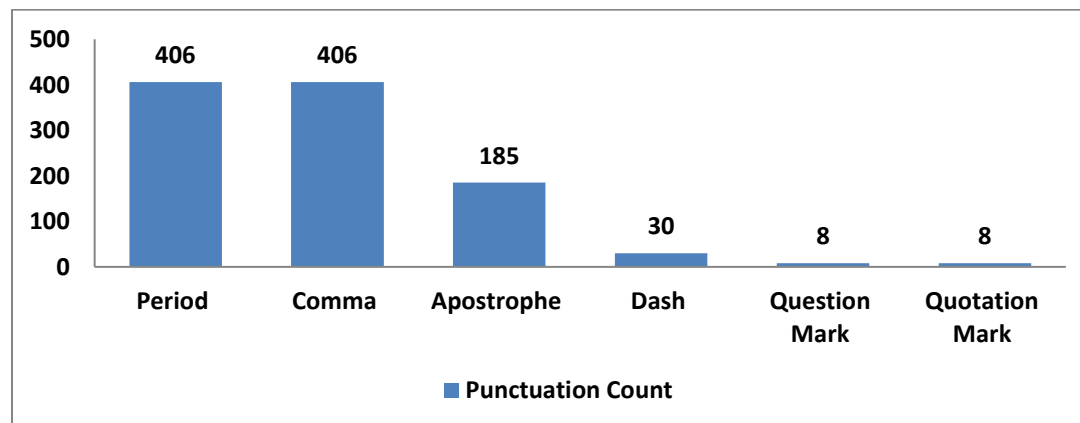
Rhetoric Level
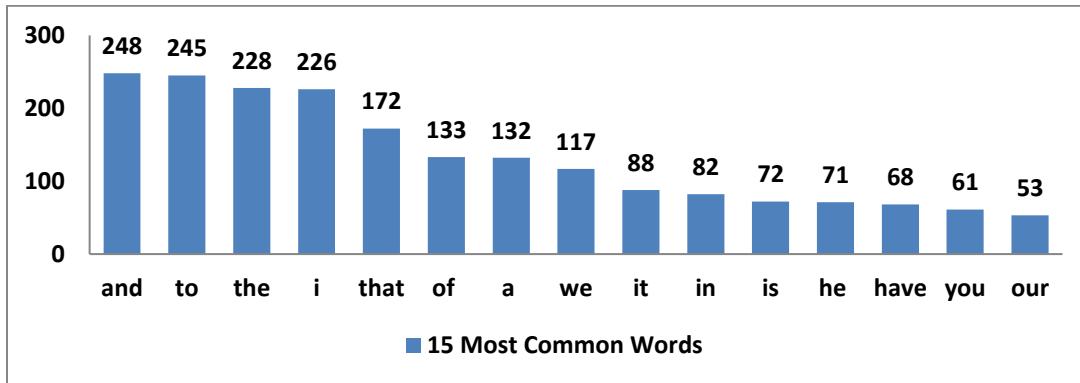

Figure 1 Clinton's use of Punctuation Marks

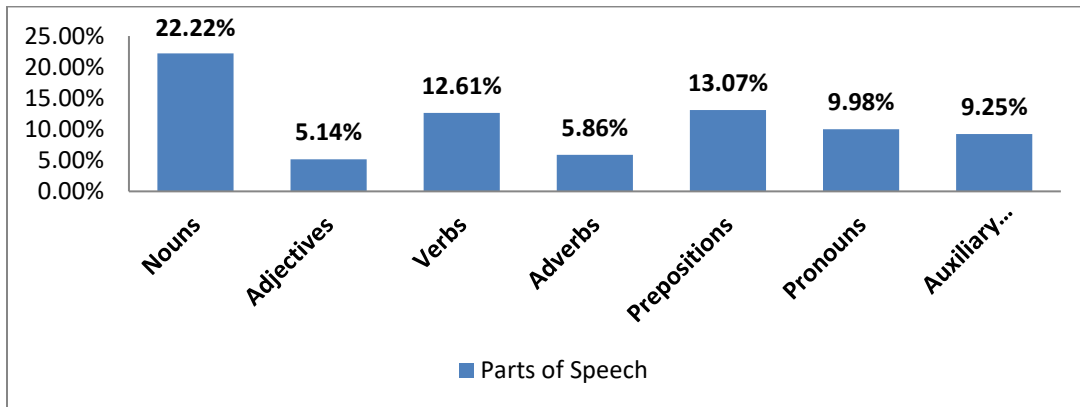*Figure 2 Clinton's use of 15 Most Common Words*

