

# Trump and the Language Use: An Analysis of President's Quotes through CTA

*By* Kasiyarno Kasiyarno

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# Trump and the Language Use: An Analysis of President's Quotes through CTA

Kasiyarno<sup>1</sup>, Sigit Apriyanto<sup>2</sup><sup>14</sup> <sup>14</sup> University of Ahmad Dahlan, Yogyakarta, Indonesia<sup>2</sup> Faculty of Applied Science and Technology, Universiti Tun Hussein Onn Malaysia**Article Info**

24

Volume 83

Page Number: 22968 – 22982

Publication Issue:

March - April 2020

**Article History**

Article Received: 24 July 2019

Revised: 12 September 2019

Accepted: 15 February 2020

Publication: 30 April 2020

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**Abstract:**

The words societies use in their daily lives will reveal necessary aspects of their social and psychological worlds. With advances in computer technology, text analysis permits researchers to faithfully and quickly assess options of what the people say yet as subtleties in their linguistic designs. This research aims to investigate the development of language use in the speech by America President Donald Trump and his power, focuses, analytical thinking in the US. The quotes were organized for transcription LIWC analysis to calculate the proportion of psychological method, power, and times' focus variables that Trump's use. LIWC scores were connected with language dimension and science problems. These findings showed that the words of Trump have a bearing on the attendee or reader. The words employed by Trump once talking or writing could betray their thoughts and feelings, those words are also processed at an occasional or non-conscious level by the attendee or reader. Problems and statements that Trump creates can be able to influence society and might profit from this state of affairs with alternative goals and interests. This possibility is expounded to Trump's set up on the yank political scene. Besides, the mix of power and confidence and poured into a structured language will turn out potential worth.

**Keywords:** Language use, Psychological process, CTA, US President' Speech

## I. INTRODUCTION

The ways human beings use words convey an outstanding deal of statistics about themselves, their audience, and the conditions they are in. Individuals' choice of words can hint at their social status, age, sex, and motives. We sense if the speaker or author is emotionally shut or distant, thoughtful or shallow, and possibly extraverted, neurotic, or open to the new experience. Although numerous Annual Review chapters have summarized research on language acquisition, production, comprehension, and its links to genius activity, this is the first to discuss how language and, greater specifically, phrase use is a meaningful marker and occasional mediator of herbal social and persona processes.

That the expressions people use are diagnostic of their mental, social, and even physical country is not a new concept. Freud (1914) provided numerous compelling examples in his discussion of

parapraxes, or slips of the tongue. He pointed out that frequent mistakes in speech betray people's deeper motives or fears. Drawing closely on psychoanalysis, Pennebaker & Niederhoffer (2011) prolonged these thoughts by using suggesting that the unconscious asserts itself thru language. Indeed, language, in his view, is the bridge to reality. Pennebaker et al., (2003) argued that the approaches we describe events define the meanings of the activities and that these meanings help us preserve our hold close to reality. Similar assumptions are implicit in plenty of work in sociolinguistics (Pennebaker & Niederhoffer, 2003), narrative and discourse analyses (Udina, 2017), and conversation research (Fast & Funder, 2008; Zhao, 2011).

Because word use is a quite unstudied phenomenon, this learns about focuses on 5 dimensions. The first deals with approaches president naturally use words. By "natural," we refer

15 to relatively open-ended responses, verbal interactions, and written or spoken text. The most frequent methodologies encompass manual phrase counts and, greater recently, laptop analyses of language. This learns about considers the hyperlinks between phrase utilization and social or situational differences and how we can use words to mark the psychological change.

Although many of the assumptions about language as a psychological marker are shared, the strategies of reading language and phrase use have frequently been a battleground. Most narrative researchers expect that language is, via definition, contextual. Consequently, phrases, sentences, or whole 15 texts have to be regarded inside the context of the goals of the speaker and the relationship between the speaker and the audience. Because of the complexity of communication, this approach assumes that the investigator ought to attend to that means of the utterances in context. However defined, that means is believed to be sufficiently 4 multi-layered to only be decoded with the aid of human judges who then evaluate what is stated or written. Qualitative analyses, then, supply the researcher with huge impressions or agreed-upon descriptions of text samples. Very few discourse analyses depend on numbers or data (Gee & Handford, 2012).

