

**The Role of Nominalization in Trump's Speech:
SFL View**

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دور الجمل الاسمية في خطاب ترامب: من وجهة نظر لغوية وظيفية منهجية

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المخلص

هذه الدراسة تحلل الصيغ الاسمية من منظور الاستعارة النحوية الفكرية لتحليل دور الصيغ الاسمية كوسيلة تواصلية في خطاب الفوز لدونالد ترامب بعد فوزه في الانتخابات الأمريكية. حيث ان القدرة على تصوير الخطاب السياسي بطريقة رسمية ومجردة هي مهارة رئيسية مطلوبة للتفوق في الساحة السياسية. يتم تطبيق نموذج هاليداي وماتيسن (1985، 2004) للصيغ الاسمية من منظور الاستعارة النحوية الفكرية، مع التركيز على دور الصيغ الاسمية، كإطار نظري لتحليل لغوي نوعي لهذه الدراسة. يتم استخدام استراتيجية سياقية لاستخراج الصيغ الاسمية من خلال منظور الاستعارات النحوية الفكرية بشكل كامل. ان الهدف الرئيسي من هذه الدراسة هو توضيح الدور المحوري للصيغ الاسمية في خلق تجربة مميزة في الخطابات السياسية من خلال تقديم بُعد جديد للمعنى. تكشف النتائج أن الصيغ الاسمية في هذه الدراسة تدعم أجندة المتحدث السياسي ليتم فحص الصيغ الاسمية في خطاب ترامب من خلال استراتيجيه استخراج الصياغة المجازية وتقديم صياغتها الممكنة المتوافقة. ان استخدم ترامب للصيغ الاسمية كأداة لغوية لنقل رسالته عن القوة والوحدة غير المسبوقة لحركته السياسية من منظور علم النحو الوظيفي عامه و الاستعارة النحوية الفكرية خاصة لتعمل كمدخل إلى التجريد، والرسمية، والتجسيد، والتصور، وتكثيف النص السياسي.

الكلمات المفتاحية: الوظيفة اللغوية النظامية، الاستعارة النحوية الإيديولوجية، الإسمية، تحليل الخطاب النقدي، الخطب السياسية.

Abstract

This study analyzes nominalization from the lens of Ideational Grammatical Metaphor to investigate the role of nominalization as a communicative resource in Donald Trump's winning speech after winning the US election. The ability to depict political speech in a formal and abstract way is a key skill needed for superiority in the political stadium. Halliday and Matthiessen's model (1985, 2004) of nominalization from the lens of ideational grammatical metaphor, focusing on the role of nominalization, is applied as a theoretical framework for a qualitative linguistic analysis of this study. The contextual strategy of extracting nominalizations through the lens of ideational grammatical metaphors is extensively utilized. The major objective of this study is to elucidate the pivotal role of nominalization in construing the experience in political speeches by presenting a new dimension of meaning. Results reveal that nominalization in this study pervaded to serve the speaker's political agenda. Nominalization is realized in Trump's speech through the technique of extracting metaphorical wording, rendering its possible congruent wording. Trump used nominalization as a linguistic tool to convey his message of strength, unity, and the unprecedented nature of his political movement. Finally, Trump utilized the nominalization mechanism through the lens of SFL and, IGM to function as a gateway to abstractness, formality, objectification, conceptualization, and condensation of political text.

Keywords: *Systemic Functional Linguistic, Ideational Grammatical Metaphor, Nominalization, Critical Discourse Analysis, Political speeches, Trump's Speech.*

The Role of Nominalization in Trump's Winning Speech: SFL View

1.1 introduction

Political speeches are the central action that relates the diverse levels of community and permit them to be as cohesive unite. The fundamental purpose of political speech is the capability of the representative to practice linguistic codes that rouse hidden propensities between the common people. Reisigl (2008, p.243) states political speeches as " a structured verbal chain of coherent speech acts uttered on a special social occasion for a specific purpose by a single person and addressed to a more or less specific audience". The core of political speech is to have the consistent result during influence. Decision makers aim to rise public's attention to support their attitude by making people contribute with their ideas and approve with their thoughts. Thus, they transfer their ideology in a formal way.

"A language is a resource for making meaning, and meaning resides in systemic patterns of choice". (Halliday & Matthessian, 2004, p.23). The varieties Politicians make when utilizing linguistic symbols allow the public to express ourselves from the massive choice of potentials that language presents. The grammar of a language can thus be described as "How we can say things", or, more formally, as "the set of linguistic resources available to us for making meanings" (Thompson 1996, p. 36).

