





**A Sociopragmatic Analysis of
Chauvinism in Trump's
Presidential Contexts**

**تحليل تداولي اجتماعي للشوفينية في
السياقات الرئاسية لترامب**

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Abstract

The current study investigates the sociopragmatic mechanisms underlying the concept of chauvinism in the political discourse of the American president Trump. It raises the following question to be replied throughout analysing the data in question: 'What specific pragmatic strategies does Trump utilize to convey National, Male and Cultural Chauvinism in his political contexts? Consequently, the study aims at developing a sociopragmatic model for identifying the chauvinistic attitudes in the presidential contexts of Trump. It also examines how social background, cultural beliefs, and power dynamics dictate Trump's language use to provide normalization of exclusionary his attitudes.

Key words: Pragmatic strategies, Chauvinism, Political contexts.

المخلص

تستقصي الدراسة الحالية في الاليات الاجتماعية والتداولية الكامنة وراء النزعة الشوفونية في الخطاب السياسي للرئيس الاميريكي ترامب. كما وتطرح السؤال التالي الذي ستمت الإجابة عليه أثناء تحليل البيانات قيد البحث: 'ما هي الاستراتيجيات البراغماتية المحددة التي يستخدمها ترامب لنقل الشوفينية الوطنية والذكورية والثقافية في سياقاته السياسية؟'. وبالتالي، تهدف الدراسة إلى تطوير نموذج اجتماعي تداولي لتحديد الآراء الشوفينية في سياقات الرئيس الأمريكي ترامب. كما تتناول هذه الدراسة كيف تؤثر الخلفية الاجتماعية والمعتقدات الثقافية وديناميكية القوة على استخدام ترامب للغة لتوفير تطبيع حيوي للموقف الاقصائي للغير.

الكلمات المفتاحية: الاستراتيجيات التداولية، الشوفينية، السياقات السياسية.

Introduction:

Chauvinism is originally denoted a fanatical and unreasoning devotion to speaker's country. Political discourse is fundamentally a discursive conflict for power, legitimation and influence. Politicians use pragmatic strategies to achieve their superiority to other group based on their countries, gender, race, or culture. The current study is a sociopragmatic one. As long as this discipline deals with the study of the social background of the participants in an interaction and it looks at the way in which factors (like gender, age, power, raceetc.) affect people's choice of linguistic patterns or forms, the



analysis is going to survey the US President Donald Trump's chauvinistic attitude against women, people of dark colour or immigrants.'.

The study falls into the following sections:

1. The Concept of Chauvinism

Chauvinism, in contrast to pride, is described as a feeling of "national superiority and dominance" that, like pride, involves a sense of devotion to the country but also manifests as hostility toward foreigners (De Figueiredo & Elkins, 2003). Furthermore, unlike pride, national chauvinism increases xenophobia and perceived external danger, which is more likely to shatter national agreement. The Authoritarian Personality, a landmark book that distinguished between "blind attachment to certain national cultural values, uncritical conformity with the prevailing group ways, and rejection of other nations as outgroups," or pseudo patriotism, and simple love of country, or pride, is the foundation for the distinction between pride and national chauvinism (Bunzel et al., 1950). The modern intellectual version of pseudo-patriotism is national chauvinism or what is called 'jingoism' which is an extreme form of nationalism denoted by terms of aggressive, offensive and threatening policy to advance national interests. It is also derived from a sense of national superiority activating the acts of dehumanizing, demeaning, or inferiorizing others (Azeez et al, 2023).

Chauvinism denotes the belief that one gender is inherently superior to another (Sultana 2012). It is the irrational conviction in the superiority or supremacy of one's own group, perceived as powerful and righteous, while regarding others as weak, unworthy, or inferior (Heywood, 2014).

2. Types of Chauvinism

Chauvinism is categorized into three main distinct categories that are:

- **National Chauvinism:** According to De Figueiredo & Elkins, (2003), national chauvinism is characterized as a feeling of "national superiority and dominance" that encompasses a sense of devotion to the country but overflows into hostility toward foreigners. Furthermore, unlike pride, national chauvinism increases xenophobia and perceived external danger, which is more likely to shatter national agreement. The Authoritarian Personality, a landmark work that distinguished between "blind attachment to certain national cultural values, uncritical conformity with the prevailing group ways, and rejection of other nations as



outgroups," or pseudo patriotism, and simple love of country, or pride, is the foundation for the distinction between pride and national chauvinism (Bunzel et al., 1950).

