

Discourse Manipulation, Power, and Mind Control: A Critical Discourse Analysis of Donald Trump's Speech(Capitol Pre-attack)

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Abstract:

Discourse analysis looks at the way language is influenced by the speaker's identity, age, social class, background, and relation to the interlocutors, and, conversely, how these identities, classes, backgrounds, and relations are reflected in language. This qualitative study aims at investigating the influence of manipulation and power on controlling the minds of other people. The model adopted in the analysis of the data of this study is van Dijk's (2006a). Additionally, the strategies of Positive-self presentation and Negative-other presentation are investigated with respect to the use and abuse of power. The main focus of this study is on the use of the personal pronouns 'I' and 'We'. The data of this study are Donald Trump's speech on January 6, 2021 right before the Capitol attack by Trump's supporters as published by The Associate Press. The study reveals that different strategies can be used to manipulate and control the minds of people especially by powerful people or those who are in powerful positions just to impose their ideologies.

Keywords: (critical discourse analysis; Positive-self presentation; Negative-other presentation attitude; mind control; power).

التلاعب بالخطاب والسلطة والتحكم في العقل: تحليل خطاب نقدي لخطاب دونالد ترامب (قبل الهجوم على مبنى الكابيتول)

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الملخص:

يُعنى تحليل الخطاب بكيفية تأثير اللغة على هوية المتحدث، وعمره، وطبقه الاجتماعي، وخلفيته، وعلاقته بالمتحاورين، وبالمقابل، كيف تنعكس هذه الهويات والطبقات والخلفيات والعلاقات في اللغة. تهدف هذه الدراسة النوعية إلى التحقيق في تأثير التلاعب والسلطة على السيطرة على عقول الآخرين. النموذج المعتمد في تحليل بيانات هذه الدراسة هو نموذج فان ديك (٢٠٠٦). بالإضافة إلى ذلك، يتم التحقيق في استراتيجيات تقديم الذات بشكل إيجابي وتقديم الآخر بشكل سلبي فيما يتعلق باستخدام السلطة أو إساءة استخدامها. يركز البحث بشكل رئيسي على استخدام الضمائر الشخصية "أنا" و"نحن". تتضمن بيانات هذه الدراسة خطاب دونالد ترامب في ٦ يناير ٢٠٢١، قبيل الهجوم على مبنى الكابيتول من قبل أنصار ترامب كما نشرته وكالة أسوشيتد برس. تكشف الدراسة أن استراتيجيات مختلفة يمكن استخدامها للتلاعب والسيطرة على عقول الناس، خصوصاً من قبل الأشخاص ذوي السلطة أو أولئك الذين في مواقع قوية لفرض أيديولوجياتهم.

الكلمات المفتاحية: (تحليل الخطاب النقدي؛ تقديم الذات بشكل إيجابي؛ تقديم الآخر بشكل سلبي؛ السيطرة على العقل؛ السلطة).

1.1 Introduction

Discourse analysis refers to the study of the relationship between language and context in which it is used. It is concerned with the description and analysis of spoken interaction as well as the organization of written interaction. (McCarthy 1991:12). Therefore, the central concern of discourse analysis is the meanings that language users wish to convey in a particular context and how they use language to convey that meaning. So, discourse analysis is the study of who uses language, how, why, and when. Taking all

of these into consideration, and given that discourse is language as it is used in a social context, discourse analysis can thus be defined as the study of how language is used in society. To put it simply and shortly, discourse analysis examines the use of language across texts and considers the relationship between language and the contexts in which it is used. That is, it examines how language is used to convey certain meanings in certain situations. Discourse analysis can be defined as the analysis of language in use. It is the study of language at use in the world not only to say things, but also to do things (Gee and Handfor, 2011: ix). Jorgensen and Phillips (2002:1) show that discourse analysis is a series of interdisciplinary approaches that can be used to explore many different social domains in many different types of studies. Discourse analysis looks at the way language is influenced by the speaker's identity, age, social class, background, and relation to the interlocutors, and, conversely, how these identities, classes, backgrounds, and relations are reflected in language. According to van Dijk (2016:4), "Discourse Analysis (DA) is not a method of analysis, but an area or discipline of study, using many different qualitative and quantitative methods."

