

## Trump's and Clinton's Persuasive Attitudes in the Second Presidential Debate

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### Abstract:

This study aims at finding out the attitudes adopted by Trump and Clinton in presidential debates to convince the voter of their views, opinions, beliefs, stances, and behaviour. As such, the pragmatic functions of the candidates' attitudes are to be investigated and how much persuasion a candidate has obtained while arguing for or against a certain topic or a given issue.

**Keywords:** (Trump, Clinton, debates, presidential, competition, America)

## مواقف ترامب وكلينتون المقتنعة في المناظرة الرئاسية الثانية

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### الملخص:

تهدف هذه الدراسة لاكتشاف المواقف التي تبناها ترامب وكلينتون في مناظرات الرئاسة الامريكية لأقناع الناخب بأرائهم ووجهات نظرهم وسلوكهم. كما انها تستعرض الوظائف التداولية لتلك المواقف وحجم الاقتناع اتي حصل عليه ترامب وكلينتون اثناء جدالهما في موضوع ما او قضية معينة.

**الكلمات المفتاحية:** (ترامب، كلينتون، مناظرات، رئاسية، تنافس، امريكا)

## **Attitude and Persuasion in Debates**

It has been pointed out that a persuader's intention is an indispensable part of persuasion along with the goal and instrument (language). According to Fowler (1977: 76), language and attitude are tightly integrated; that is to say, we are not permitted to produce any utterance or expression independently of our attitudes towards what we say. As such, the words and sentences candidates utter exert an influence upon the audience(Au), who is, to an extent, under the speaker's( S) control. O'Keefe (2002:102) sustains that a communicator's intention is computed by multiplying his attitudes towards a certain conduct and his subjective assessment of that behaviour, stressing the weight of the attitude is significant in this trend. Accordingly, attitude merits tackling due to its pragmatic link to persuasion.

As an essential concept in social psychology, attitude displays a sort of quality of mind influencing one's behaviour and guiding one's action in the direction of the S's beliefs. As an association between an object and evaluation, attitude is interpreted as an approach to the speaker's feelings, views and thoughts about an object, person or a topic ( Al Matrafi, 2006:93). It should be emphasized that attitudes, unlike language acquisition, are not in-born activities, but learned actions one should master in virtue of socialization and, hence, gets evolved during social activities. They reflect enduring emotional evaluations and judgments of issues and people with regard to beliefs, feelings, intentions and behaviour (Perloff, 2003:40-1). Because they would find life complicated and tiresome, people are compelled to come to conclusion that holding attitudes helps them cope with life difficulties. Functional theories of attitude are essential and widely cited in the domain of persuasion because they imply that attitudes that perform different functions change in response to various kinds of appeal.

Thought of as implying attitude change, persuasion requires means of evaluating one's attitude. O'keefe (2002:110) states that "one goal for persuader might be the induction of change in the attitudinal components influencing the receiver's attitude towards the behaviours" arguing that

persuasion, being the channel to change one's behaviour, acts as a close link between attitudes and actions.

Pragmatically analysed, attitudes are included within Seale's category of assertive. As such, an utterance having an attitude precludes "taking responsibility for negative or a positive or a negative position with regard to a particular proposition" (van Eemeren, et al :2007:28). They (ibid:28-29) affirm that the preparatory condition of an attitudinal utterance is that the speaker thinks he is entitled to strongly argue for his proposition because the hearer would not accept the recommended proposition as it is. As far as the sincerity condition of attitudinal utterances is concerned, the speaker believes his position is desirable for the receiver and the former should uphold it by means of argument. They (ibid: 23-33) draw distinction between weak and strong attitudes on pragmatic basis, arguing that in weak attitudes the speaker violates quantity maxim to adhere to quality maxim, e.g. *I think The team win the match*, while in strong attitudes the speaker sticks to both maxims as in *The team win the match*. (my italics).

Perloff (2003:46) sustains that an attitude can be computed by the following equation:

$$A = \text{Sum } b(i) \times e(i)$$

(Where A= attitude, b (i)= each belief, and e(i)=each evaluation).

This insightful model is reflected in a variety of phenomena in all walks of life, including social and political situations. One such example comes from the habit of smoking that some teenagers have taken up during their early life (ibid:46-7).