Language and supremacy are deeply entangled. Since politics is fundamentally a struggle for authority, political speeches are exclusively categorized by their robust construction to authority and their complicated aims, whether flexibly specified or indirect. Utterers in party-political settings often attempt to depict themselves as powerful facts, marking to state their influence over the addressees. However, they must

also, to change marks, anger their presentations of power to nurture a promising construction with their addressees.

Teun A. van Dijk (1995) asserts that “the meaning of PDA in the players and the writers is false because representatives are not the only players in party-political realms. One should also include the diverse viewers in radical talkative actions, such as the community, the individuals, residents, and other groups”. Henceforth, policy and its dissertations in the civic domain, various contributors in party-political message appear on the scene.

When activities are taken with the purpose of persuading supremacy, politics is the action of “striving to share power or striving to influence the distribution of power, either among states or among groups within a state” (Weber 2013, p. 78). Policy is an essential feature of the representative's mission in asserting policy and influence individuals to settle with it. Language that is used in the community domain is well-defined as a political discourse, so social experts introduce this term when the purpose is to stimulus authority.

Trump's winning speech after winning the US presidential vote demonstrates the use of political language to convey a powerful message. In his speech, Trump emphasized the unprecedented nature of his political movement and the significant mandate given by the American people. He highlighted the importance of healing the country and fixing critical issues such as borders. Trump effectively reinforced his authority and the success of his campaign. His speech aimed to unite his supporters and project a vision of a strong, safe, and prosperous America

1.2 Research Question

1. How is nominalization in Trump speeches useful in conveying the politician message?
- 2-What rhetorical strategies does Trump use alongside nominalization to enhance the persuasiveness of his speeches?

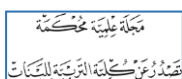
1.3 Aims of the Study

- 1- Evaluating the role of nominalization in political speeches by viewing its role to the meaning.
2. Investigating the usage of nominalization to show the core of political communication to the community through Halliday and Matthessian's model of nominalization from SFL view.

1.4 Rationale of the Study

The core for electing this area is to realize the importance of the linguistic constructions that are used by representatives and its impact in carrying their party-political understanding. Put on our consideration the status of political discourse in governing cultures. Political interests, politicians 'ideologies, and even international policies play a pivotal role in shaping the political strategy. This study sheds light on the link between language and politics. In short, Trump's winning speech represents the strategic use of political language to convey a powerful message. His speech emphasized unity, strength, and the unprecedented nature of his political movement, effectively resonating with his audience and reinforcing his authority.

1.5 Significance of the Study



This study is significant as it tries to enlarge into the range of Systemic Functional Linguistic (SFL) and, in particular, into the area of nominalization in the core of IGM. Nominalization plays an important role in rebuilding and abbreviating facts. Melrose (2003, p. 436) says that “nominalization, which is the representation of grammatical metaphor, instead of being a means for keeping the philosophical status quo, becomes a device for stimulating it.” Thus, nominalization has a role to play as a textual strategy (Halliday & Matthessian, 1999, p. 238).

Nominalization abbreviates information by revolving processes in clauses into nominal objects. The transformation of processes, then, makes the clause more condensed. Woods (2006) argues that “nominalization in political speeches makes the second expression more

objective “. By nominalizing the processes, they become things; thus, the amount and information density about the concept are tripled. The main reason that makes politicians restore nominalization is that they want to carry their attitudes in a more considerable and influential technique and also to produce specific impact on the addressees. The role of nominalization is dynamic in capturing the attention of the American people. Thus, Barlett (2004, P. 72) argue that “nominalization might reformulate a clause”.

2 – Review of Literature

Mason (1990) states nominalization is the major feature of the abstract language favored by academic writing. Halliday and Martin (1993, p.15) claim that the essential backgrounds of GM are in western science, so semiotically nominalization is comprehended by the birth of a grammatical metaphor.

Nominalization is another syntactical phenomenon used in specialized texts; it is the use of a nominal form to express a process meaning (Thompson, 1996). Halliday and Martin (1993, p. 12) state that the Greek language owned a grammatical device. This device allowed for the transformation of words from one grammatical category (like verbs or adjectives) into another (like nouns). This characteristic within the language construction provided the foundation for making nominalizations.". Thus, dynamic processes could now be described and deployed as things. Furthermore, there is also a potential trend in the variety of the nominal group for packing in meanings through rooted clause structures.