1.2 Critical Discourse Analysis

Critical discourse analysis is a discipline that uncovers both the hidden and transparent social as well as political norms and values. Van Dijk (2015:466) states that Critical Discourse Analysis (CDA) is discourse analytical research that primarily studies the way social-power abuse and

inequality are enacted, reproduced, legitimated, and resisted by text and talk in the social and political context. One of the main criteria of CDA is that:

“Among the descriptive, explanatory and practical aims of CDA – studies is the attempt to uncover, reveal or disclose what is implicit, hidden or otherwise not immediately obvious in relations of discursively enacted dominance or their underlying ideologies..... this attempt to uncover the discursive means of mental control and social influence implies a critical and oppositional stance against the powerful and the elites , and especially those who abuse of their power. (van Dijk 1995:18).”

Baker& Ellece (2011:26) explain the notion of critical discourse analysis as an approach used to analyze discourse which show language as a social practice and which is interested in the way by which power relations and ideologies are expressed through language. CDA tackles the relationship between language use and the social and political contexts where it appears. It deals with certain concepts such as gender, race, cultural difference, ideology and identity, and how they are fabricated and replicated in certain texts (Paltridge, 2012:186). CDA is the field “used to analyze texts in order to discover what structures, strategies or other properties of text, talk, verbal interaction or communicative events play a role in the production or reproduction of unequal power relations” (Van Dijk, 1993: 250). CDA is based on two assumptions; the first one is that all discourses produce ideologies of some kind or another; and the second is that these ideologies or hidden agendas are reproduced for the benefit of the dominant groups in

society. In other words, it seeks to uncover the taken-for-granted truths (van Dijk, 2001:352). It is not a school of one trend; rather, it is an approach that carries many trends. But, these trends can be defined under CDA by their goals and not by their techniques and tools of analysis. According to Fairclough (1995:132) and Wodak (2001:2) CDA aims to uncover issues of inequalities in society and in politics which are based on political, economic, cultural, religious, or gendered grounds which exist in a certain society.

1.3 Discourse, Power, and Ideology

Power is an integral part in CDA, as one of the main definitions for CDA is that it is an approach that is interested in analyzing the language use of those in power that has relationships underlying it such as discrimination, dominance, power and control (Wodak and Meyer, 2009: 9). Essentially, CDA deals with the study of power abuse and misuse with forms of domination and social inequality as reflected in the use of language (van Dijk, 2005:87). In this respect, it deals with how those who are in power position look down to the people who are less powerful. It also deals with how powerful individuals take advantage of their being in such powerful position to manipulate or control other people. The notion of power is central to the critical works particularly the “social power of groups or institution” (van Dijk 2015: 469). Van Dijk (2006c) refers to social power as control. He states that:

“An analysis of this power dimension involves an account of the kind of control that some social actors or groups exercise over others (Clegg, 1975; Luke, 1989; Van Dijk, 1989; Wartenberg, 1990). We also have assumed that such control is first of all a control of the mind, that is, of the beliefs of recipients, and indirectly a control of the actions of recipients based on such manipulated beliefs. (P, 362)”

Therefore, groups or members may practice their power over other groups. To Wodak (2001:35) “language is not powerful on its own; it gains power by the use powerful people make of it.” Van Dijk (2015:470) states that “members of more powerful social groups and institutions, and especially their leaders (the symbolic elites; see van Dijk 1993), have more or less exclusive access to, and control over, one or more types of public discourse.”

CDA also analyzes the role of ideology in establishing and maintaining unequal power relations. Therefore, ideology is closely connected to the question of power, domination and discourse. Fairclough (2003:218) mentions that “Ideologies are representations of aspects of the world which contribute to establishing and maintaining relations of power, domination and exploitation”. Discourses are the most prominent way to reveal ideology. In defining ideology, van Dijk (2006b:728) states that ideology is mostly negative and it represents the negative sides of others while being shown as truthful. Van Dijk (2014:132) believes that ideologies reflect the “shared attitudes about particular ‘issues’ or group concerns.” He

(2006b:732) adds that “If there is one social field that is ideological, it is that of politics.” Moreover, Sengul (2024:5) confirms that “With its sensitivity to power and ideology, critical discourse analysis is uniquely well placed to study contemporary political communication. Indeed, it is through political communication that power is obtained, legitimised, and exercised.”