Angelese et al.(2008:196) view attitude as a concept associated with quality (which can be grammatically realized by adjectives like *happy*, *sad*, *angry*, etc.), process (which can be indicated by verb phrases like *hate*, *love*, etc. ), and comment ( which are denoted in terms of sentence-initial adverbs like *badly*). Manifested by means of various behavioural patterns that match the speaker's intention, attitudinal utterances are context-dependent, a compelling evidence that proves the pragmatic character of attitude(ibid.)

By the same token, Wiezerbicka (1999, cited in Angelese et al.,2008:196-7) describes attitude as the speaker's cognitive process with respect to a given issue or event. As a consequence, "X is angry with Y" can be structured as "X felt something bad because X thought that Y had done something bad". Baker and Ellece (2011:8) identify two categories of attitude: positive and negative, contending that attitude towards an object is a scalar continuum having two extremes, viz. strong agreement and strong, and some in- between values between them, namely agreement, neither agreement nor disagreement and disagreement. They (ibid: 9) subsequently reject this scalar evaluation as misleading claiming that attitudes are complex constructs and are difficult to evaluate.

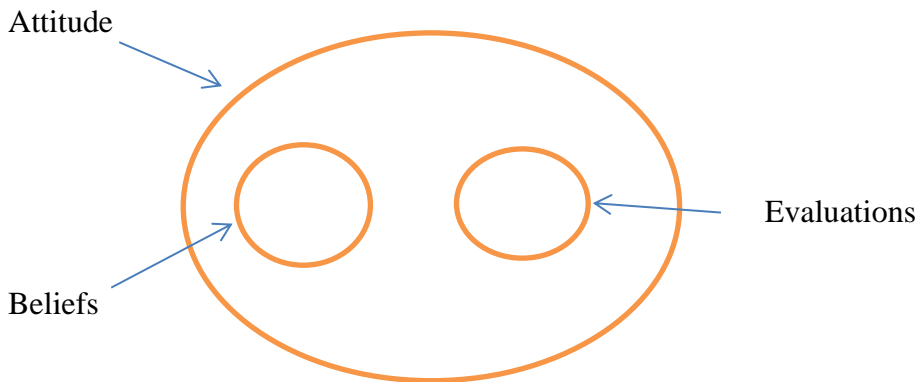


Figure (2): Expectancy-Value Approach to the Attitude (Taken from Perloff, 2003:46).

Haarman and Lombarordo (2009:4) state that attitude correlates with the speaker's commitment, certainty or desirability to what he has said. They (ibid: 4-5) stress that attitude is seen as moral judgment, aesthetic reaction or emotional reaction, arguing that attitudes are either subjectively or objectively realized. Subjective attitudes are so identified since they are based on emotions and feelings, while objective ones are regarded as so because they are based on evidences and statistical data as

reported by the speaker. All in all, attitudes are integration between “fact and opinion”.

Concerning the relationship between attitude and language, Leech (1976:74) argues that the expressive function of language pertains to the speaker's attitude towards a certain issue or event while the directive function is oriented towards the addressee to influence his attitude. Simpson (2004:123) points out that one's attitude is fundamentally embedded in linguistic expressions that encompass modals attaching to a certain proposition. He (ibid:78) further argues that an attitude, which is alternatively, termed as point of view, is seen as adoption of ideas, comments and beliefs. Trask (1993:173-4) maintains that attitude is grammatically couched by mood which concerns itself with the way the S perceives a particular proposition. Associated with mood statements is a group of verbs denoting permission, obligation and prohibition, which are called altogether as *deontic* modality. Alternatively, mood statements are tied to verbs pertaining to knowledge and belief such as *must* and *may*. This latter group, which is termed as *epistemic* modality, is grounded in political speeches where politicians incorporate their attitudes in the utterances they produce in debates.