- Male Chauvinism: A set of beliefs, attitudes, behaviors that believes in the superiority of men over women (Castañeda, 2002). According to sultana (2012) male chauvinism refers to the dominance and power of men and family or society over women.
- Cultural Chauvinism: Ibelema (2021) declares cultural chauvinism is term related to hatred or racism but rather a politics of superiority. It's a subliminal assumption of believing that one's culture is "the universal standard of normal" whereas the others are nothing but a deviation, underdeveloped, or vile (Ibelema, 2021).

3. Sociopragmatics and Political Discourse:

Leech (1983) defines Sociopragmatics as the sociological interface of pragmatics concentrating on the social conditions that dictate language use. To tackle a political discourse in terms of sociopragmatics, lights should be shedded on stances like power, social distances, sex, and race that heavily influence the politician's use of language. Politicians target to communicate with members of opposed gender, racial class, or group from other cultures influencing their superiority. Thus, a political discourse is not a mere transference of information, it is a performative act of power collect and authority legitimacy.

4. Data Collection and Model of Analysis

Chauvinism, whether national, male or cultural, cannot be fully captured through a single linguistic lens i.e., one dimensional pragmatic approach, as it operates simultaneously as an assertion of national power, an attack on opponents, and a cognitive division of society.

The data for this qualitative analysis comprises six texts. Five transcribed excerpts from highly publicized political contexts namely press conference and speeches. Two of them are taken from a Golden Rose press conference called to highlight a new Trade Agreement between the USA, Canada and Mexico. The fifth text is one of Trump's Tweets on Twitter platform. The fourth and fifth excerpts are taken from Trump's State of the



Union Adresses. The last text is taken from his speech in a press conference to reveal that the United States struck Venezuela.

To systematically decode the complicated sociopragmatic mechanisms of chauvinism in Donald Trump's speeches, the study adopts an eclectic model based on two dimensions that are: Social and pragmatic dimensions. The first dimension tackles the three types of chauvinism (Male, National, and Cultural Chauvinism). The second dimension deals with three pragmatic theories that are: Searle's Speech Acts theory (1979), Culpeper's Impoliteness theory (1996), and Mey's Reference Theory (2001).

4.1. Speech Acts:

Language is a means of communication. For so, people may treat each other and get along by only saying words. Thus, Each individual is able to act by only uttering words and can change things by the power of these words (Yule 1996). The first speech act theory came to light by J. L. Austin throughout a series of lectures that were published after his death. Throughout these lectures, Austin (1961) debates that the words are powerful tools to act or to perform an action. The utterance is divided into two main types named by Austin (1961) as constative and performative. Subsequently in later years Searle (1969) evolved a more systematic classification to Austin's framework into five plainly concrete classifications:

1. **Representatives:** They refers to statements, descriptions explanations, classifications, and statements. The utterance holds whether the statement is true or false. For example: He stated the case.
2. **Commissives:** A speaker commits himself to do something in the future by using commissives verbs. Like promising, threatening, refusals, proposals, and pledges. For example: I promise to attend the wedding.
3. **Expressives:** a group of verbs used to express a personal feelings. For example: I thank you from the bottom of my heart.
4. **Directives:** Directives Are used to get someone to do something, They refer to suggestions, requests, commands, and orders. For example: leave the campus.
5. **Declarations:** This Type shows an immediate change on social fact made by an authorized person. For instance: I declare you now husband and wife.



4.2. Impoliteness:

The use of communicative strategies designed to achieve social disruption. These strategies are oriented toward attacking “face,” which is described as an emotionally sensitive concept of the self. While politeness theories generally focus on maintaining social harmony, impoliteness provides a parallel but opposite framework (Culpeper, 1996).