An alternative standpoint is that facets of language or phrase use can be counted and statistically analyzed. Quantitative approaches to text evaluation have received increasing recognition over the past 1/2 century (J. Pennebaker et al., 2003; Dagher & Fung, 2013). The present techniques can be classified into three vast methodologies. Judge-based thematic content material analyses commonly contain judges who identify the presence of imperative thematic references in textual content samples on the foundation of empirically developed coding systems (Smith, 1992). Thematic content material analyses have been broadly applied for analyzing a variety of psychological phenomena such as motive imagery (Oliveira, Mirian; Cristina, Claudia; Santos, Clasissa; Kunzel, 2015; Romo,

2015), explanatory patterns (Parente et al., 2018), cognitive complexity (Richardson; Taylor; Brent Snook; Conchie, 2014; Pennebaker 32 & Stone, 2003), psychiatric syndromes (Sumner et al., 2012; Zanasi et al., 2011), arousal patterns associated with cultural shifts (Pennebaker & Stone, 2003), and levels of thinking (Dean et al., 2006; Pennebaker & Niederhoffer, 2003; Meyerhoff, 2003).

The last one, general methodology distinguished in quantitative text analysis focuses on word count methods. Psychological word count methods exist for each analysis of content (what is being said) and magnificence (how it's being said). Whereas they often need rather complicated linguistic analysis (e.g., active versus passive or figurative language use), most current approaches involve straightforward word counts, akin to commonplace grammatical units (personal pronouns, prepositions), or psychologically derived linguistic dimensions (e.g., feeling words, accomplishment connected words). 19 Word count methods have supported the belief that the words individuals use convey psychological data over and higher than their literal which means and freelance of their linguistics context. Though some language researchers contemplate this assumption problematic, others see distinctive potentials in analyzing word selection owing to judges' readiness to read content and their inability to watchword choice (e.g., Moreno & Cámara, 2014). With only one exception, the foremost usually used approaches bestowed below are pc based mostly.

Therefore, constructing the system to predict the personality of a person through social media is considered needed as a bond between social media and personality paper. If a person's personality can be accurately predicted through this system, then the system will help many things, such as determining the level of success and compatibility of a relationship with the partner (Chamorro-Premuzic & Furnham, 2008), determining the type of music heard by personality (Rentfrow & Gosling, 2003), and individual personality types can be used to

predict whether they prefer McCain or Obama as a US presidential candidate in 2008 (Jost et al., 2009).

Based on the preceding description, it can be considered that the personality is very distinguished to some aspects of life, so the gadget of character prediction is considered necessary. Whereby the usage of this prediction system, the character of a man or woman can be recognized with the aid of the customers rapidly and accurately. Besides, this prediction device can limit the error of character prediction due to the person analysis of the testers.

Sharpening the literature in computational linguistics, this study goals to discover language processes in the texts and how it's different from other reviewers. In particular, this study focuses on six summary variables that have demonstrated predictive power in language research (Cohn et al., 2004; Kacewicz et al., 2013; Newman et al., 2003; J. W. Pennebaker et al., 2014): clout, authentic, and analytic, self-references, emotion, and social words.

#### 4 1.1 Linguistic Inquiry and Word Count (LIWC)

To locate a more proficient assessment approach due to make accurate evidence from the suspects or witnesses, it grew to become to the aptitude of computerized text evaluation programs to determine the assets text. LIWC (Linguistic Inquiry and Word Count, often mentioned 'Luke') is a word useful source developed by social psychologist James Pennebaker and his group at the University of Texas (Chung & Pennebaker, 2015).

The LIWC program has two central features; the processing section and the dictionaries. The processing feature is the software itself, which opens collection of text documents which can be essays, poems, blogs, novels, and so on and then goes through every file word by word. Each phrase in a given text file is matched with the dictionary

file (Tausczik & Pennebaker, 2010). Shortly, LIWC is a transparent textual content analysis application that counts phrases in psychologically significant categories.