## **Persuasive Functions of Attitudes**

Functional theory suggests that a persuasive message is expected to alter one's attitude when the message in connection with the underlying function the attitude tends to fulfill. This approach, which focuses on the functions of attitudes, as opposed to their structure, is pragmatically considered simply because pragmatics is preoccupied with language use and functions. The candidate's persuasive messages in debates presuppose his fusion among the society's traditions and values regardless of the ethical and religious origins of its members (Smith and Smith, 1994:18). In addition, the debater's arguments should include identification of the society's strategic policies and impeding troubles. This is done by the speaker's readiness to set up a plan involving his priorities in this concern. Persisting to provide resolutions for the

conflicts, the candidate also alleges to activate the people's potentialities. By and large, Attitudes towards political issues are communicated to others via these functions (ibid: 18-19).

The significance of any attitude can be accounted for in reference to the individual holding it and the environment where it operates. The chief reason for setting up attitude's function is to understand persuasion effect on one's attitude. It should be emphasized that an attitude can perform one or more functions depending on the attitude's holders and when it becomes prominent to them (O'keefe,2002: 29). Katz (1960, cited in O'Keefe, 2002: 29) proposes a four-function model of attitudes. They are as follows:

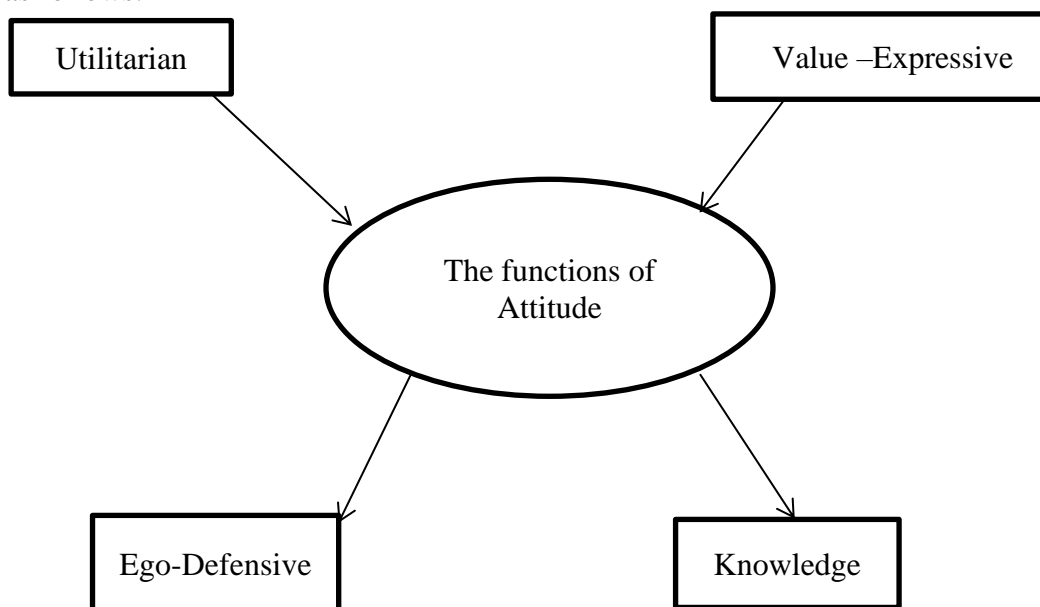


Figure (3): Katz's (1960) Taxonomic Functional Model of Attitudes (Taken from Perloff, 2003:46 and adapted by the researcher).

### Utilitarian Function

According to O'Keefe (2002: 29), utilitarian attitudes, which are alternatively termed *adjustment* function, consist in maximizing rewards and minimizing punishments resulting from the objects in the external environment. He (ibid: 30) states that attitudes in this category are amenable to change whenever new rewards and punishments are found. Minimization of undesired outcomes and maximization of gains ultimately lead to the audience's interest. Pragmatically speaking, such interaction is accounted for within the framework of cost- benefit variable which implies that any course of action that is useful for hearer is costly for the speaker and vice versa (Leech, 1983: 124). However, some acts may not involve a cost for the speaker though it has a benefit for the addressee. The utterance *I'd sit for the exam if I were you* can be regarded as an advice by a pupil to a classmate, who is worried and reluctant to take the exam (ibid.)

Popkin (1994: 99-100) acknowledges that voters are looking for results, paying no attention to means because outcomes are difficult to estimate, while devices are available and visible. They are more concerned with the prosperity and improvement of economy than abortion, death penalty and the like. Economic and social conditions of the citizen, which are grounded in utilitarian attitudes, are the interest of politicians because those leaders believe that the audience absorbs this type of information comfortably and, in consequent, is influenced and change his voting decision in favour of these leaders (Dagnese, 2010: 10).