Impoliteness strategies: According to Culpeper (1996), impoliteness established in five strategies as a parallel to the strategies of politeness in which established or aimed by Brown and Levinson. He categorized them as the following:

- **Bald on record impoliteness:** This face-threatening act is performed in direct and concise way where face concerns are relevant, with specific intentions to attack the hearer. For illustration one person may say to another “You are despicable”
- **Positive impoliteness:** this strategy aims to the desire of addresser to damage addressee' face or wants. For example: ignoring someone while they are speaking, use taboo words when social distance exists, or by eliminating surnames and titles.
- **Negative impoliteness:** Used to attack the hearer desire to be untrammelled or to have a respected personal space. Such as speaking to another person when speaker's is like centimeter away from their ears, or using diminutive phrases to belittle the hearer such as “little body”.
- **Withhold impoliteness:** It occurs when politeness is fully absent where normally it should be present. Such as failing to thank someone for a gift or kind gesture.
- **Sarcasm:** sarcasm or mocking is a common impoliteness strategy. It occurs when the speaker says something seems politely but beyond the words there are impoliteness, letting the hearer figure out their intended meaning. Such as saying “do me a favor” before saying harsh. Like: “Do me a favor by not advising me”.

4.3. Deixis: are linguistic units (also known as “pointers” or deictic elements) that serve to refer to particular objects, people, times, or locations within a specific context. Deictic expressions are totally



dependent on the particular context in which they are used, in contrast to normal nouns, which have a rather consistent naming sense. Deixis is tied to the speaker's coordinates in what is known as the "here-now-I" system since it is pragmatically decided. Words like "I," "here," and "now" have different meanings depending on who is speaking, where they are, and when they are speaking. This system is essentially ego-centered. Deictic statements are frequently "hanging in mid-air" and become incomprehensible to the listener in the absence of certain contextual anchors (Mey 2001).

In his book "Pragmatics: An introduction (2nd ed.), Jacob L. Mey (2001) categorized Deixis into three basic facets that are: personal, spacial, and temporal deixis. In addition to three minor categories namely, social, discourse, and empathetic or emotional deixis.

4.3.1. Major Deixis

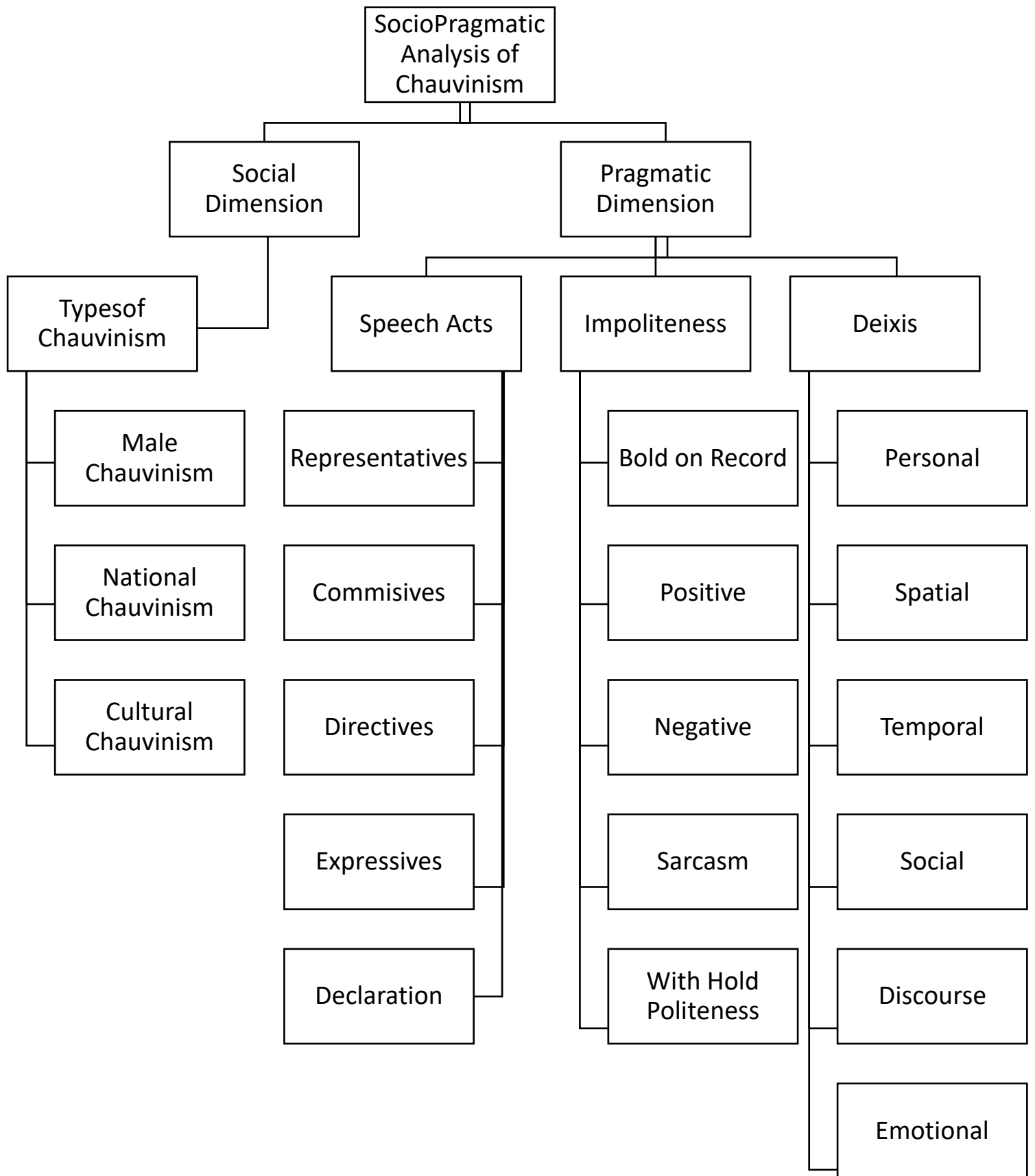
- A. Person Deixis:** this category identifies the participants in a speech context, by using a pronouns to differentiate between speaker, addressee, and the others. Such pronouns are "I, you, he" . For instance "I am a doctor" . "I" here identifies the speaker.
- B. Place Deixis:** is used to locate entities in physical space that known to the speaker position. Like "here, there, this, that" such utterances point to a specific place and size only known to the speaker and listener in same physical space.
- C. Time Deixis:** it is also referred to as temporal deixis, by using adverbs and verb tense to situates utterance in time relative to the moment that is spoken. Such as "I saw him *last* week". The meaning of "last week" depends on a specific week in which know to the speaker at the very time.