Linguistic Inquiry and Word Count (LIWC) is a word counting software program normally used for quantitative text evaluation in social, linguistics, and medical sciences. Although LIWC can measure facets in the textual content that enable text classification and prediction for behavioral outcomes, it is frequently used to become aware of informative phrase aspects about the psychological kingdom of the author or the speaker or the underlying group. LIWC was once firstly developed to tackle content material analytics problems in experimental psychology (Faliagka & Ramantas, 2012).

#### 23 1.2 How Linguistic Inquiry and Word Count (LIWC) work

The use of Linguistic Inquiry and Word Count (LIWC) is quite simple. It reads certain texts and calculates the phrases into the proportion that mirror emotions, questioning styles, social problems, and the exceptional parts of the conversation. Because LIWC is developed by way of researchers who have a pastime in social, medical, health, and cognitive psychology, the language category used to be created to arrest the social and psychological nation of society (Tausczik & Pennebaker, 2010).

## II. METHODOLOGY

Here is a flowchart of the system plan in categorizing personality-based totally on the records on social media or web site. The aim of this categorizing is to make it simpler to identify, compare, and study. Comparing capacity looking for similarities and variations of the traits of the thing.



Fig. 1. Flowchart the Study

Based on Figure 1, it suggests the flowchart of the study created. Which has quite a few processes. Where the first manner is to prepare the charges records of US President, Donald Trump. Then the facts have to be analyzed via the resolution process. Where the information must be chosen and eliminate the abbreviation of quotes. After completing the records selection, then the information will be input into the system; LIWC to be counted. The output records (in percentage form) will be processed and analyzed by the use of Pennebaker theories (Pennebaker, 2011; Groom & Pennebaker, 2002; Pennebaker, Boyd, Jordan, & Blackburn, 1983; Abe, 2011). In the remaining ranges of the tool will be acquired in the shape of a written text that

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2.1. Text Analysis Procedure

The press conference transcripts were analyzed using 13 computerized text analysis program called Linguistic Inquiry and Word Count, or LIWC (Pennebaker et al., 2001). The LIWC analyzes language on a word-by-word basis. It has a master dictionary that consists of over 2,200 phrases and word stems, and these words are assigned to countless sub dictionaries on the foundation of phrase categories. 1

LIWC is an extensively used device that defines frequent English words as one of 68 exceptional categories (Such as pronouns, adverbs, work-related words, non-secular words, etc.) (McLean et al., 2007; Slatcher et al., 2007). This software program accepts frequencies for

indicates that means of each feature (psychological process, social, positive, and terrible emotion, times' focus).

2.2 Data

The data collected are based on the quotes of US President Donald Trump from the news online web site (<https://www.washingtonpost.com>). Overall, the quotes sample represented the attitude and policy in the pathology case as a major disaster. The quotes are taken from Jan, 22 till March, 29. The quotes of US President are his statements on pathology in several sources: interview, conference, twitter, and meetings.

1 many words, sorted by type, psychology, and language. The evaluation in this study is restrained to the personal troubles of the preliminary dictionary and the psychological category of the word LIWC2015, which seems to be the most psychological information. In this study, the LIWC output shows the range of words in 5 variables as a proportion of the complete quantity of phrases in the sample letter.

III. RESULT AND DISCUSSION

3.1 Result

Based on the results of the tests that have been done, it was obtained a percentage of each variable from each data. The percentage value is derived from the calculation of the LIWC2015 words count program.

Quotes by Date	WC	Analytic	Clout	Authentic	+ emo	- emo	social	power	Focus past	Focus present	Focus future
Jan 22	27	17,96	96,78	33,94	3,70	0,00	11,11	14,81	0,00	18,52	7,41
Feb 10	18	92,84	86,68	99,00	5,56	0,00	5,56	0,00	0,00	22,22	0,00
Feb 24	19	98,60	29,92	50,35	5,26	0,00	0,00	10,53	0,00	10,53	0,00
Feb 27	15	51,43	50,00	10,08	0,00	0,00	0,00	0,00	0,00	26,67	13,33
March 4	30	17,96	63,05	10,08	3,33	0,00	10,00	3,33	0,00	13,33	10,00