According to Hernandez (2001:80-1), an act should be analysed on the basis of cost-benefit variable in ordered to be more influential for the hearer or addressee. As a result, politicians realize the significance of this approach when they adopt utilitarian attitudes when they undertake to create prosperous spheres of happiness and welfare. On the other hand, the assumption that this type of attitude is persuasive is indicated by the optionality on the behalf of the

addressee, that is to say the audience is free to accept the speaker's proposed action or not (ibid: 81).

In fact, in such instrumental attitudes, the candidate attempts to draw upon the audience's concerns and interest particularly those related to lodgings, security and jobs and the voters then feels at ease while listening to the politician's speech, thinking his dreams will come true when the candidate in question takes office. Being so, the candidate is seen as persuasive and desirable for the voter.

It is worth noting that people holding this functional type of attitudes are likely to change their attitudes whenever new worlds and punishments are created, as when, for example, a company introduces a new incentive program to encourage suggestions by employees. Alternatively these attitudes can be altered when what is associated with existing rewards and punishments is changed, as when a company adjust and modify the system of salespeople's bounces (O'Keefe, 2002:30). As a consequence, voters may change their voting decision when they realize that another candidate undertakes to bring about pragmatic gains and keep them safe from any threats.

### **Ego-Defensive Function**

Counting as an essential variable in persuasion, the word "ego", which is of Latin origin meaning "I" or "self", is interpreted as " the central core of personality". The advocacy of an ego-defence attitude is attributable to avoidance of embarrassment. Embarrassment is an offshoot resulting from violation of reciprocal relations that hold between individual in a certain society. (O'Shaughnessy and O'Shaughnessy,2004:133)

Overstressing the fact that ego- defensive attitudes are based on experiences, Audi (1999: 406) argues that ego-defensive attitudes are of two types: psychological attitudes, which are seen as a part of the world, and transcendental one, which are associated with truth. According to Scollon and Scollon (2001:44-5), one gets offended if he feels that his social image "face" is threatened or violated because people are looking for independence of and respect from others. If subject to such a



violation, the target will resort to denial, repression, projection or rationalization to redress the balance of social relationship to maintain membership and solidarity with the social groups he belongs to (ibid: 46). Individuals' denial of what they have done marks that they intend to have "in-group" members of the social community they strongly believe in rather than moving to an "out-group". Politicians strive to share the audience the same social identity by rejecting the charges attributed to them during their arguments ( Reisigl and Wodak, 2001 : 11). Claiming that there are three criteria upon which ego-defense attitudes are largely built on racism, they (ibid: 13) make it clear that ego-defense attitudes are psychological reactions practiced by minorities so that they could be socially integrated with the community to which they aspire to join

Seen as "a shield" that protects the person from undesired consequences, ego-defence attitudes involve conflict between what one says and what one believes. What is more, people adopting such attitudes try to abandon further troubles. For instance, a fresh man who has a love relationship with his girlfriend intends to deny such a romantic relation with the aim of terminating this behaviour in future since he realizes that it is difficult for them to meet after graduation (Perloff, 2003:79).

## **Value- Expressive Function**

Value expressive attitudes preclude that one should adhere to the values and beliefs of one's society. Some people ask for "capital punishment" to enhance "law and order" system as a valuable measure in the society that ensures security (Perloff, 2003: 76). According to Samovar et al (2010:25), values are "critical to the maintenance of culture as a whole because they represent the qualities that people believe are essential to continuing their way of life", arguing that though there are some differences among cultures, one can realize universal cultural properties such as respecting the old people. They (ibid) highlight history as a guideline that politician should make use of because it represent as an illuminating insight because the past events reflect the identity and values of the members of a given culture or society.

Religion is seen as a principal value of societies' traditions because it represents a means of fellowship, that is to say, so many people are unified in terms of religion. Put differently, religion should be associated with unity and is not linked with sectarianism to provide humanity (Omoniyi and Fishman 2006: 28-9). It is worth emphasizing that value expressive attitudes not only reflect one's self image, but are also preoccupied with molding that image into the audience's desire. Some people, for instance, opt for capital punishment because such a system will support law and order to enhance quality and justice. By the same token, these attitudes are adopted by someone to ensure his social identity. That is why some people purchase some goods and display these things at their homes to convey something about their identities (Perloff, 2003:75).