1.4 Manipulation, Power, and Mind Control

To manipulate people is to manipulate their minds. This means manipulating their beliefs, such as their knowledge, opinions and ideologies. In turn, it reflects controlling their actions in one way or another (van Dijk, 2006c:365). Unlike legitimate persuasion, manipulation serves the interest of the manipulator rather than the manipulated group. Van Dijk (2015:469) believes that the power of dominant groups may take the form of hegemony. It is reflected in various domains or sources like politics, media, education and everyday life. In this case, the type of power practiced will differ accordingly. He (2006c:373) mentions that “Manipulative discourse typically occurs in public communication controlled by dominant political, bureaucratic, media, academic or corporate elites.”

Maillat and Oswald (2009:355) state that manipulative attempts need to be covert in order to succeed. Van Dijk (2015:470) contends that “if we are able to influence people’s minds – for example, their knowledge, attitudes, or ideologies – we indirectly may control (some of) their actions, as we know from persuasion and manipulation.” In this case, the interests of

the manipulators are kept hidden (see also van Dijk 1995:21). Those who control others do not reveal their real interests or their real ideologies, rather they try their best to conceal that while “the alleged benefits for ‘all of us’, for the ‘nation’, etc. are emphasized, for instance in terms of increased feelings of safety and security” (van Dijk, 2006a:370). De Saussure (2005:5) asserts that manipulating a human being is using a person; making others adopt certain behaviour to serve the interests of the manipulator regardless of the interest of the manipulated.

Van Dijk (2015:473) adds that:

“Speakers of powerful groups may want to control not only specific knowledge and opinions represented in the subjective mental models of specific recipients – as is most typically the case in news reports and parliamentary debates – but also the generic knowledge, attitudes, and ideologies shared by whole groups or all citizens, for instance through the argumentative structures of editorials or op-ed articles.”

Therefore, people who have more control and are influential are considered to be more powerful. Thus, “many levels and structures of context, text, and talk can in principle be more or less controlled by powerful speakers and institutions, and such power may be abused at the expense of specific recipients, groups, or civil society at large.” (van Dijk, 2015:474).

Van Dijk (2006c:359) says that on the one hand “Discursively, manipulation generally involves the usual forms and formats of ideological

discourse, such as emphasizing Our good things, and emphasizing Their bad things.” On the other hand, it may concretely have effects on how individuals’ mental models are constructed and changed. Consequently, the main aim of manipulative discourse is to control others; i.e. their social beliefs, attitudes, and their social representations. This in turn reflects the control of what other people say or do in any situation and for long relative periods of time (van Dijk, 1995:20; van Dijk, 2006a:369)

1.5 Methodology

According to van Dijk (2015: 473), “CDA especially focuses on the ways discourse structures may influence specific mental models and generic representations of the recipients, and especially how beliefs may thus be manipulated.” manipulation is considered to be a “communicative and interactional practice”, where those who manipulate other people try to control others who are against their ideologies or their interests (van Dijk, 2006a:360). Thus, manipulation generally focuses on emphasizing Our good things, and emphasizing Their bad things (van Dijk, 2006a:359). The use of pronouns is considered to be one of the main properties of dominant discourse. They represent one of the powerful tools that characterize the discourse domination as they have social effects and control of the recipient’s mind and actions (van Dijk, 2015:475). The present study mainly focuses on the use of the personal pronouns ‘We’ and ‘I’ reflecting their influence on other people. Their use reveals the strategies used by dominant people showing their positive-self presentation and expressing the negative-

other presentation. These local manipulation strategies are overtly used and sometimes covertly used to manipulate and control the minds, opinions, and actions of other people.