16 March 9	25	81,40	94,50	1,00	4,00	4,00	16,00	4,00	0,00	8,00	0,00
March 10	24	11,24	95,20	48,89	8,33	0,00	8,33	0,00	4,17	16,67	12,50
March 14	21	40,66	97,14	1,00	0,00	4,76	9,52	14,29	4,76	14,29	0,00
March 15	19	1,11	70,08	4,05	0,00	0,00	5,26	10,53	0,00	21,05	0,00
March 17	13	64,27	50,00	94,81	0,00	0,00	7,69	0,00	30,77	0,00	0,00
March 18	35	95,22	19,58	62,17	2,86	2,86	0,00	0,00	2,86	2,86	2,86
March 19	52	7,78	98,23	17,46	1,92	0,00	19,23	1,92	5,77	23,08	1,92
March 23	34	19,87	38,42	81,91	0,00	5,88	8,82	0,00	2,94	14,71	11,76
March 24	16	92,84	50,00	95,60	6,25	0,00	6,25	6,25	0,00	12,50	0,00
March 26	40	19,58	95,99	74,76	0,00	0,00	17,50	2,50	0,00	22,50	2,50
March 28	20	4,01	99,00	43,37	10,00	5,00	15,00	20,00	0,00	0,00	10,00
March 29	12	80,75	4,80	1,79	8,33	8,33	0,00	16,67	8,33	25,00	0,00

Table 1. Words Count Summary –Trumps Quotes

Table 1 and figure 1 below present words count that most represented from the total quotes (Jan, 22 – March, 29). All the quotes have been counted and were pre-processing, in which the extracted text is cleaned by removing punctuations, numbers, common words, etc. and focused on psychological process, social, positive and negative emotion, and times' focus to increase the accuracy and efficiency

of the results. Even though any appear words from other features generally reflect what might be shown from those features. The average number of words in each quote is 25 words. However, the quotes of each extraction produce different variables. Each has a different meaning and are interrelated. The meaning of each variable will be discussed in the next section.

**Words Count Summary**

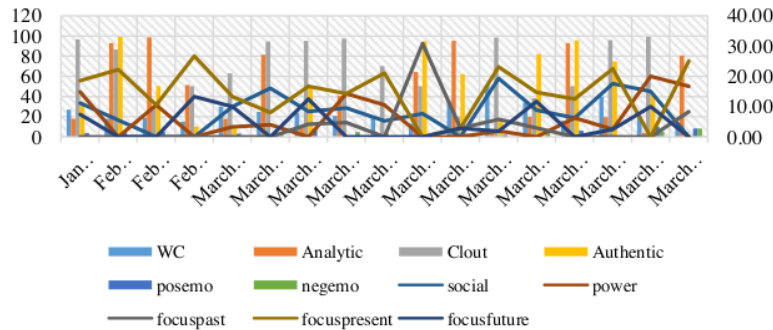


Figure 2. Words Count Summary of Trumps' Quotes

**Psychological Variables**

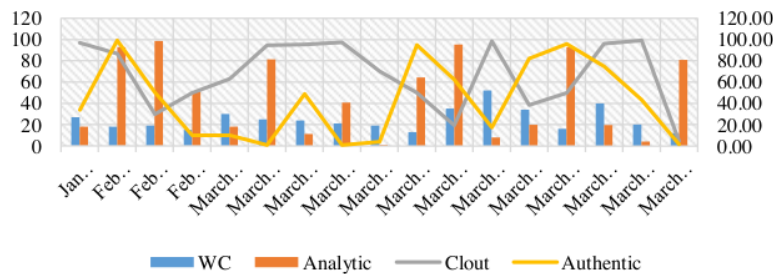


Fig. 3. Summary of Psychological Variables

Figure 3 shows the language abbreviations in the true dimension. The correctness or expertise of a persons' beliefs and emotions and following them is equal to being yourself (Mengers, 2014). The notion of validity is to think about constructing between self-knowledge and strength of mind of behavior. From this perspective, the expertise of the fine things can considerably affect people's lives due to the fact it helps them to create correct lives as an archer to attempt (Kernis & Goldman, 2006). From this factor of view, proper operations are the result of continuous operational activities with notable intentions. Authenticity has conceivable value, although if being yourself can lead to terrible reactions from others. But being your self can set human beings apart and classify them differently (Mengers, 2014).