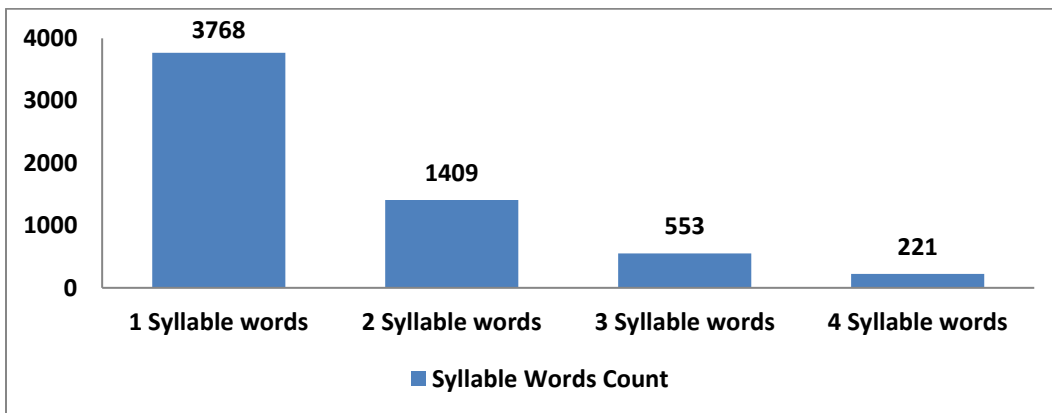*Figure 3 Clinton's use of parts of Speech*

Figure 4 Clinton's use of single and multisyllabic words

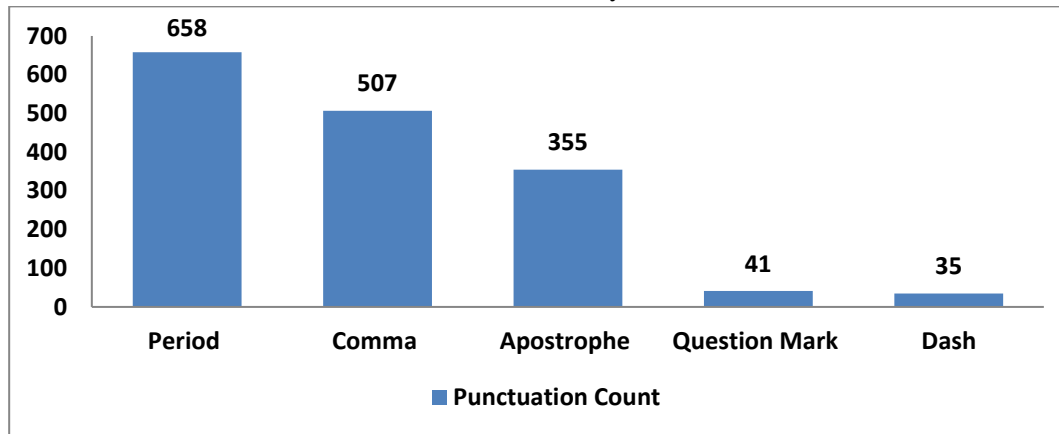Major Themes in Trump's and Clinton's Second Presidential Debate 2016: A Comparative Critical Discourse Analysis
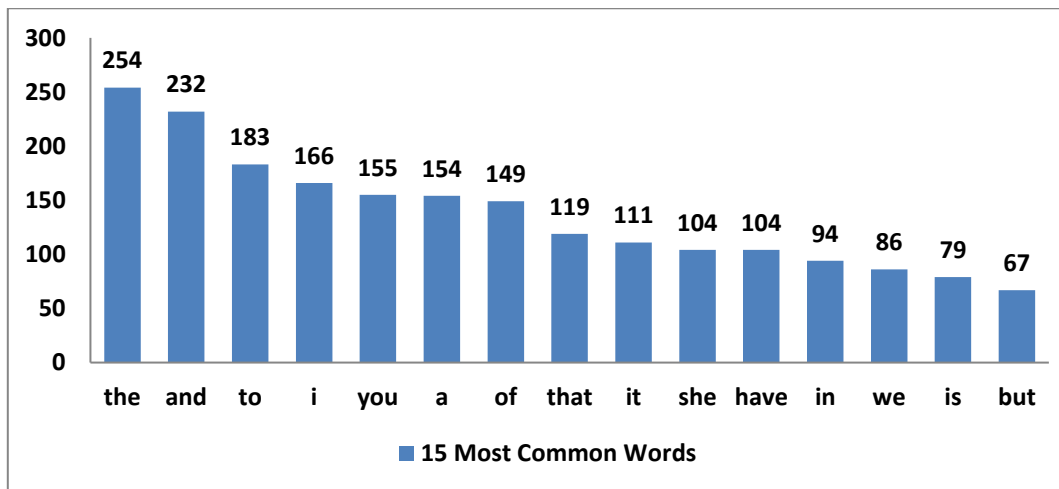

