

Exploring the Hillary Clifton’s Speech “*Super Tuesday*”: A Critical Discourse Analysis (CDA) Approach

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Abstract

Critical discourse analysis is a method of investigating the links connecting language and the political and social settings where it emerges. The present research is a corpus-based qualitative analysis that does a Critical Discourse Analysis (CDA) of Hillary Clinton's “Super Tuesday” Victory Speech. The findings of this study are based on Fairclough's CDA model. According to Fairclough, CDA is divided into three stages. This model aided me in comprehending and analyzing this discourse. Fairclough's theory suggests that meanings are produced through interpretations, and the key ideological components of Hillary Clinton's speech are liberalism, inclusive acceptance of religion, and ethnic diversity. The prominent word “We” in her speech emphasizes equality and unity, as she is a female politician with an outstanding record of accomplishments. She uses her power of speech to gain trust and favor by promising good jobs and equal rights, and encouraging people to resist those who divide them apart. Active voices are prominent in the speech, showing stronger connections to actions by using fewer words to communicate the same information. Assertive speech acts are used to commit the speaker to the truth of a proposition, and the rule of three is repeatedly used to emphasize the meanings and help the audience remember her message.

Keywords: Critical Discourse Analysis, Hillary Clinton, Fairclough’s CDA, politics, language, ideology, power

Introduction

The essential purpose of this paper is to analyze politician speech in social context, focusing on Critical Discourse Analysis (CDA) and its application in various communication forms such as written, spoken, verbal, and non-verbal communication. CDA aims to understand the hidden meanings and intentions of politicians' speeches, highlighting the importance of understanding language use in different social contexts. CDA differs from other approaches that focus solely on language use, focusing on social aspects and how people use language to achieve specific effects, such as building trust, creating doubt, stirring emotions, and managing stress.

Critical Discourse Analysis is a subfield of linguistics that studies how and why specific texts influence readers and listeners. It is concerned with how power is wielded via language through critically studying a piece of language. CDA is fascinated with power dynamics and hidden ideologies in social environments. It seeks to investigate how speech contributes to the creation, replication, normalization, and legitimization of dominance and power. This approach focuses on understanding how people perceive messages in their social, textual context, analyzing text at any level, including vocabulary, grammar, register, and genre, to gain a comprehensive understanding of the language. Moreover, CDA investigates the relationship between language usage and the social circumstances in which it happens. It investigates how topics such as gender, ethnicity, cultural diversity, ideology, and identity are produced and represented in texts. It investigates how constructed texts form social links, social identities, and power relations, as well as how CDA reveals dominant and biased discursive techniques in texts. This critical contribution seeks to explore the text's discourse specifically political speech, in order to demonstrate how literature might influence its audience. Swanson 1990, suggest that political speech plays a crucial role in public speaking as it attracts attention from both domestic and international audiences. Scholars analyze political discourse from a critical discourse analysis perspective to uncover hidden hegemony and power arising from various ideologies and cultures.

Furthermore, According to Wodak and Ludwig (1999), discourse power and ideologies are integral to communicative events, as they are always involved and historical. Discourse analysis must consider interpretation, as different readers and listeners may have different interpretations of the same event. Ideologies represent and build society and culture through discourse, creating unequal power relations. Therefore, analyzing the text alone is not enough; the elocutionary effect is also crucial. This research focuses on Clinton's discourse, distinguishing between political ideologies and discursive ideologies, and elaborating on the concept of values in relation to discursive ideologies.

Significance of Study

The current study aims to explore the purpose of Politician Speeches, focusing on the outline of Clinton's speech, type of vocabulary and grammar sentences, hidden meanings, and the purpose of these speeches. The methodology, theoretical framework, and data analysis are based on the Fairclough model of CDA, which has been a significant focus in the field. The

study is a corpus-based study based on the CDA model, with the methodology, theoretical framework, and data analysis based on the Fairclough model. Furthermore, the study highlights its important role in understanding people's ideologies and intentions. The results are based on the CDA model of Fairclough, highlighting the significance of language in various aspects of life.

Research Question

1. In what ways Hillary Clinton used linguistic features to influence her audience perception and response?
2. How Hillary Clinton does used linguistic features in her *Super Tuesday* Victory Speech to shape her political identity?