Van Dijk (2006b:734) mentions the overall strategies of what might be called the ideological square:

- Emphasize Our good things
- Emphasize Their bad things
- De-emphasize Our bad things
- De-emphasize Their good things

This study is based on van Dijk's (2006a) work on manipulation and discourse and it mainly focuses on the following elements, which were quoted at length, of the theoretical framework (see also van Dijk, 2014:206):

- "Manipulation is a complex phenomenon that requires a multidisciplinary framework featuring
 - (a) a philosophical study of manipulation as unethical or illegitimate, mostly used as a critical term to describe the conduct of others, and hardly ever of ourselves;
 - (b) a sociological study of manipulation as a form of social interaction and a form of power abuse, and hence a relevant object of Critical Discourse Studies.
 - (c) a political study of manipulation by politicians or governments;

- (d) a communication study of manipulation by the mass media;
- (e) a discourse analytical study of manipulation as a form of text or talk;
- (f) a cognitive study of the mental processes and representations involved in manipulation.

- Societal manipulation as a form of domination or power abuse involves organizations or institutions as manipulating agents making use of power resources, such as access to or control over knowledge or public discourse. The targets of manipulation are usually characterized as having less resources, for example knowledge, to resist such domination.
- The primary cognitive aim of manipulation is mind control, that is to influence people's beliefs, such as their mental models (including emotions) of specific events, or their more generic knowledge, attitudes or ideologies, usually about important social issues. The indirect, secondary aim is action control: that people act (vote, buy, march, fight, etc.) upon such beliefs or emotions .
- More specifically, discursive manipulation often involves the communication of the preferred definition of the situation, defined as the formation or change of mental situation models, such as the identities and roles of the participants involved in an event, what action or event is taking place, and what its causes and consequences are.
- Different from legitimate forms of mind and action control, such as education or persuasion, manipulation is generally in the interest of the

manipulator and not in the interest of the manipulated. Typical in manipulation is that the motivations, reasons, goals or interests of the manipulator are more or less covert.”

Data Analysis and Discussion

Trump attacks media and the Big tech from time to time. He deliberately wants to show the negative attitude they have against him and the Republicans. He intentionally accuses them of being corrupted. Trump displays the media and the Big tech as the mean reasons behind the deterioration of the country. By doing so, he tries to reveal the negative - other presentation. At the same time, he tries to show the positive -self presentation of the Republicans. He considers the media and the Big tech accountable, abusing their power in the elections, and breaking the laws while he defends the Republicans showing them as being able to stop the corruptions and bad things.

- “Big tech is now coming into their own. We beat them four years ago. We surprised them. We took them by surprise and this year they rigged an election. They rigged it like they've never rigged an election before. And by the way, last night they didn't do a bad job either if you notice.
- We will finally hold big tech accountable. And if these people had courage and guts, they would get rid of Section 230, something that no other company, no other person in America, in the world has.
- All of these tech monopolies are going to abuse their power and interfere in our elections, and it has to be stopped. And the Republicans have to get a lot tougher, and so should the Democrats. They should be regulated, investigated, and brought to justice under the fullest extent of the law. They're totally breaking the law.

- Media will not show the magnitude of this crowd. Even I, when I turned on today, I looked, and I saw thousands of people here. But you don't see hundreds of thousands of people behind you because they don't want to show that.”

Again in an attempt to control the minds of people, Trump shows the media as having bad news while insisting on showing the crowd that he intends to make his stood on his side and support him asking the media to turn their cameras to that crowd. He addresses the people as if he guarantees that they are going to vote for him.

- “We have hundreds of thousands of people here and I just want them to be recognized by the fake news media. Turn your cameras please and show what's really happening out here because these people are not going to take it any longer. They're not going to take it any longer. Go ahead. Turn your cameras, please. Would you show? They came from all over the world, actually, but they came from all over our country.
- I just really want to see what they do. I just want to see how they covered. I've never seen anything like it. But it would be really great if we could be covered fairly by the media. The media is the biggest problem we have as far as I'm concerned, single biggest problem. The fake news and the Big tech.”

Trump accuses the Democrats with the help of the media of stealing the victory he achieves. He talks about victory just to manipulate the minds of the Pennsylvania people making them believe in what he says.