The language use of the president can exhibit how assured and self-certain they are as leaders. Confidence or clout is indicated by way of greater we-words and social phrases and fewer I-words, negations (e.g. no, not), and swear words. Whereas analytic thinking has decreased over the remaining century, clout has increased. Around the equal time president started out becoming less analytic, they additionally started to exude more confidence. President has an increasing number of approached these speeches to Congress with confidence and certainty.

In several years, Donald Trump gave several speeches and statements to Congress or twitter. The content of Trump's speech was once comparable to the first Indonesian president's speeches with a center of attention on current accomplishments and

plans for the upcoming year with the aid of displaying his strength and confidence. Figure three shows that there are 13 quotes with a high wide variety of analytical questioning and it reflects formal, logical, and hierarchical thinking. It capacity that his wondering as a president is shown through his logical and necessary wondering as a country official. He conveyed this announcement on several occasions, which include interviews with the media, briefings, and leadership meetings. Besides, Trump

has a high wide variety of clout/ Self Confidence (16 quotes) and represents that he is talking from the viewpoint of excessive knowledge and confidence. The remaining variable shows 30 that there are 13 fees with higher numbers of actual are associated with an extra honest, personal, and disclosing text. He disclosed statistics and messages sincerely and openly. There are solely 4 rates that tend to be cautious in speech.

Emotional Variables

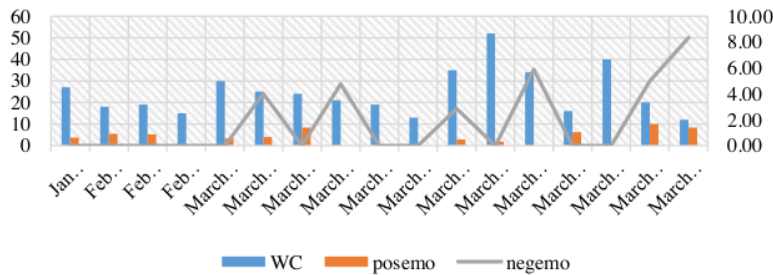


Fig. 4. Summary of Emotional Variables

Emotional expression can also serve to assist people well known and synthesize thoughts that were previously unavailable to conscious awareness, lead to habituation to intense emotions, get right of entry to state-dependent core beliefs or alter maladaptive emotional responses (Greenberg & Safran, 1989). Stanton and colleagues (e.g., Austenfeld & Stanton, 2004), suggested that coping through emotional expression is most useful when it is done in a social context that is receptive, when it helps frame goals that can then lead to action, and when it facilitates habituation to a stressor.

Along comparable lines, Kennedy-Moore & Watson(2001) proposed that emotional expression would possibly produce benefits by using assuaging ache about distress and facilitating insight, which in

turn leads to opportunities to respond to the environment. Emotion variable 7 and anger are correlated with character variable stability, indicating that people who rating decrease on stability are extra probably to use emotional and anger-related words in their writing than are these who rating higher on stability. According to the manual of the 5-Factor character test, balance is associated with anxiety, depression, anger, emotion, insecurity, and embarrassment. Thus, we anticipated the considerable correlations between this personality component and emotion and anger words. The average cost of nice emotion and bad emotions of 17 costs are 3.5 and 1.8. That capacity each of these variables indicates nervousness or even neurotic.