Figure 5 Trump's use of Punctuation Marks

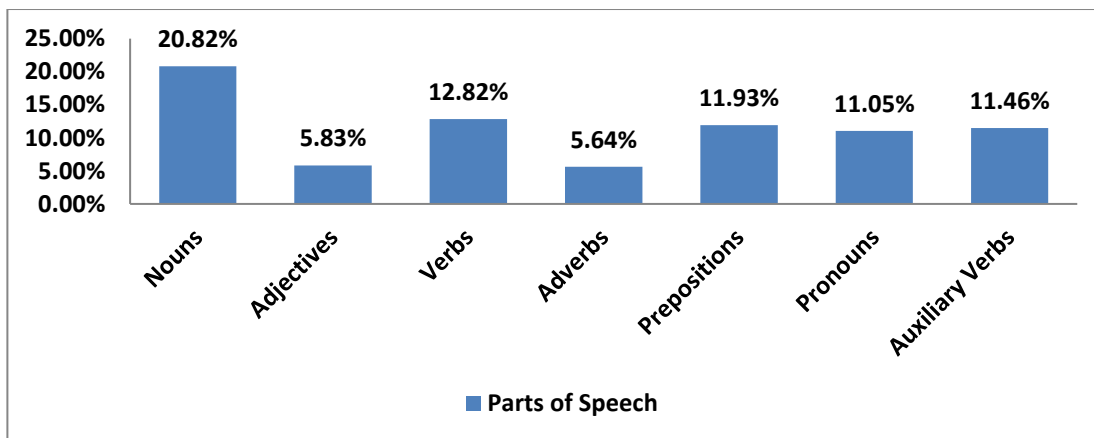*Figure 6 Trump's use of 15 Most Common Words*

Figure 7 Trump's use of parts of Speech

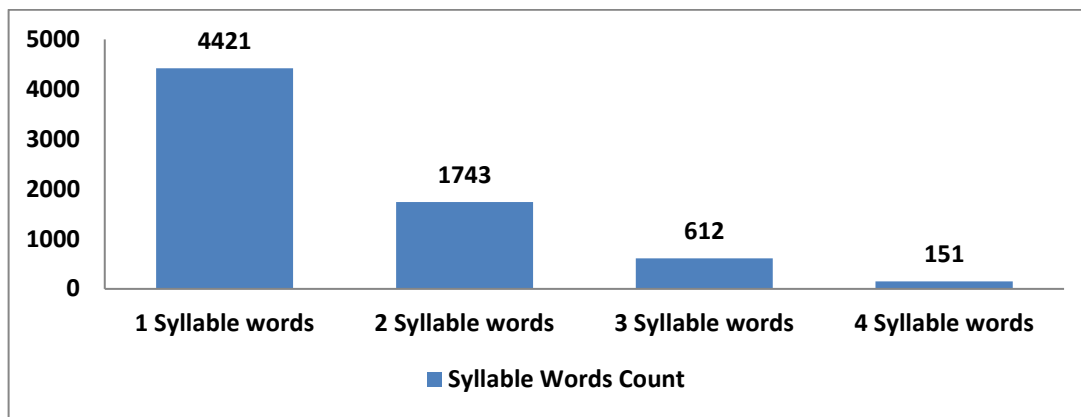Arshad Ali[1], Munib Ahmed[2] and Muhammad Saleem Rana[3]

Figure 8 Clinton's use of single and multisyllabic words

Nouns

Nouns and pronouns such as names, places, ideas, and situations are used to mention something in any written or spoken discourse. Similarly, in Hillary Clinton's second presidential debate, 22.22 percent nouns were used to mention what she has done, which falls under her positive self-representation and negative other-representation of her opponent Donald Trump's presidential campaign or to refer to past deals or decisions that are said to have failed and require amendments. Clinton mentions Abraham Lincoln's leadership abilities when discussing him.

Pronouns

Speeches have a well-crafted text for manipulating ideologies, and people will vote for or against them. Personal pronouns are important in political speech because they enable political actors to construct a positive image of themselves and a negative image of the other. In fact, political discourse analysts have traditionally focused on the binary distinction between us and them (Van Dijk, 2008; Wodak, 2009), which is connected to the subject's personal pronouns us and them and their effects on the audience.