4.3.2. Minor Deixis

- A. Social Deixis:** refers to a social relationship and the level of prestige between the addresser and addressee. It is often shown through honorifics or specific forms of address that signify social distance or intimacy. Such as "excuse me doctor Mia!" instead of saying "excuse me Mia". And "your honor " to a judge or "your majesty" to a monarch.



- B. Discourse Deixis:** includes words that have a discourse deictic function to refer to the current, preceding, or following portions of the utterance in a text for example, , 'this, that, last, already, actually, next ...etc. (Huang, 2007).
- C. Emotional Deixis:** this type of deixis is concerned with those linguistic expressions that have the ability to encode emotional proximity or distance between the participants in a discourse (Huang, 2007). For example, the demonstrative pronoun 'this' is a proximate or an immediate deictic expression that indicates a sort of empathy or intimacy to word the hearer while 'that' shows emotional distance. According to O'Keeffe et al (2020) emotional deixis plays a very crucial role in communication for achieving a deeper interpretation of speaker's intention.





5. Data Analysis:

Text (1):

“**Trump (00:01):** It's really great to see everybody on this beautiful, beautiful day in Washington dc Okay, question? Yeah, go ahead. Sure. She's shocked that I picked her. It's like in a state of shock.

Journalist (00:16): I'm not.. thank you, Mr. President. (*Misheard by Trump as: I'm not thinking, Mr. President*)

Trump (00:17): That's okay. I know you're not thinking. You never do.

Journalist (00:20): I'm sorry.

Trump (00:20): No, go ahead. Go ahead.

Journalist (00:23): In a tweet this weekend, Mr. President, you said that it's incorrect to say you're limiting the scope of the FBI investigation.

Trump (00:30): What does that have to do with trade? I don't mind answering the question, but I'd like to do the trade.

Journalist (00:34): It has to do with the other headline and the news, which is the cabinet. I know.

Trump (00:37): But how about talking about trade and then we'll get to that. We'll do that later.” <https://edition.cnn.com/2018/10/02/politics/donald-trump-cecilia-vega>.