- “All of us here today do not want to see our election victory stolen by emboldened radical-left Democrats, which is what they're doing. And stolen by the fake news media. That's what they've done and what they're doing. We will never give up, we will never concede. It doesn't happen. You don't concede when there's theft involved.”

Attacking the media and showing their negative effects on the elections and accusing them as being corrupted is one of the strategies used to control the minds of other people. The media is considered to be the enemy of people and not free or fair. Trump intends to make the Pennsylvania people believe that the media is against him and against them too. He tries to express himself as the fighter against the corrupted big tech and social media. This strategy expressing his positive -self presentation is deliberately used by Trump just to manipulate and control the mind of others.

- “And you know what else? We don't have a free and fair press. Our media is not free, it's not fair. It suppresses thought, it suppresses speech and it's become the enemy of the people. It's become the enemy of the people. It's the biggest problem we have in this country.
- As you know, the media has constantly asserted the outrageous lie that there was no evidence of widespread fraud. Have you ever seen these people? While there is no evidence of fraud. Oh, really? Well, I'm going to read you pages. I hope you don't get bored listening to it. Promise? Don't get bored listening to it, all those hundreds of thousands of people back there. Move them up, please, yeah.
- No, we have a corrupt media. They've gone silent. They've gone dead. I now realize how good it was if you go back 10 years, I realized how good, even though I didn't necessarily love them, I realized how good. It was like a cleansing motion, right?
- But we don't have that anymore. We don't have a fair media anymore. It's suppression. And you have to be very careful with that and they've lost all credibility in this country.
- But it shows you the media's genius. In fact, probably if I was the media, I'd do it the same way. I hate to say it. But we got to get them straightened out.
- These are the facts that you won't hear from the fake news media. It's all part of the suppression effort. They don't want to talk about it. They don't want to talk about it. In fact, when I started talking about that, I guarantee you, a lot of the

television sets and a lot of those cameras went off. And that's a lot of cameras back there. But a lot of them went off.

- But these are the things you don't hear about. You don't hear what you just heard. I'm going to go over a few more states. But you don't hear it by the people who want to deceive you and demoralize you and control you. Big tech, media.
- And just like the radical left tries to blacklist you on social media. Every time I put out a tweet, that's, even if it's totally correct, totally correct, I get a flag. I get a flag.
- But you know what, if you want to, if you want to get out a message and if you want to go through Big tech, social media, they are really, if you're a conservative, if you're a Republican, if you have a big voice, I guess they call it shadow banned, right? Shadow banned. They shadow ban you, and it should be illegal.
- But our fight against the big donors, big media, big tech, and others is just getting started. This is the greatest in history. There's never been a movement like that.”

Trump starts his speech by preparing the mind of the audience to accept his accusation of the media and the big tech as they provide fake news as he thinks. Using the pronoun ‘we’, he declares that they (as a Republican party including the Pennsylvania people) have many people who are going to vote for him but the media and the big tech are not going to recognize those people.

- “We have hundreds of thousands of people here and I just want them to be recognized by the fake news media.
- But it would be really great if we could be covered fairly by the media.
- The media is the biggest problem we have as far as I'm concerned, single biggest problem.”

Trump intentionally uses the pronoun ‘we’ to refer to both Trump and his party on one side and the Pennsylvania people on the other side. He accuses the media as being opponent to Trump and to the Pennsylvania people as well. This indicates Trump’s attempt to control the mind of the

people and push them to accept his opinion towards the media as being against the Americans.

- “We beat them four years ago.
- We surprised them.
- We took them by surprise and this year they rigged an election.”

Trump also uses the personal pronoun ‘I’ from the beginning of his speech referring to the same idea of Trump as seeing a crowd of thousands of people to support him and to vote for him; to convince the people to vote for him. He says he wants those people to be recognized by the media in order to guarantee their support for him. He also sends a message to the media that they have to cover such an event.

- “Even I, when I turned on today, I looked, and I saw thousands of people here. But you don't see hundreds of thousands of people behind you because they don't want to show that.
- We have hundreds of thousands of people here and I just want them to be recognized by the fake news media.
- I just really want to see what they do. I just want to see how they covered.”