Research Objective

- To explore the strategic use of linguistic features in Hillary Clinton's Super Tuesday Victory Speech
- To investigate how Hinary Clinton does used Linguistic features for shaping her political image and influencing audience perception and response.

Literature Review

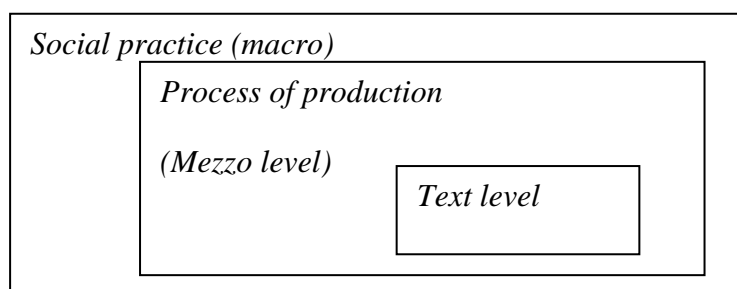
Discourse Analysis (CDA) is a research method that studies written or spoken language in relation to its social context. It aims to understand how language is used in real-life situations and the meanings and intentions of speakers. In a study by Wang (2010), the CDA theory SFG was used to analyze Barak Obama's speech "*Change has come*" from the transitivity and modality perspective. The study found that Obama's easy language and religious aspect, along with his religious aspect, helped rebuild the confidence of his public, thereby gaining their support and enhancing their confidence. Brown & Yule's study (2003) of discourse analysis emphasizes the importance of understanding language use within various disciplines, including sociolinguistics and computational linguistics. This approach not only studies linguistic forms but also their purposes within a communicative situation. Discourse analysis is not just about semantics, but a complex knowledge of language to understand successful communication practices. This comprehensive approach helps researchers understand the meanings and activities of language in various contexts. Van Dijk's theoretical foundation

(2008) in discourse analysis focuses on uncovering power relations and hidden ideologies in social contexts. This interdisciplinary approach, rooted in inequality and political contexts, is crucial for analyzing various areas of discourse analysis, emphasizing the importance of being aware of one's position in culture and society. Moreover, Norman Fairclough and Ruth Wodak (2006), founders of CDA, emphasize the importance of language in addressing social problems and power relations in society. CDA highlights the role of linguistic elements in shaping cultural and social constructions. Power relations are mirrored, mediated, and reproduced by discourse, which constitutes society and culture. The relationship between these is dialectical, with society and culture being constructed through the use of discourse and vice versa. Furthermore, Discourse plays a crucial role in ideological work, as ideologies construct society and culture, often leading to unequal power relations. Discourse, particularly in the context of Clinton's discourse, is not solely concerned with ideologies but also values. It is historical, referring to past actions or words. To fully understand discourse, contextual knowledge is needed, as it is dependent on the context and recipients. Critical discourse analysts are responsible for determining the necessary contextual knowledge for interpretation, ensuring that ideologies are not solely concerned with ideology but also with values.

Research Methodology & Design

This current research tool is built on Fairclough's CDA model. This model has three major phases.

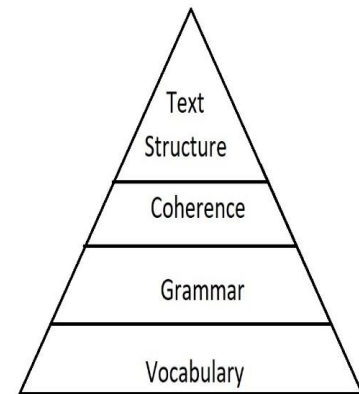
Fairclough's three-dimensional model: Fairclough's three-dimensional model (2001) emphasizes the importance of combining micro and macro level analysis. Micro level analysis focuses on grammatical aspects like lexemes, phrases, and sentences, while macro level analysis considers the social and cultural context. Combining these factors allows for a comprehensive analysis, ensuring a comprehensive understanding of the subject matter.



Fairclough in his three-dimensional model

(Fairclough, 2001, p. 21)

1. Text: At first level of Fairclough's model, Fairclough's analysis involves a syntactic analysis of the discourse, focusing on grammatical aspects. This level, represented by the inner box, requires objectivity and a detailed description of the object of analysis, as Fairclough states, requiring the analyst to master all aspects of the text. Text can be speech, writing, image or a mixture of all three forms of communication. The analysis here is at word level (Fairclough, 2001).