Contextual Hints:

This excerpt is a part of question-answer press conference held on 1 Oct, 2018 in Washington DC, to highlight the revamped US-Canada-Mexico Trade Agreement.

The Analysis:

A- In terms of the social dimension, the type of chauvinism used by Trump is ‘Male Chauvinism’ when he says “*She's shocked that I picked her. It's like in a state of shock.*” He means giving her a chance to allocate a turn to raise a question, thereby initiating the question-answer phase of the press conference, is a privilege that she (as a female journalist) never expected putting her in a state of shock. When she says that she’s not shocked, Trump changes her reply



pretending that he heard her saying: 'No, I'm not thinking, Mr. President.' instead of her real answer: 'No, I'm not, thank you Mr. President.'

B- Concerning the pragmatic dimension, Trump uses a representative (assertive) speech act of stating that she is shocked. He also uses a commissive act of promising her to answer her question later on saying: '*We'll do that later.*' since it has nothing to do with the core of the press conference. On the other level of the pragmatic analysis, Trump uses a bold on record impoliteness, as an impolite strategy, when he intends to attack the journalist's face saying '*I know you are not thinking. You never do.*' He also uses positive impoliteness strategy as he intends to damage her positive face want to be answered by him '*I don't mind answering the question, but I'd like to do the trade*'. Tackling the last level of the pragmatic analysis, Trump uses emotional deixis when he asks the female journalist '*What does that have to do with trade?*' Using the word 'that' shows an emotional distance between the addressor and addressee and between her question and the issue for which the press conference was held. Consequently, raising a question in a form of 'What does that have to do with trade?' rather than 'What does this have to do with the trade?' reflects an emotional distance between the participants which in return reflects an emotional distance between male and female in thinking and considering priorities.

Text (2):

Journalist (00:40): Do you think your trade deal will pass through Congress, sir?

Trump (00:43): I think so, but if it doesn't, we have lots of other alternatives, but I do think so. I think if they're fair, which is a big question, but if it's fair on both sides, the Republicans love it. Industry loves it. Our country loves it. If it's fair, it will pass. I think it'll pass easily, really easily because it's a great deal. I mean, you talk about being treated harshly. Okay, let's go. Come on. You want to, I guess, get off trade? I don't know. People are falling asleep with trade. I think it's, to me, it's the most exciting thing you can talk about, right, Joanie? Right. All right, let's go. Come on.

<https://edition.cnn.com/2018/10/02/politics/donald-trump-cecilia-vega>.

Contextual Hints: See the former one.



The Analysis:

A- As far as the first dimension is concerned, National Chauvinism appears. Trump maximizes the role of this deal to flourish, thrive and develop successfully the US industry and economy.

B- Tackling the pragmatic analysis, speech acts will be examined first. Here, Trump uses a representative act of informing *'I think so, but if it doesn't, we have lots of other alternatives'*. He also uses expressive speech acts *'I think if they're fair, which is a big question, but if it's fair on both sides, the Republicans love it. Industry loves it. Our country loves it.'* And *'I think it'll pass easily, really easily because it's a great deal.'* At this point, Trump uses both expressive and commissive acts. He expresses his own opinion of the deal as being a good deal. He also uses a commissive act of promising when he says *'it'll pass... it'll pass easily.'* promising the journalist and US people that the deal will pass through Congress because it is fair and good deal. Concerning the impoliteness theory, Trump uses withhold politeness strategy saying *'Okay, let's go. Come on. You want to, I guess, get off trade? I don't know. People are falling asleep with trade.'* Here, Trump tries to end the turn of the journalist and impose him not to go on instead of simply thanking him to end his turn. Applying the last level of the pragmatic analysis, Trump uses personal deixis (I/we/our/me) which are in-group markers neglecting the other group (the two other countries of the deal: Canada and Mexico). He highlights the role of this deal in flourishing the American Industry and Trade mentioning nothing about thriving or developing the trade of the other sides (Canada and Mexico). Trump's neglection of other countries' interests confirms his national chauvinism.

Text (3):

Trump: "So interesting to see "Progressive" Democrat Congresswomen, who originally came from countries whose governments are a complete and total catastrophe, the worst, (if they even have a functioning government at all), now loudly and viciously telling the people of the United States, the greatest and most powerful Nation on earth, how our government is to be run. Why don't they go back and help fix the totally broken and crime infested places from which they came. Then come back and show us how it is done. These places need your help badly, you can't leave fast enough. I'm sure that Nancy Pelosi would be very happy to quickly work out free travel arrangements".