Shifting from the use of personal pronoun ‘I’ to the personal pronoun ‘We’ indicates that Trump tries to push the Pennsylvania people to accept and be involved in what he believes; sharing him his own opinions and beliefs.

- “We beat them four years ago.
- We surprised them.
- We took them by surprise and this year they rigged an election.”

Then, Trump proceeds to the second move which is represented by the idea of winning the elections. He also uses the pronoun 'we' intentionally to make the people of Pennsylvania share him his belief in winning the elections provided that they support him in winning such elections.

- "We will never give up, we will never concede. It doesn't happen. You don't concede when there's theft involved.
- We will stop the steal.
- Today I will lay out just some of the evidence proving that we won this election and we won it by a landslide."

Trump attempts to control the minds of the Pennsylvania people again by advising them that he has good pollsters who are going to make him win the election. What he needs is only the support of the Pennsylvania people making them indulge in the winning which the pollsters are going to provide. He tries to show the Pennsylvania people that his winning is inevitable as if he wants them to participate or celebrate it with him if they vote for him.

- "And I was told by the real pollsters — we do have real pollsters — they know that we were going to do well and we were going to win.
- Well, we didn't go to 66, we went to 75 million, and they say we lost.
- We didn't lose."

Trump shifts to the use of the personal pronoun 'I' again to provide the audience with evidence of his victory.

- "Today I will lay out just some of the evidence proving that we won this election and we won it by a landslide.
- I won them both and the second one, I won much bigger than the first."

This kind of shift between the personal pronouns 'I' and 'We' represents a strategy used by Trump to manipulate and control the minds of others involving them in what he intends to convey to them. His aim is their acceptance of his message.

Another way of minds control is the replacement of the positions of the pronouns. Tump says:

- "And we want to thank you and the police law enforcement. Great. You're doing a great job. But I'd love it if they could be allowed to come up here with us. Is that possible? Can you just let him come up, please?"

Instead of using the pronoun 'I' (I want to thank you), he uses the pronoun 'we' (we thank you). He repeats that when he says:

- "All Vice President Pence has to do is send it back to the states to recertify and we become president and you are the happiest people."

So, if he becomes the president, he guarantees that the people will be the happiest people. Otherwise, the Pennsylvania people will be the most miserable people if they do not support him to be the president or if they elect somebody else.

- "And then we're stuck with a president who lost the election by a lot and we have to live with that for four more years.
- We're just not going to let that happen."

Trump tries to distort the system of election accusing it as being corrupted.

- "But we look at the facts and our election was so corrupt that in the history of this country we've never seen anything like it. You can go all the way back."

He accuses the media as being the enemy of people and it represents the biggest problem in this country

- “You know what the world says about us now? They said, we don't have free and fair elections.
- We don't have a free and fair press. Our media is not free, it's not fair.”

He praises the Republicans describing them as fighters; fighting just to make people be nice and respectful.

- “And we want to be so nice.
- We want to be so respectful of everybody, including bad people.
- And we're going to have to fight much harder.”

Again, intentionally, the pronoun ‘we’ is used by Trump to remind the Pennsylvania people of the achievements he did together with his party and those people who has voted for him. He controls their minds by drawing their attention to what he achieved during the period when he was the president of the United States and how he achieved that victory quickly with those who supported him during that period. He tries to make them believe in the achievements he did as if that he guarantees their votes for him and they are then going to celebrate the victory Trump gains with his voters.

- “We rebuilt our military.
- We get you the biggest tax cuts in history. Right?
- We got you the biggest regulation cuts.
- We created Space Force, We, we, we. Look at what we did.
- So we create Space Force which, by and of itself, is a major achievement for an administration.
- We did things that nobody ever thought possible.
- We took care of our vets, our vets.

- We got accountability done. We got it so that now in the VA, you don't have to wait for four weeks, six weeks, eight weeks, four months to see a doctor.
- You have it taken care of and we pay the doctor.
- And now we have the right to fire bad people in the VA.”