Nominalization is stated as the decision to embody understandings and perceptive by means of the linguistic construction of the nominal chunk, whose essential semantic function is to represent things rather than processes with things. in other words, the relating of period, home, and linguistic practice being a characteristic of strategic political discourse. By nominalization, utterers expand their thoughts through communal settings and simplify the elasticity of realizing the world. Nominalization through the lens of Ideational grammatical metaphor is

supposed to be a means for smoothing and realizing the thoughts. Thus, it has a function as a textual approach. (Halliday, 1994).

Halliday and Matthiessen (2004) assert that:

"Nominalization is the single most powerful resource for creating (ideational) grammatical metaphor. By this device, processes (congruently worded as verbs) and properties (congruently worded as adjectives) are reworded metaphorically as nouns; instead of functioning in the clause as Process or Attribute, they function as Thing in the nominal group."(p.656).

“Nominalization allows us to get away from the real-world sequencing that goes with speaking where we relate sequences of actions in which we featured as actors. By nominalizing actions and logical relations, we can organize our text not in terms of ourselves but in terms of ideas, reasons, causes by turning words and other parts of speech into nouns, we increase the possible content of our text, and thus increase its lexical density. "(p.95).

This study came to the conclusion that the special function of nominalization in texts is the condensing function, which can make more information as much as possible in the fewer clauses. According to Halliday (2000), this linguistic feature corresponds to the characteristic of the news that is using fewer words in a sentence to express more messages and also in health texts creating technical, expert and professional terms that are available to the beauty of the clause and absorbs the reader's attention to follow the writing. In addition, it is applied in political discourses, for instance, Vandenberg et al. (2003) discuss that nominalization is a mean of displaying that you have gained sovereignty over a discipline and you have therefore appropriated some power for yourself. Hu (2000, p. 33) claims that grammatical metaphor is associated with the human language in the past, in the present, and in the future “so long as men survive”. This statement proposes that grammatical metaphor is a natural phenomenon in language.

3. Methodology

This study is designed within the qualitative and quantitative research methodology. Thus; it carries out mixed method research as a qualitative and quantitative nominalization analysis of political speeches. This research follows an eclectic approach quoting from the thoughts of Halliday (1994), Halliday and Matthiessen

(1999, 2004), and Martin et al. (1997). This study carries IGM analysis in political discourse, revealing the importance of nominalization as a way of expressing objectification, abstraction, information density, formality as well as a mark of prestige and power.

3.1 Data collection

Data was collected from Donald Trump's winning speech after winning the US election. This speech was transcribed official transcripts available on reputable news websites. Trump speech was selected due to its significance and impact on political discourse.

4- Data Analysis

4.1 Samples from Trump's winning speech

In this table, there are fifteen properties are rendered in nouns, thus there are no longer actions or adjectives, but only concepts or abstract entities. Accordingly, this linguistic strategy through SFL analysis illuminates various functions for nominalization as the following instances show:

No	(Nominalization) Metaphorical Wording	Possible Congruent Wording
1	Movement	People moved like no one has ever seen before.
2	Movement	We have thousands of friends who are moving incredibly
3	Importance	And now it is going to become more important.
4 5	Help	We have a country that needs to be helped, and it needs to be helped very badly."
6	Vote	Because you voted for me, I won. That was great.
7	Winning	How I won the popular vote was very nice

8	feeling	It is great to feel love
9	Feeling	We feel great love in this very large room
10	your vote	We're going to make you very happy by whom you voted for.
11	mandate	America has mandated us with unprecedented and powerful authority."
12	Standing	If she stood on this stage, she would be so proud.
13	Leadership	Under Donald Trump who led America.
14	Choice	He's turned out to choose me well
15	Heat	I was heated a little at the beginning, but I knew that he had a good brain."

4.2 Discussion

*I- we have thousands of friends in this incredible **movement**. This was a **movement** like no one has ever seen before. (extract from Trump speech)*

Nominalization is utilized to make IGM. By using nominalization in this extract of speech, the public consideration is focused on the outcome of the verbs. Only by one expression with the role of the doer, they could understand that the carried communication must include substantial evidence about the status of movement. The congruent wording might be "People moved like no one has ever seen before." and "We have thousands of friends who are moving incredibly". Through utilizing nominalization, Trump would like to state on the presence of the movement that is vital to America. Trump emphasizes the significance of the "movement" itself rather than the actions of the people involved. This technique draws the audience's attention to the importance and splendor of the movement, making it a central theme in his speech. It also adds a layer of formality and abstraction, which can make the message more memorable and authoritative.