<https://womenrun.rutgers.edu/timeline/trump-tells-democratic-congresswomen-to-go-back-to-their-countries/>.

Contextual Hints:

This tweet was directed at a group of four coloured congresswomen: Alexandria Ocasio-Cortez, Rashida Tlaib, Ayanna Pressley, and Ilhan Omar on July 14, 2019.

The Analysis:

A- Beginning with the type of chauvinism used in this tweet, it is obvious that Trump has expressed the three types of chauvinism: National (Jingoism), Gendered or Male Chauvinism in addition to the Cultural one. National chauvinism is reflected in his opinion toward America as being the greatest and most powerful nation on earth. Male chauvinism is reflected when he attacks congresswomen rather than congressmen. While Cultural chauvinism is picturized through attacking specifically these four congresswomen who came from corrupted (black) cultures that are totally broken and crime infested. His reaffirmation of his plan to 'Make America Great Again' has always been about making America white again. That is to say, Trump expresses his chauvinistic attitude against women, people of dark colour, and immigrants.

B- Regarding the pragmatic analysis levels, Trump uses a representative act of telling in: '*... loudly and viciously telling the people of the United States, the greatest and most powerful Nation on earth, how our government is to be run.*' He tells Americans how he runs the US to be the greatest nation on earth. Trump also uses speech act of expressing his feeling towards seeing congresswomen as representatives of an American political party who came from different places and cultures that really need their own 'progressive' efforts rather than America. He expresses his belief that America is the greatest and most powerful nation on earth. He also uses a directive speech act of suggestion in '*Why don't they go back and help fix the totally broken and crime infested places from which they came.*' According to Searle's definition of speech acts, suggestion falls under the category of 'Directives'. Suggestion is a statement made with an intention of getting the target to do something for their own good. Here Trump implicitly order his target (the four congresswomen) to go back to where they really belong and fix the catastrophe there. Then, he orders them to come back (after fixing the problem) to show the way they fixed the matter with: '*Then come back and show us how it is done.*'



Dealing with the impoliteness level, Trump uses 'sarcasm' strategy when he describes the four congresswomen as being 'progressive', the matter that he never believes to be true. Again, he uses sarcasm when he says: *'I'm sure that Nancy Pelosi would be very happy to quickly work out free travel arrangements'*. He speaks on behalf Nancy Pelosi, the speaker of the United States House of Representatives who cannot be really happy to work on free travel arrangements for the four women. It is sarcastic how he is being quite sure of that. Trump also uses 'bold on record impoliteness' when he attacks the other nations' governments as being total catastrophe, the worst, most corrupt, inept, totally broken and crime infested.

At the final level of the pragmatic dimension, Trump uses 'Othering' technique. Using the personal deixis indicates Trump's divisive opinion between the in-group (I, us, and our) and the out-group (they, you and your). On one hand, 'self' concept represented by the deictic markers in (I'm sure, show us, and our government) is constructed to show Trump's superiority attributes and in-group identity. On the other hand, 'othering concept' represented by the deictic markers in (they came, need your help, and you can't leave) is constructed to show out-group identity.

Text (4):

Trump: 'I also promised our citizens that I would impose tariffs to confront China's massive theft of America's jobs. Our strategy has worked. Days ago, we signed the groundbreaking new agreement with China that will defend our workers, protect our intellectual property, bring billions and billions of dollars into our treasury, and open vast new markets for products made and grown right here in the U.S.A. For decades, China has taken advantage of the United States. Now we have changed that, but, at the same time, we have perhaps the best relationship we've ever had with China, including with President Xi. They respect what we've done because, quite frankly, they could never really believe that they were able to get away with what they were doing year after year, decade after decade, without someone in our country stepping up and saying, "That's enough." Now we want to rebuild our country, and that's exactly what we're doing. We are rebuilding our country.'

<https://trumpwhitehouse.archives.gov/briefings-statements/remarks-president-trump-state-union-address-3/>.



Contextual Hints: This excerpt is selected from President Donald J. Trump's State of the Union Address on February 4, 2020 addressing the Congress of the United States of America.