2. The second dimension is called discursive practice. Discursive practice involves production of text or constitution of text. Here the analysis takes place at the text level and on the process of production and interpretation. The focus is on the semantic part, interpreting the text's meaning in its communicative situation. This perspective views the discourse as a communicative action, focusing on the sender and receiver (Fairclough, 2001).

3. The third dimension is called social practice. It is about standards and ideologies of society. Here, the analysis will be done on social conditions of production and interpretation. The outer box, representing the significance of the text within a sociocultural context, integrates the analytical data from previous levels. (Fairclough, 2001).

Fairclough's three-dimensional model simplifies CDA, while the theory section covers subcategories for specific data analysis in the study. Fairclough's analytical approach assumes that language helps create change and can be used to change behavior. On the basis of above definitions and model given by Fairclough, I will do the critical discourse analysis of the political speech of Hillary Clinton's Super Tuesday Victory Speech. Political speeches play a significant role in public speech; they draw great attention from home and abroad. Due to uniqueness of political discourse, many scholars tend to analyze political discourses from the perspective of critical discourse analysis to reveal the hidden hegemony and power struggle. Political speeches always represent some ideologies and hidden meanings.

J.L. Austin (1975), a philosopher of language, rephrased the concept of illocution as the performance of an 'illocutionary' act, focusing on the meaning of the utterance rather than the act itself. This concept, viewed as pragmatic, is entirely context-determined and refers to

the actions of the utterance, unlike the locutionary value, which is more about what is in the utterance. Austin's speech act theory (1975) identifies three layers of meaning: locution, illocution, and perlocution. Starting with locution, Austin defines it as the act of "saying something" in its full normal sense, relating to the literal value of an utterance and its direct interpretation from grammatical construction. Austin's (1975) concept of perlocution suggests that an utterance can have consequential effects on the thoughts, feelings, or actions of the audience, speaker, or other individuals. This perlocutionary value refers to the consequences an utterance has in the situational context, and cannot be directly read from the utterance itself. The intention or purpose behind producing these effects is crucial in understanding the meaning of an utterance. Intertextuality refers to the interconnectedness of texts, encompassing various discourses and genres. In Clinton's Speech, references to The Beatles and former Democratic Presidents are present, reflecting the speaker's ideologies, attitudes, and beliefs. Jones (2012, p.14) asserts that when we appropriate the words and ideas of others, we often communicate how we think about those words and ideas in the way we represent them. Therefore, intertextuality becomes a crucial factor in promoting the speaker's ideologies through discourse. In summary, understanding intertextuality is essential for comprehending the interplay between texts and their respective contexts, ensuring that our communication effectively reflects our ideologies and beliefs.

Data Collection

The data for this study was retrieved from the internet and includes Hillary Clinton's Super Tuesday Victory Speech delivered in March 2016. The motive of speech was examined using the Fairclough's Three-Dimensional Model for CDA.

Discussion & Analysis

The chosen data is analyzed in the light of Fairclough's adopted model focusing on the description stage. This stage reveals the proper properties of text, such as vocabulary and grammar, which are selective and crucial for a CDA. The three parameters to analyze in any text are vocabulary and grammar. Fairclough suggests that knowledge of formal properties of a text might not be sufficient to mediate the correlation between text and social structures. This can be achieved by interpreting texts according to proposition and coherence, producing

opposite backgrounds of common-sense suppositions, and explaining the relationship between discourses and processes of struggle and power.

EVALUATION

After the analysis of Hillary Clinton's speech, I revealed the underlined meanings, ideologies and purpose of this speech. As Fairclough believes that there is no neutral discourse, every text is constructed and it reflects any ideology in it. For ideological analysis I used synchronic method while comparing Hilary's speech with her rival Presidential candidate Donald Trump's speech in which his focus was just Americans, he excludes all immigrants by mentioning multiple times that America belongs to Americans and immigrants should be banned. His focus was on "us and them" division. He talked about creating barriers for example to make a wall between America and Mexico. Hillary and Donald Trump both reflect their ideologies in their speeches clearly. Being the democratic presidential candidate she talked about the liberal policies as compared to republican traditional and conservative thinking. Hilary's main focus was all inclusive practice of taking into consideration of all the marginalized or outcast like working classes, black people, immigrants, LGTB and even women.