To know the principal role of nominalization and to analyse it in a complete way, it is essential to realize both the metaphorical and the congruent wording. "A piece of wording that is metaphorical has as it were an additional dimension of meaning: it means both metaphorically and congruently"(Halliday 2004, p.354).

3- *And now it is going to reach a new level of **importance**,*

In this third instance, nominalization is utilized through the lens of IGM and SFL. By nominalization, actions or properties can be turned into a much simpler entity. The quality important is rendered in an entity. Important is in the role of quality, but in metaphorical expression, unstable is rendered in importance which is in the role of carrier.

It is worth noting that nominalization as a form of IGM, is utilized to achieve lexical density in speech. Trump resorts to nominalization to inspire the American people with ideological points and to achieve certain political ends. "Nominalization is the single most powerful resource for creating grammatical metaphor. By this device, processes (congruently worded as verbs) and properties (congruently worded as adjectives) are reworded metaphorically as nouns", enabling an informational dense discourse (Halliday and Matthiessen ,2004, P.656).

4- we have a country that needs **help** and it needs **help** very badly.

In fourth and fifth example, nominalization is utilized in the lens of IGM and SFL view. Nominalization lets us alter a whole act (subject, verb, and object) into an abstract noun. This linguistic device meaningfully changes the way of distinguishing and representing the experience around us. According to SFL's view, nominalization basically metaphorizes processes, treating them as if they were actual things. Also, it is noticeable that the lexical density which is achieved through using nominalization "

help ". Comparing metaphorical and congruent wording shows that the metaphorical one makes the tone of the speech seems more abstract and formal through condensing meaning.

6- *We also have won the popular **vote**. That was great.*

In this example, the noun vote that is a concrete object. It is absorbed in a concept rather than action. The process (verb) "voted for " is metaphorically coded as noun "vote ". It is worth noting that nominalization which is the form of IGM, allows a large amount of information to be packed into a comparatively small space. By Comparing the metaphorical wording, an international community, and its congruent wording, countries which voted for in an international way, we can observe the role of nominalization in compressing more information in the nominal group, so it achieves the lexical density in the text. Thus, nominalization enables the Politician to flow a discourse in a vivid way and add more beauty to the speech.

7- ***Winning** the popular vote was very nice*

Throughout nominalization which is regarded as a main form of IGM, the process "to win" is rendered in the noun "winning ", that is an abstract entity. This is now no longer describing action; it is focused on a concept. It is worth noting that nominalization allows a large amount of information to be packed into a small space of noun. By comparing metaphorical wording *winning* and congruent wording *how I won*, the length of the latter is too long and informal. Thus, nominalization can increase the information load through achieving the lexical density of the text. Nominalization allows a series of argument and discussion, to be restated in summary form. Nominalization enables Trump to include more information in the same sentence, and add more formality to the speech.

8- It's a great *feeling* of love. We have a great feeling of love in this very large room.

In those examples, the process to feel is metaphorically coded as noun feeling, so the action becomes an entity. By utilizing nominalization expression, the voice of the writing seems more abstract, objective, and more formal. Thus, nominalization provides us with a different way of construing the world, or of conceptualizing experiences from a different view. The congruent wording (It is great to feel love, we feel great love in this very large room) comparing with

their metaphorical wording feeling isn't vivid and expressive in political discourse. Here, it is the role of nominalization, to create the impression effect on the audience.

10- we're going to make you very happy with *your vote*.

In this example, it is worth noting that nominalization "*vote* " allows a large amount of information to be packed into a small space. This has the effect of condensing information within the sentence; nominalization contributes to language economy and lexical density in speech. In congruent wording "*by whom you voted for*" is in the role of action, but in metaphorical wording "*your vote* " is rendered in the role of actor. As the lexical density is indicative of information in speech, Trump preferred not to express his intended ideas use congruent domain " We're going to make you very happy by whom you voted for". So, he used metaphorical wording "*Your vote* ", to make his speech more attractive and impressive.

11- America has given us an unprecedented and powerful *mandate*.

In the above example, 'mandate ' is a nominalization for the process " to mandate ". Trump uses the nominalization "mandate " to refer to all those who migrate for the sake of election circumstances. In congruent wording, to mandate is in the role

of action, but in metaphorical wording, to mandate is rendered in "mandate " which is in the role of actor. Thus, it becomes a concept rather than an action. By employing nominalization in political speeches, some information is left unspecified. Thus, there is no focusing on the timing of process or an agent. Throughout nominalization, it is easy to objectify processes to be transmitted without a human doer. By this way, the nominalization form is in accord with Trump's ideology. "By nominalizing actions, we can recognize out text, not in terms of ourselves, but in terms of ideas, reasons, and causes"(Eggine,1994, p.94).