The Analysis:

A- Starting with the social dimension of analysis, this speech reflects the National Chauvinism when Trump indicates America has the right of having billions of jobs stolen by China.

B- Tackling the pragmatic dimension, precisely the speech acts level of analysis, Trump uses a commissive act of promising: *'I also promised our citizens that I would impose tariffs to confront China's massive theft of America's jobs'*. He also uses a representative act of informing American people and international community that America is going to adopt a new policy with other nation (China) keeping the best relationship with it: *'For decades, China has taken advantage of the United States. Now we have changed that, but, at the same time, we have perhaps the best relationship we've ever had with China, including with President Xi'*. And: *'Now we want to rebuild our country, and that's exactly what we're doing. We are rebuilding our country.'* Additionally, Trump uses an expressive speech act as he says: *'They respect what we've done because, quite frankly, they could never really believe that they were able to get away with what they were doing year after year, decade after decade, without someone in our country stepping up and saying, "That's enough.'* He supposes that China will accept and respect America's right to adopt the policy that serves its own interests not that of any other nation.

As far as the impoliteness strategy is concerned, Trump uses bold on record impoliteness when he attacks China's face calling their trade policy as a massive theft of America's jobs. He also uses negative impoliteness strategy when he promises to impose 'reciprocal tariffs' to force countries, including China, into renegotiating trade terms. In this case, he damages China's negative face wants to be free from being imposed.

Lastly, Trump uses many deictic expressions of personal, special, temporal, social and discursal types. He makes use of in-group markers: *'we signed the groundbreaking new agreement with China that will defend our workers, protect our intellectual property, bring billions and billions of dollars into our treasury,..'* By using the personal deixis 'we' and 'our', Trump indicates that the new trade policy is a nation call rather than being a personal decision made by



him. Again, he uses the referent, special deixis 'here', following immediately by the reference 'the U.S.A.' to confirm the importance of the New Trade Deal for America more than any other nation. Moreover, he uses the temporal deixis 'Now' in '*Now, we have changed that*' and '*Now we want to rebuild our country*'. With this time deixis, Trump assures that time to change is 'now' not any other time and this decision must not be delayed for America's successful development. This policy was delayed '*year after year, decade after decade*' causing a vast damage to America's treasury and 'Now' it is time to change and rebuild. Socal deixis used by Trump in this speech needs to be reconsidered. However, Trump intends to keep the political relationship with China utilizing the official status honorific 'President', he avoids preceding it with the title 'Mr.' That is to say, to express real respect to the Chinese president, he is supposed to be titled as Mr. President Xi. Considering the discourse deixis, Trump's use of 'frankly' and 'really' in '*They respect what we've done because, quite frankly, they could never really believe that they were able to get away with what they were doing*' expresses that America has the right to change the trade terms and China *quite frankly* has nothing to do but accepting the terms of the new deal because it *really* needs to compensate for advantage China has taken of the United States for decades.

Text (5):

Trump: The Somali Pirates who ransacked Minnesota remind us that there are large parts of the world where bribery, corruption, and lawlessness are the norm, not the exception. Importing these cultures through unrestricted immigration and open borders brings those problems right here to the USA, and it is the American people who pay the price and higher medical bills, car insurance rates, rent, taxes, and perhaps most importantly, crime. We will take care of this problem. We're going to take care of this problem.' <https://www.abc.net.au/news/2026-02-25/state-of-the-union-2026-donald-trump-transcript/106385560>.

Contextual Hints: This excerpt is selected from President Donald J. Trump's first State of the Union since beginning his second term as president on February 25, 2025 addressing the Congress of the United States of America.



The Analysis:

A- Tackling the social dimension, this speech shows Cultural Chauvinism as he attacks Somali culture where bribery, corruption, crime and lawlessness are the norm. He announces that to allow such cultures to be merged with the American one (through immigration) brings problems to their own culture the matter that he never permits.