- Inclusive *we.*
o Politician plus the whole country.
o Politician plus the rest of humanity.
- Exclusive *we.*
o Politician plus one other.
o Politician plus a group.

As a result, politicians use inclusive and exclusive we to gain a better understanding of their audience and share responsibility with another group, especially when making difficult decisions. Clinton uses the personal pronoun I to express her personal viewpoint and appeals to a wide range of people:

(…) I want to be the president of all Americans, *regardless of your political beliefs, where you come from, or what you look like.* I want us to *heal our country* and *bring it together* because that's, I think, the best way for us to get the future that our *children* and *grandchildren* deserve.

Furthermore, three subordinate clauses are used to include the diversity of American citizens: beliefs, origin, and appearance, resulting in a three-part list. Clinton's arguments only serve to bolster her convictions. Indeed, Clinton not only supports America's privileged social classes, but also those from the underprivileged social classes who attend the debate to ask questions or simply listen. Furthermore,

Clinton chooses a small group of people who have historically been dominated by men in order to reflect the type of man who lives next to her.

Adjectives

Adjectives are defined simply as "words that modify a noun or noun phrase." Our main focus is on identifying the words and phrases used by Hillary Clinton to make her debate hopeful, enthusiastic, and optimistic. Furthermore, the words and phrases she used demonstrate her vision and demonstrate to the audience that she is not ignoring anything or leaving anyone behind in the race. Addressing the youth and emphasizing the 'greatness' of the country, she states that the 'goodness' of the people is what makes it great. She has an upbeat outlook, which is encapsulated in her campaign slogan "Stronger Together." She claims that if we ignore 'divisiveness,' fowl policies, insensitivity toward one another, and people of other religions, particularly Muslims, we can make it stronger and more powerful than any other country on the planet.

A figure of speech in which a word or phrase is applied to a thing or action without being literally related to it. Metaphors are used to show the speaker's close relationship to the addressed noun. As in the following example:

"I want to be the president of all Americans, *regardless of your political beliefs, where you come from, or what you look like*. I want us to *heal our country* and *bring it together* because that's, I think, the best way for us to get the future that our *children* and *grandchildren* deserve".

It has two metaphors: an ontological conceptual metaphor for COUNTRY IS PERSON and a structural conceptual metaphor for FUTURE IS MOTION. In other words, the country adopts the human quality of having recovered from illness and being in motion toward a positive goal.

Conclusion

The current study examines the 2016 debate between Hillary Clinton and Donald Trump, who were both vying for the American people's votes in the presidential election. Furthermore, the application of Van Dijk's Model (2006) to the debate led us to believe that the two candidates' discourse contained ideological strategies. As mentioned in Van Dijk's work, these strategies consist of positive self-presentation and negative other representation (2006). Similarly, the two candidates used polarisation to symbolize 'US' vs. 'THEM' in their use of 'US' vs. 'THEM'. The goal of this paper is to use Corpus Linguistics and Critical Discourse Analysis to uncover underlying discursive patterns in Hillary Clinton's and Donald Trump's campaign discourse, with a focus on persuasive techniques, gender references, and aspects of social exclusion and inclusion.

Clinton's ideologies of democracy, humanitarianism, multiculturalism, liberalism, and feminism are emphasized by her discursive tactics. On the other hand, Trump's rhetoric demonstrates economic liberalism, fiscal conservatism, and social conservatism, as well as his arrogance and racism. The findings of this study mainly reveal that Positive self-presentation and negative other- representation are ideological strategies. Both Clinton and Trump use polarisation to their advantage, expressing it as "US" vs. "THEM." On the one hand, the use of social inclusion and exclusion, as well as frames like family, education, and battle, are prominent in Clinton's speech. Furthermore, as a female speaker, Clinton's speech is marked by the use of both masculine and feminine stereotypes. Trump's speech, on the other

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hand, is marked by racism, sexism, and misbehavior. Furthermore, because it is a male speech, Trump's speech is marked by authority and dominance.

The results show that the candidates contribute to the replication of idea manipulation by focusing on positive self-representation of "us" and negative other presentations of "them" as a form of audience mind control. Language, according to Fairclough (2006), can both misrepresent and signify the world around us. It can also be used to "rhetorically obfuscate realities and ideologically construe them to serve unjust power relations"(p.1). The findings show that Van Dijk's model is appropriate for analyzing this debate because it captures all aspects of power dominance ideologies and discursive practices. Social inclusion and exclusion, family, battle, and femininity are all themes in Clinton's speech. Trump's remarks are rife with racism, sexism, and inappropriate behavior.

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