Trump immediately shifts to the use of the personal pronoun ‘I’ instead of ‘we’ to represent his victory.

- “I said to somebody, I was going to take a few days and relax after our big electoral victory.
- But I was going to take a few days.”

This indicates the strategy Trump follows to control the minds of the Pennsylvania people, that is to say he himself achieves that victory. He considers himself the main reason behind harvesting such a victory shifting between the uses of the pronouns ‘I’ and ‘we’ as if they are used interchangeably.

Trump attacks the media again accusing them as being unfair. He also uses the pronoun ‘we’ in order not to show that it is his own viewpoint. He wants to indicate that this viewpoint towards the media reflects the opinion of the Republicans and the Pennsylvania people as well. He tries to control their minds by making them indulge in what he himself believes or by the kind of message he intends to send to them.

- “No, we have a corrupt media.
- We don't have a fair media anymore.
- Last night was a little bit better because of the fact that we had a lot of eyes watching one specific state, but they cheated like hell anyway.”

Trump addresses the Pennsylvania people as being big groups of people that can support him without making any advertisement. Then, he shifts to the crowd of people coming to Washington to support him. Therefore, he uses the pronoun 'we' to prepare the minds of the Pennsylvania people to the next step which is inviting them to participate with this massive crowd who are coming to vote for Trump. He describes those massive crowd as coming for him; to vote for him.

- "We have some incredible supporters, incredible.
- But we didn't do anything. This just happened.
- Two months ago, we had a massive crowd come down to Washington. I said, "What are they there for?" "Sir, they're there for you."

He, then, displays his achievements together with those who have supported him in the previous election focusing on the method of repeating the personal pronoun 'we'. The frequent use of this pronoun indicates Trump's intention to convince the Pennsylvania people to be on his side, as if they support him and vote for him they will get great achievements.

- "And we got to remember, in a year from now, you're going to start working on Congress and we got to get rid of the weak Congress, people, the ones that aren't any good, the Liz Cheneys of the world.
- We got to get rid of them.
- We got to get rid.
- We got rid of the ISIS caliphate.
- We got rid of plenty of different things that everybody knows and the rebuilding of our military in three years."

Trump uses the pronoun 'I' to refer to things that he himself has done.

- "You know, she never wants a soldier brought home — I brought a lot of our soldiers home. I don't know, somewhat like it.
- They're losing their arms, their legs, their face. I brought them back home, largely back home. Afghanistan, Iraq.
- Remember, I used to say in the old days: "Don't go in Iraq. But if you go in, keep the oil.""

As he proceeds in his speech, Trump begins to talk about his winning of the election which represents the focal point behind this speech. He starts by giving the Pennsylvania people examples about his winning Nevada. He also concentrates on the use of the pronoun 'we' to show that he wants the others to support him to get such a victory.

- "We would have won Nevada, also.
- Every one of these we're going over, we win."

At this part of the speech, Trump begins to shift between the use of the pronouns 'I' and 'we' referring to the achievements he got just to draw the attention of the Pennsylvania people to the fact that he has got these achievements with the support of others.

- "With your help over the last four years, we built the greatest political movement in the history of our country and nobody even challenges that.
- We must stop the steal and then we must ensure that such outrageous election fraud never happens again, can never be allowed to happen again.
- With your help, we will finally pass powerful requirements for voter ID.
- So, I mean, I could go on and on about this fraud that took place in every state, and all of these legislatures want this back.
- I don't want to do it to you because I love you and it's freezing out here.
- But I could just go on forever. I can tell you this.

- I say that over and over, and I never get challenged by the fakeness, and they challenge almost everything we say.”

Finally, Trump prepares the minds of the Pennsylvania people for his future achievements. He tries to control their minds by convincing them to vote for him by exposing his future actions using the pronoun ‘we’ again.