12- ***Standing*** on this stage, she would be so proud.

Here, nominalization is utilized. The process to stand is rendered in an entity. Thus, it becomes a concept rather than an action. In the congruent wording to stand is in the role of action, but in the metaphorical wording, it is in the role of actor. Comparing metaphorical wording standing and congruent one " If she stood on this stage", we can observe how nominalization able to allow a large amount of information to be packed into a small space and achieve lexical density. According to Halliday and Martine (1993, p.21), "lexical density is a measure of information in any passage of text. Thus, the function of nominalization can be captured through the length of both wordings, producing a lexically dense style. Trump resorts to IGM to convey her message in a more abstract, formal and interesting way and produce a certain effect.

13- Under Donald Trump's ***leadership***

Here, the process "lead" is turned metaphorically to the noun "leadership ". Thus, the action becomes a concept and this makes the tone of the speech more abstract and more formal. It is worth noting that the mentioning of both the metaphorical

and congruent realization in nominalization's model is important, as Halliday (1994, p.353) says "a piece of wording that is metaphorical has as it were an additional dimension of meaning: it means, both metaphorically and congruently". Throughout the role of nominalization, the fundamental key for creating grammatical metaphor, to do the job of convincing the audience into certain ideological messages, enabling Trump to produce a certain effect. " leadership " can be considered as being a metaphorical realization for the alternative choice " Under Donald Trump who led America.", that is closer for low- class people to process cognitively. By normalizing the actions, the function of this procedure can be distinguished in realizing reduction in the context.

14- He's turned out to be a good *choice*

Choice here is a nominalization from the lens of IGM. When a verb is nominalized, it becomes an idea rather than an act. Put on our consideration metaphorical wording: A good choice and its congruent wording: 'He's turned out to choose me well '. Equally, they explain the similar condition with the similar sense, but the metaphorical wording is more strongly minded in style. Nominalization is closely related to the SFL perspective. This perspective lets utterers to embody their practices as processes. When leaders practice nominalizations, they often highlight the 'selector' as the main player rather than the performance of selecting itself. This change in attention increases the quantity of facts and the difficulty of the views being deliberated. Through this mechanism, both the politician and the audience share the same social group.

15- I took a little *heat* at the beginning but I knew that his brain was a good one.

Here the use of the nominalized ideational metaphor heat as a metaphorical variation, for which an alternative realization in the non-metaphorical one can be to decide. In the

non- metaphorical wording “heated is in the role of deed, thus the congruent domain is " I was heated a little at the beginning, but I knew that he had a good brain.”. Nevertheless, in metaphorical wording, to heat is rendered in heat which is in the role of actor. The action heat acts as the metaphorical realization for the process to heat, thus, nominalization condense and compact information that is ideologically vital for the politician. Throughout nominalization in the lens of IGM, the addressees are familiarized into a radical formulation. Thus, Trump has the capability to present an operative communication with American people.

5- Conclusion

Through employing this type of in that way makes the message that May wants to share with her audience transferred in an effective behaviour. The structured nominalization used in the metaphorical form is more efficient than in the congruent one. Thus, nominalization can be used to undermine or challenge central political principles.

Eventually, this study can be used as a basis for other researchers that explore how diverse forms of genres are made, mainly within applied linguistics. These courses should pay close attention to how the use of nominalization shapes the sense and role of these contexts. Moreover, a profound realization of how nominalization meanings and their effect on complete communication is vital for entirely understanding the meaning of communication.

In a functional point of view, when nominalizations are found in political speech frequently, it generally indicates a more formal and sophisticated style of communication. Eventually, based on the analysis and discussion in particular and after a deep survey of SFL's model, nominalization involves many different areas

of linguistic features, such as the capability to produce appropriate context, the capability to shape accurate texts, and the capability to present an appropriate political discourse. This constant method of moving back and forth between theoretical models and real-world applications can also be realized in the examination of the metaphorical potential of nominalization in the SFL system beyond language.

By utilizing nominalization in SFL view, Trump has the chance to evade stating the performer of the action, as actions become concepts. Thus, impersonality as a function of IGM is achieved. This function enables Trump to pay the audience's attention to his policy at the winning moment.

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