B- Concerning the pragmatic dimension, Trump uses representative acts of stating '*The Somali Pirates crime*' as well as a commissive act of promising '*We will take care of this problem. We're going to take care of this problem.*' He promises his people to protect America from the invasion of other corrupted people come from corrupted cultures as the Somali one. Dealing with Trump's use of impoliteness, it is clear that he adopts the bold on record impoliteness strategy as he attacks Somali immigrants involved in the sprawling fraud scandal linked to Minnesota's social services programs. He has been fixated on Somalis in the US particularly Ms. Ilhan Omar, a member in the United States Congress to represent Minnesota. He directly threatens the target's face as calling them 'Somali Pirates' instead of Somali people or Somali Americans. Lastly, Trump uses the special deixis 'here' then immediately states the place 'America' emphasizing the crisis caused by Somalis to America not any other place. In this speech, Trump also uses discourse deixis precisely the out-group marker 'those problem' excluding the Somali Americans or immigrants from the American society. On the other hand, he uses the discourse marker 'this' in '*We're going to take care of this problem.*', as an emotional deixis, to refer to the close and ultimate solution that he works on to get rid of the illegal immigration problem that bothers the American society.

Text (6):

Trump (1:48): 'No nation in the world could achieve what America achieved yesterday or frankly in just a short period of time. All Venezuelan military capacities were rendered powerless as the men and women of our military working with US law enforcement successfully captured Maduro in the dead of night.' <https://www.rev.com/transcripts/trump-speaks-after-us-strikes-venezuela-and-captures-maduro>.

Contextual Hints: This excerpt is taken from Trump's speech in a press conference after US strikes Venezuela and Captures Maduro on January 6, 2026.



Trump reveals that the United States struck Venezuela and its president had been captured and flown out of the country.

The Analysis:

A- This speech shows National Chauvinism when Trump states that no nation in the world could achieve what his nation 'America' achieved.

B- Regarding speech acts, Trump uses a declaration act of speech when he announces America's achievement of capturing the Venezuelan president that no any other nation could achieve in really a short period of time and Venezuelan military stands powerless against America's military. In these lines, Trump adopts 'bold on record impoliteness' strategy as he names the Venezuelan military as powerless when American military successfully captured the Venezuelan President. At the deictic level of analysis, the absence of using the social deixis 'President' that refers to Maduro's political status or even the honorific title 'Mr,' before the name of the Venezuelan President is an intention to demean him. The use of the temporal deictic expression 'in the dead of night' might also be on purpose to refer to the dead end of Maduro.

6. Discussion:

In an attempt to draw a socio-pragmatic structure to analyse the political contexts of the American President Donald Trump, the analysis is restricted to three pragmatic levels that are: Speech Acts, Impoliteness and References to trace three types of chauvinism that are: National, Male and Cultural Chauvinism. Utilizing such multidimensional analytical framework, the study identifies how Trump employs specific pragmatic strategies to consolidate in-group solidarity, asserts dominance, and marginalize out-groups to show inferiority. In terms of speech acts, Trump uses representatives, commissives, expressives and directives as well as declarations in his chauvinistic discourse. Considering impoliteness, Trump utilizes successfully its five strategies to attack the positive face (the need to be respected) of his opponents without linguistic mitigation. Chauvinism requires the public assertion of dominance which Trump frequently achieves by strategically attacking the 'face' of out-groups.

In his speeches, the three major deictic expressions as well as the three minor ones are traced. He uses in-group deictic expressions with intention to depict his



chauvinistic attitude of superiority and out-group markers to demean, show severe harm and express inferiority. That is to say, through the strategic use of inclusive/exclusive deixis to polarize the audience, his language builds a nationalistic superiority and aggressive dominance.

7. Conclusion:

It is concluded that US President Donald Trump employs national, male and cultural chauvinism in his political contexts. Trump conveys his chauvinistic expressions against people of other nation, gender, race, colour and culture by the use of representatives, commissives, expressives, directives, and declaration. Chauvinism is not necessarily imposed by orders and force, but by performing victimization. Impolite strategies of bold on record impoliteness, positive and negative impoliteness, sarcasm and withhold politeness are all resorted to by Trump to practice prejudice and superiority. Major deictic references as well as the minor ones are proved to be vital tools to convey national, gendered and cultural chauvinism. Social deixis especially the honorific title 'Mr.' is observed to be missing when Trump addresses leaders of other nations which minimizes respect and maximizes indifference toward the targets. Overall, the two-dimensional model of analysis has proved its workability in tracing Trump's conveyance of his chauvinistic attitudes.

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