**Social and Power Variables**

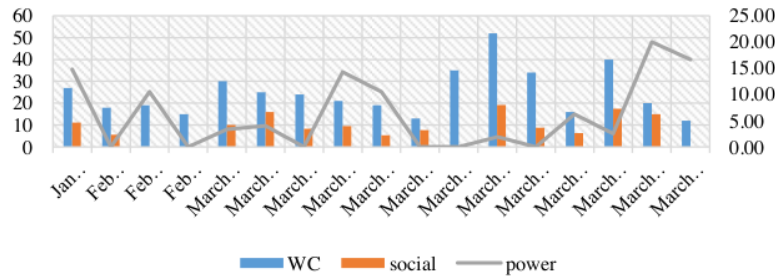


Fig. 5. Correlation between Social and Power

Figure 5, indicates that the correlation between social and electricity variables on creating a fantastic relationship with the social communities. Social hierarchies or rank order of humans or companies on a valued social dimension (Magee & Galinsky, 2008) exist in all social corporations (Ou & Verhoef, 2017). Position or relative rank inside a group has been described by using many overlapping constructs, which include status, power, dominance, and prestige (Cheng et al., 2013; Cheng et al., 2010). Power is defined as the relative diploma of asymmetric control or influences a man or woman has within a scenario (i.e., Blader & Chen, 2012; Magee & Galinsky, 2008; see, Cheng et al., 2013 for review). While these constructs are meaningful and essential to differentiate, the cause of this study is

now not to disentangle them but to study how these a variety of aspects of hierarchy ascension are associated with language. Specifically, we are involved in how one characteristic of language can replicate people's status or position/rank within a social hierarchy.

The concept that language use can serve as a marker of reputation is no longer new. Lakoff (1973) that relative to effective speech, powerless speech makes use of greater tag questions, intensifiers, and hedges. A sample, comparing trial transcripts, O'Barr (1982) determined that low-status people (witnesses and defendants) used more intensifiers and hedges, along with well-mannered forms and hesitation forms.

**Time Orientation Variables**

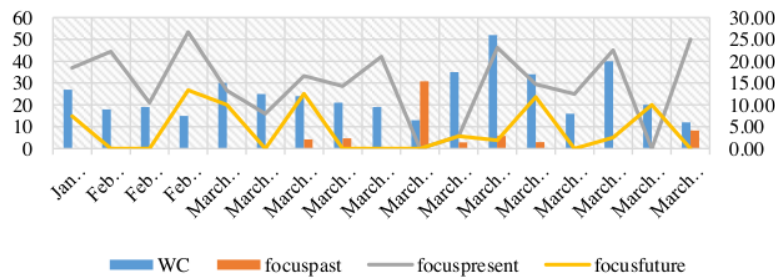


Fig. 6. Summary of Time Orientation

Figure 6 shows time orientation for Focuspast, focuspresent, and focusfuture. As a general rule, the focus past category contains conjugated past tense verb forms (e.g., was, were) and perfect participles in addition to other words referring to the past. The focuspresent category contains conjugated verb forms (e.g., is am, are) in the present tense, as well as some other words referring to the present. The focusfuture category contains conjugated verb forms (e.g., will, going to) in the future tense.

It is interesting to see how Trump modifications in linguistic orientation. While there was an insignificant tendency toward the use of high previous anxious verbs in his announcement during pathology. The use of current and future verb tenses will increase during pathology. As shown in Figure 6, the use of the present nerve-racking verb was the highest throughout the disaster recent virus, which used to be common of 15 percent. He centered on current problems such as policy, co-19 countermeasures, strategies, and economics without in-depth references to previous events. The use of Tense verbs in the future is also quite high, although no longer as high as the focal point at this time. During the recent viruscrisis, references to the future have been quite interesting because he was once America's supreme leader and in all likelihood had future political goals regarding the subsequent presidential election. Tense verbs in the future are regularly used in connection with what the kingdom is planning to do in the near or far-off future. Indeed, future disturbing verbs are based on expressions of optimism and hope.

### 3.2 Discussion

The recent advances in computerized text evaluation along with the developing position of digital communication, or computer-mediated communication, have furnished new approaches to linking natural language to social roles and relationships.

The text analysis in these works are performed with LIWC (Linguistic Inquiry and Word Count) system, which extracts linguistic elements that act as

markers of the author's personality. LIWC makes use of a dictionary of word stems labeled in certain psycholinguistic semantic and syntactic word categories. It analyzes written textual content samples with the aid of counting the relative frequencies of words that fall in every phrase category.