- “We must stop the steal and then we must ensure that such outrageous election fraud never happens again, can never be allowed to happen again.
- But we're going forward. We'll take care of going forward. We've got to take care of going back.
- With your help, we will finally pass powerful requirements for voter ID. You need an ID to cash a check. You need an ID to go to a bank, to buy alcohol, to drive a car. Every person should need to show an ID in order to cast your most important thing, a vote.
- We will also require proof of American citizenship in order to vote in American elections.
- We just had a good victory in court on that one, actually.
- We will ban ballot harvesting and prohibit the use of unsecured drop boxes to commit rampant fraud.
- We will stop the practice of universal unsolicited mail-in balloting.
- We will clean up the voter rolls that ensure that every single person who casts a vote is a citizen of our country, a resident of the state in which they vote and their vote is cast in a lawful and honest manner.
- We will restore the vital civic tradition of in-person voting on Election Day so that voters can be fully informed when they make their choice.
- We will finally hold big tech accountable.
- Together, we will drain the Washington swamp and we will clean up the corruption in our nation's capital. We have done a big job on it, but you think it's easy. It's a dirty business. It's a dirty business. You have a lot of bad people out there.
- Looking out at all the amazing patriots here today, I have never been more confident in our nation's future. Well, I have to say, we have to be a little bit careful. That's a nice statement, but we have to be a little careful with that statement.

- We are the greatest country on Earth and we are headed and were headed in the right direction.
- You know, the wall is built. We're doing record numbers at the wall.
- One of the largest infrastructure projects we've ever had in this country, and it's had a tremendous impact, that we got rid of catch and release. We got rid of all of this stuff that we had to live with.
- As this enormous crowd shows, we have truth and justice on our side. We have a deep and enduring love for America in our hearts. We love our country.
- We have overwhelming pride in this great country and we have it deep in our souls.
- Together, we are determined to defend and preserve government of the people, by the people and for the people.”

At the end of his speech, Trump declares that he is going to fight but not alone; with the Pennsylvania people standing by him only. He sometimes uses the pronoun ‘we’ and sometimes the pronoun ‘you’ as he addresses them directly to fight. This represents another strategy used by Trump to involve the Pennsylvania people in the fight he intends to go through.

- “And we fight. We fight like hell.
- And if you don't fight like hell, you're not going to have a country anymore.”

Trump also exposes his intimidation to the Pennsylvania people and to his country in order to show that he is sharing them the same intimacy. He uses the pronoun ‘we’ followed directly by the pronoun ‘I’.

- “So we're going to, we're going to walk down Pennsylvania Avenue.
- I love Pennsylvania Avenue.
- And we're going to the Capitol, and we're going to try and give.”

Finally, Trump advises the Pennsylvania people to join him and the other people to move towards the capitol. He succeeds in controlling their minds as they really later on attacked the capitol and caused a big riot.

- “Anyone you want, but I think right here, we're going to walk down to the Capitol, and we're going to cheer on our brave senators and congressmen and women, and we're probably not going to be cheering so much for some of them.
- I know that everyone here will soon be marching over to the Capitol building to peacefully and patriotically make your voices heard.
- And we're going to the Capitol, and we're going to try and give.
- But we're going to try and give our Republicans, the weak ones because the strong ones don't need any of our help. We're going to try and give them the kind of pride and boldness that they need to take back our country.
- So let's walk down Pennsylvania Avenue.”

Conclusions

Van Dijk's (2006a) model is a powerful tool to represent manipulation. It reveals how elites or people in power manipulate and control the minds and actions of other people by showing their self-positive presentation (Our good things) and negative- other presentation (Their bad things). The study reveals that different strategies can be used to control the minds of other people by practicing or abusing one's power to enforce and impose one's ideologies on others. Trump exposes his good things (including the Republicans) and reveals their (the Democrats) bad things. Different strategies can be used to control the minds of people. One strategy is represented by the direct use of the pronouns 'we' and 'I' to show (Our good things). Another way of controlling the minds of others is represented by the use of both pronouns interchangeably. Sometimes, the frequent use of

the pronouns ‘we’ or ‘I’ alone can be very effective in influencing other people’s opinions. In addition, shifting between pronouns also represents an effective tool involve other people in what someone believes in; whether directly or indirectly. Ultimately, people’s minds can be controlled using different strategies. These strategies can be practiced directly or indirectly by those who are in power to manipulate other people and to impose their ideologies.

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