"You know all across our country today Democrats voted to break down barriers so we can all rise together." Hillary Clinton kept her eye on the general election during her South Carolina primary victory speech. She acknowledged every vote and hard work; people had done to support her in elections. She mentioned the importance of the votes of all people irrespective of class, gender, color or religion. She tries to make people believe that their votes will not go in vain "We're going to work for every vote." Clinton established solidarity with her audience as she praised their support.

(1) *"this country belongs to all of us not just those at the top. Not just the people who look one way, worship one way, or even think one way."*

Hillary Clinton uses political promises and tries to convince people that America is not for political leaders or for the ones who are superior, but it is for every single person who lives in America. She used pronoun "us" to make a connection with the people, to make people trust her, to develop solidarity with the people. The rule of

three is also seen here that shows the importance of her statement, she uses rule of three so that her audience can easily remember her words and their intensity.

- (2) *“America is strong when we’re all strong. We know we’ve got work to do, that work is not to make America great again. America never stopped being great. We have to make America whole. We have to fill in what’s been hallowed out.”*

She used the occasion to fire back at the Republican presidential hopeful Trump's campaign slogan to “*make America great again*”. She criticized the previous idea of greatness of England by dividing people between them and us indirectly. She highlighted the need to break down whatever existing barriers continued to drive the nation apart. She knew that her stance is totally different from Republican previous candidate for president and emphasized on love and kindness by saying, “I believe what we need in America today, is more love and kindness”. She pleaded with them that America needed love and kindness to amend everything broken. Hillary has used auxiliary verb “have” to show the necessity of the action to make America a great whole.

- (3) *“Yesterday I was at the old south meeting house in Boston where nearly two and a half centuries ago American Patriots organized the original tea party. I had wondered what they would make of corporations that seem to have absolutely no loyalty to the country that gave them so much.”*

She seemed determined to fight against those who turned their back on America. She gave warning to those corporations which doesn't pay taxes or facilitating American people. It can be said that this warning is not just for those corporations but each and every force that doesn't work for America's betterment. Assertive speech acts show her certainty and clarity of the situation. She is not just giving people hope but she keeps strict check and balance to forces that can harm America.

Historical reference of a meeting house in Boston is also given where two and half centuries ago the original tea party by American patriots was organized.

- (4) *“We all need to work together to break down the barriers holding back our families and our country. The middle class needs a raise. Add more good jobs, jobs that pay enough for a family to live on...we have to invest in manufacturing...”*

In the paragraph mentioned above she has discussed future plans with her audience. She framed her political stand to continue the preceding Democratic President's success to improve the American economy. She presented herself as a strong leader capable of advancing the American economy, raising the standards of middle class, breaking all barriers and restoring her audience's common faith for a better America. She wisely advocates for all inequalities in the society and talks about giving every American basic rights to common marginalized people including women, LGBT, disables and blacks. Hillary used pronoun "we" to show solidarity and unity with her audience.

(5) *"I know, I know too many Americans have lost faith in our future."*

This indirectly shows how people have been targeted and victimized in the past by previous government of Republicans. It means that people had lost their faith in previous governments. She talked about the rights of everyone in America. She evoked hopes on the part of her prospective voters for their common better future and urged them to desire love and kindness in their lives. She makes a connection with her audience by using phrase "I know" twice to solidarity to her audience, to make them believe that she understands them.

(6) *"Our city's children were poisoned by toxic water because the governor wanted to save a little money." ... "There's another story in Flint...it's students raising funds for water deliveries and showing up to distribute supplies....i went to the house of prayer missionary Baptist church..."*

She criticized the government of Flint for showing irresponsibility and she also praised the students and people who worked together there. She called for them to keep fighting against forces that drove them apart. By using the example of the less fortunate community in Flint, she has sent a message of the high value of love and kindness, as seen in the voluntary social services of other communities across the country, who came to their aid.

Another reference of Baptist missionary church in Flint was given, where locked arm of congregation together showed unity among the people, which is the slogan of Hillary in this speech.