By examining words, we are studying what human beings are paying interest to. Women pay extra attention to human relationships, they care about people; men tend to pay extra attention to objects and things (Boyd & Pennebaker, 2017). Content words are the substance of the communication. Content phrases account for 99.5% of your whole vocabulary. The common individual has a vocabulary of probably close to 100,000 words. The other 0.5% of our vocabulary is the five hundred words that are referred to as function words. Function phrases are the shortest and most frequent words that we use. They consist of pronouns (you, I, we, them), articles (an, a, the), prepositions (to, for, of), conjunctions (and, or, since), negations (no, not, never), auxiliary verbs (is, have, was), and a small group of frequent adverbs (so, really, very). Although there are solely about 500 feature words, they account for over 60% of all the phrases you say, hear, or examine.

Also, by way of inspecting Trump's quote, we can commence understanding who he is. To paint a better picture, I prefer to lengthen this thinking to the links between words features and different social and psychological phenomena. In the evaluation of his words, we can reap a higher understanding of who he is today, which is additionally relevant to the intention to behave and relate to what to do with different humans.

In the emotional aspect, emotional expression is a complex process, each for these who specific thoughts and those who interpret emotions. Researchers have identified facial expressions, physique posture, voice, self-report, neurological imaging, and expressive writing as exclusive methods for measuring emotional expression. Paul Ekman has recognized six classes of expressions

that are universally identified: happiness, sadness, anger, fear, surprise, and disgust (Conley, 2016), and posture, bodily actions, and sounds are used to display these emotions (Ekman & Davidson, 1994). Emotional expressions, whether through facial expressions, physique postures, bodily actions, or sounds, talk character intentions for sure social interactions and conditions in which they are concerned (Oatley et al., 1992). Humans are superbly tailored to become aware of thoughts expressed via others. The occipital and temporal lobes rapidly perceive emotions, while different constructions such as the amygdala start to method these emotions (Adolphs, 2002). Also, the amygdala is concerned with the visible processing of emotional communication. When folks are introduced with emotional images, recreation and the quantity of conversation between the amygdala and the visible cortex will increase (Vuilleumier, 2005). Blood & Zatorre (2001) recognized psychophysiological activities, together with elevated heart rate, respiratory depth, and dopaminergic recreation in the nucleus accumbens and ventral tegmental areas, which are related to emotional listening experiences. While Paul Ekman's theories about emotional expression are widely accepted, they can't explain or outline emotions expressed via written texts.

Computational text analysis applications might also be in a position to furnish a greater goal approach to code the content determined in written text, especially quantifying the quantity of emotional expression (or other psychologically-relevant constructs) in the textual content (Pennebaker & King, 1999). The purpose of computational text analysis packages is to set up a coding device that is environment friendly and correct for identifying feelings (and other psychologically-relevant constructs) expressed in the text. Computer applications have been discovered to do a fairly right job in identifying thoughts in written text. However, because human coding has been considered as the gold standard, setting up the

validity of a textual content evaluation program requires that it be compared to that well known.

Bantum & Owen (2009) determined that it has desirable sensitivity and specificity to perceive emotions. The LIWC program is evaluated for sensitivity, described as a share of the complete emotion of words recognized using the assessor as an attribute of emotional expression that is detected efficiently with the aid of the program. Positive predictive value, the probability that the word recognized using LIWC as a characteristic of emotional expression was once before setting as an emotional expression by using the assessor, is low. Low fine predictive price means that most of the phrases recognized by LIWC as an indication of emotional expression are now not viewed by using the assessor to be the tournament of emotional expression. On the different hand, the predictive fee is negative, meaning the chance that a word that is not recognized as an emotion via the application is by the judgment of the judgment that the word is not associated with emotional expression. These results indicate that LIWC has excessive accuracy for identifying genuine negatives in phrases of emotional expression. Despite full-size rankings in sensitivity, specificity, fine predictive value, and bad predictive value, LIWC has various boundaries in phrases of emotional identification. In different words, LIWC does not perform well when it identifies subcategories of positive feelings, anger, and sadness, which capacity that it has situation correctly putting emotionally or negatively recognized emotional phrases into the proper unique class.