(7) *"We now insured 90 percent of Americans thanks to President Obama. Now we have to finish the job and get to 100 percent."*

She ended her speech using a crescendo to call for the people's support to continue the progress to support Democratic president, Barack Obama. She called on every American to keep moving forward together to enable every American for a better future. She praised President Obama’s work and thanked people for supporting them.

The overall theme of the speech is “*breaking down the barriers*” of classes, races, nationalities and religion etc to work together for common purpose of making America a great whole with the help of love and kindness. This idea has been emphasized again and again for example. “*this country belongs to all of us...*”, “*we have to make America whole again...*”, “*I believe what we need in America today is more love and kindness...*”, “*we all need to work together to break down the barriers...*”, “*we can break down barriers for families who have seen too many black children harassed, humiliated and even killed. We can break down barriers for voters...hardworking immigrants...*” etc. the words that are mostly used in this speech are political words like country, taxes, people, black families, immigrants, communities etc.

Analysis of frequently used words

The speech consists of 1332 words. The pronoun “WE” is used for 49 times which can be attributed to inclusiveness strategy of Hillary Clinton. And another pronoun “our” occurs 10 times and “us” occurs 5 times. Together these nouns indicate that Clinton’s speech is for her people, where she uses inclusive pronouns to build a strong connection.

Keywords report for Hillary Clinton’s speech.

Words	Repeats	Density
<i>We</i>	49	3.67%
<i>You</i>	22	1.65%
<i>have</i>	19	1.42%
<i>I</i>	16	1.20%
<i>can</i>	13	0.97%
<i>America</i>	11	0.82%
<i>Our</i>	10	0.75%
<i>Work</i>	7	0.52%

Country	6	0.45%
Family	6	0.45%
Breaking down barriers	6	0.45%
Together	5	0.37%
Us	5	0.37%

The repetition of all the words shows the liberal and progressive policy of working together taking all the people of America without the consideration of race, class or gender difference. Repeated use of pronoun “we” shows solidarity, equality and unity with the people. The auxiliary verb “have” is used repeatedly for 19 times, it gives a forceful meanings that Hillary is thinking about making America a better whole and for that she has used “have” many times to show the necessity of the action to be taken in order to make America a great whole. Hillary tries to peruse people to be united to make America a great whole; she wants people to think about betterment of their country. “You” is used 22 times in the speech that shows Hillary addresses everyone equally without being biased, she addresses man, women, LGTB, black, white everyone directly. By using “You” she tries to evoke people and tries to make them realize their responsibilities that concerns betterment of America. Modal verb “can” is also seen in the text, that shows uncertainty of the action.

Examples of Rule of Three:

1. *Volunteering, contributing, doing everything you can (paragraph 1)*
2. *We have to make strong the broken places, re-stitch the bond of trust, and respect across our country (paragraph 2)*
3. *We can, we are, we will (paragraph 4)*
4. *Do all good you can, for all people you can, for as long as you can (paragraph 8)*
5. *We’ve got to keep going. Keep working. Keep breaking down the barriers (paragraph 11)*

The **rule of three** is a writing principle that suggests that a trio of events or characters is more humorous, satisfying, or effective than other numbers in execution of the text and engaging the reader. The reader or audience of this form of text is also thereby more

likely to remember the information conveyed. It makes the author or speaker appears knowledgeable while being both simple and catchy.

Conclusion

I have done the critical discourse analysis of Hilary Clinton's Speech using Fairclough model. It is analyzed that ideology invests language in various ways at various levels and that ideology is both property of structures and of events. I also interpret the text which could be possible as Fairclough remarked "meanings are produced through interpretations". So I can say that the key ideological components of Hillary's speech are liberalism, inclusive acceptance of religion and ethnic diversity. Density analysis shows that the prominent word used is "We" which shows necessity of equality and unity. As a female politician with an outstanding record of accomplishments Hillary is very motivated and she is encouraging her audience to trust her and be hopeful for better future. She uses her power of speech to gain trust and favor of her audience by promising them to provide good jobs and equal rights. She encourages people to resist against those who try to divide them apart by working together. Active voices are prominent in the speech that shows stronger connection to actions, by using fewer words to communicate the same information. Assertive speech acts are used in the speech, she tells her audience what is happening and why they need to break down the barriers. An assertive is a speech act that commits the speaker to the truth of a proposition. Rule of three is used repeatedly to emphasize the meanings and to help audience remember her message.

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