LIWC2015 was once developed specifically to overcome several foremost boundaries in LIWC2001, such as limited dictionaries, classes of phrases that are rarely used, and lack of function phrases (e.g. conjunctions, adverbs, keywords, auxiliary verbs, and impersonal pronouns). Also, researchers expanded the variety of dictionaries from 2,300 words and stem words to 4,500 phrases and stem words so that they ought to better represent emotional expressions and different principal

psychological constructs. Besides, the 2015 LIWC dimension was once barely changed, now consisting of linguistic processes, psychological processes, personal problems, and oral classes.

Social and electricity variables also have a vital relationship. Power deals with the crucial trouble of inequality (Cosmin-Constantin & Claudia, 2015) and this relationship exists, of course, in the prison context as well (Tomblin et al., 2012). This feel of electricity is encompassed in the thinking of hegemony, which potential preponderant energy in a political context; the capability of some groups to subordinate others.

One of the social assets on which electricity and dominance are based is the privileged access to discourse and communication, which means that language users or communicators have greater or much less freedom in the use of exceptional discourse genres or styles, or the participation in unique communicative occasions and contexts. Thus, the President has access to certain language use which makes him powerful in every single moment or speech.

Likewise, the lack of strength is also measured by way of the lack of lively or managed to get entry to discourse: ordinary humans have passive get admission to the justice machine and government. If the speaker, in this case, is a President, is strong in displaying his power and existence in the discourse, we need to be aware of exactly how this is done because this is the way he communicates with structured language.

It is no longer surprising, then, that these in electricity may choose to avoid the face risk inherent in apologies. Those who are sturdy will have a tendency not to apologize even when in error; those who have no electricity might also give up having to make an apology even if they don't seem to be incorrect.

The last one is the time orientation variables. It's divided into three times, such as focuspast, focuspresent, and focusfuture that could be carried out higher through this extraction. Trump as a businessman and flesh presser is very educated

about global politics. The difficulty raised by using Trump is global trouble that concerns world interests. Trump distinctly seen global thinking, i.e. questioning about the future of the world. But Trump's shrewdness and courage, agility, and braveness overcame different issues. Trump is a company determine in his stance. Trump is a courageous and resolute person. Trump as a worldwide business, knows very properly the willingness of Americans to lower center class. This skill that voters and fans Trump is Layman society. Because if Trump does no longer talk loudly so he will make the voters are not involved in him, so he regularly used the word loud and impolite.

Foul, fake, lying, cussed words are the consumption of international media in American politics. The gap, inequality, and harsh phrases uttered by Trump became an interesting study in the study of quintessential discourse analysis. This phenomenon is of a challenge to global readers. Words that are no longer by the ethics of political conversation in Asia, are very common in America.

Trump is a worldwide businessman who lives with a commercial enterprise spirit, so Trump is fashioned with a harsh surrounding and as a fighter in the economic area in America in the future. The swear phrases made through the president made Trump a strong, brave, resolute man or woman who used to be in a position to persuade his citizens that he may want to honestly emerge as the next American president.

#### IV. CONCLUSION

Political communicators have a strategic role in a democratic society. Trump as a president and also a political figure becomes the driving force in society. The president or politicians are of particular concern to the media because the information received by journalists is very meaningful for the community itself. Political communicators play an important social role especially in the process of public opinion. The words of a president become valuable news for the media.

A president is a symbol broker, someone who translates the attitudes, knowledge, and interests of a community. Trump can connect the elite in any organization or community with the general public. A president is a symbol of the community itself. And Trump can translate the meanings contained in the phenomenon of society. He has a vision and mission and has a high social responsibility.

Trump can translate his brilliant ideas, through concepts and definitions to be realized to the public. The ability to interpret meaningful ideas is a guide for the community in the nation and state. Trump can speak the language of the people. This means that Trump understands the wishes of the people as people who are influenced. A president besides being influenced at the same time also influences society.

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#### V. ACKNOWLEDGEMENTS

The author would like to thank the Graduate Program, Universitas Ahmad Dahlan, Yogyakarta, Indonesia for facilitating this project.

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