In fact value expressive attitudes are basically constructed to enhance an individual's self-esteem. As such, attitudes towards a variety of issues draw upon the concept of identity. Drawing distinction between individual and collective identities, Wodak (2009: 76-7) defines identity as a "process" of integration or grouping communities that is of constant confirmation and renewal irrespective of its institutional character. She (ibid: 76) regards identity as a strong association of individuals and communities on the basis of similarities and differences. When affiliating with a new social group, the individual will internalize the value of this group. This is attributable to the assumption that the individual's values and ideologies are, for the most part, assimilated with those of that group. In addition, his contributions are judged by means of the group's activities, and, hence, he would not see himself as a group member apart from his contribution in these activities. (Katz, 1960: cited in O'Keefe, 2002: 31).

O'Shaughnessy and O'Shaughnessy (2004:64-5) points out that anything associated with values yields emotional attitudes, claiming that values are a system of contrasts; happiness vs. sadness, welfare vs. poverty, being hard working vs. laziness and so on. They (ibid) claim that values are a decisive factor in making a decision.

People harbouring value- expressive attitudes are expected to confirm to their social identity since they try to solidify their beliefs. In so doing, they express who they are and “what that they aspire to be”. Young boys, for example, buy T-shirts upon which names of celebrated players, like Messi, are engraved to inform whoever they meet something of their identity (“we are not just ordinary boys; we are with this team. See our shirts”) (Perloff, 2003:75).

### **Knowledge Function**

Hornby (1974:476) describes knowledge attitude as “familiarity gained by experience” emphasizing the role of the speaker's skill in this concern. In support of this claim, O'Keefe (2002:30) holds that knowledge attitudes are usually adopted by some speakers, in particular politicians, to categorize the world in which we live so that the audience can get access to the environment in which they have been interact. When one comes across a new object that one experiences, one tries to categorize it into a group which others knows something about. This assumption is in line with Whorf-Sapir hypothesis which holds that our language structures the world in which we are interacting. As such, the attitude we articulate divides the world in some way or another and serves as points of reference (Palmer, 1983: 45).

Stereotyping is an example of attitudes that fulfill knowledge function. According to Brown and Yule (1983:238-9), there exist knowledge frames for “linguistic facts” that are structured with slots to be filled with expressions. They (ibid.) argue speakers render their discourse in such a way that reflects these facts and presents their data in a form that serves their expectation of the intended audience. One of the most common stereotype examples is the one that pertains to race. For example, judging that all blacks are skillful and good at sports is a stereotype, because it is grouping the race together to imply that everyone of this group is a skillful and good athlete. What is more, our judgment is based on inferences stemming from stereotypes.

Grammatically speaking, attitudes in this group are expressed in terms of some models that are referred to as “epistemic modals”, the most dominant ones of which are *must*, *may* and *have (got) to*. Following Quirk, et al. (1985: 223), *may* is used for epistemic possibility when the S believes that the probability of a certain proposition is true. On the other hand, the modal *must* denotes “epistemic necessity” because it holds that the S evaluates the proposition of a given clause in which it occurs to be necessarily true. As a way of illustration, consider the following example:

John is absent. He must be sick.

In this sense, the sentence above implies that the speaker comes up with the conclusion that John's absence is not usual on the basis that John is an active employee in his office and he is not accustomed to be absent at all. yesterday, he felt terrible headache. As such, his absence is necessarily due to illness. *Have (got) to* shares the sense of logical necessity with *must*, yet the former modal is predominately found in American English and used more emphatically than the latter. This kind of modality is lexically demonstrated by words regarding such mental processes as feelings and thoughts. Concerning judgments of belief, certainty or truth, this sort of modality is termed as epistemic modality (Simpson, 2004:125). Following Lyons (1995:254-5), making a statement involves adopting a particular attitude which he calls “epistemic commitment”. This commitment does not only mean the speaker believes the proposition of the statement is true, but it implies that the subsequent statements are firmly believed to be true. He (ibid) draws distinction between two kinds of knowledge: epistemic and deontic. The latter has nothing to do with the truth value of a proposition, but it concerns itself to the necessity of a course of action pertaining to the speaker's recommended proposition when making a directive. Wodak (2009:46) accentuates the significance of “expert knowledge” in political debates, arguing that the politicians engaged in such verbal activities should convince the audiences, especially those who are “outsiders to one's ideas”, with their arguments and influence their decision. She (ibid:

47) affirms that this knowledge constitutes the presupposed criterion upon which persuasive communication is accomplished by the interlocutors.

It should be emphasized that the assessment of the attitude's functions is challenging, but it is claimed that the utilitarian function, which is computed on the basis of concrete gains, is less effective than the value-expressive one, which is realized by abstract advantages. According to Wooffitt (2005:93) people are more interested in "factual facts" implying that knowledge attitudes are more convincing than other attitudes because it is useless for the S to claim his ability to bring about rewards without his knowledge to do so. Of these functions, ego- defence attitudes are the least persuasive ones for the audience.

Less important is the persuadee's attitudes which are subject to change, i.e. they are always changed but they do not change anything and that is why it is not so much surveyed. O'Keefe (2002: 110 ) argues that the receiver's attitude is unequivocally affected by the speaker's, elucidating that the recipient's conduct is greatly influenced when the speaker heightens a negative evaluation towards a certain behaviour or when the S promotes one of the receiver's existing features of an attitude. However, the recipient's attitude is out of favour in this study

## **Analysis of Representative Samples**

Due to the curtailed space allotted in this study, only two textual situations are chosen for the pragmatic analysis of attitude functions. The analysis is accomplished in terms of a diagram that illustrates the attitudes adopted by each candidate.

**Situation 1** ( Cited in in <https://www.politico.com/.../2016-presidential-debate->

POLITICO)

**CLINTON:** Well, I think ... That's the highest we've ever been in our country.

**TRUMP:** It is such a great question...., you're never going to be able to use it.

This textual situation that takes place between Clinton and Trump implis the following attitudinal information :

A. **Attitudes adopted by Clinton in Situation 1.** This analysis is based on O'Keefe's approach (2002:30-1)

Number of Attitude	Topic	The essence of attitude	Function of attitude
1	Health system	Criticizing her rival of abolishing the health system adopted by Obama adopted by Obama.	Utilitarian
2	Health system	Undertaking to have the price of clinical items and prescriptions low.	Utilitarian
3	Health system	Increasing the rate of the people that make use of the health insurance	Utilitarian
4	Health system	Ascertaining that the certain health system is useful to the American people.	Utilitarian
5	Health system	Getting the companies to adhere to their duties with respect to health care.	Utilitarian
6	Health system	Determing to cover a large proportion of population with this helthy system .	Utilitarian
7	Health system	Condomning Trump's determination to abolish this health care.	Utilitarian

**B. Attitudes adopted by Trump**

Number of Attitude	Topic	The essence of attitude	Function of attitude
1	Health system	Reject the cuurent health system as costly and invalid.	knowledge
2	Health system	Presenting a statistical evidence for the heavy debts obtained from the health care.	knowledge
3	Health system	Finding an alternative system that works well for all American citizens.	Knowledge
4	Health system	Creating competition among the health companies so that they provide better sevice in this regard.	knowledge
5	Health system	Refuting Clinton's decision to fix the present care system.	knowledge
6	Health system	Invlidating the domination of government over the health sector and arguing that is is of no use at all.	knowledge
7	Health system	Stating that Ameicans will encounter insurmountable problems because of this health care.	knowledge

**Clinton's Persuasive Attitudes in Situation 1**

Overwhelmingly adopting a utilitarian function of attitudes, Clinton tries to highlight the rewards obtained from Obamacare which she decides to fix, drawing the Au's attention to the devastation that arises if abolished. Mentioning the details of the health system at hand, the democratic candidate talks about the health insurance resulting from this

system and the great number of people( 90%) who make use of. Equally embodied is the dark side of the utilitarian attitude when she depicts the losses in the course of her warnings against the unpleasant consequences and thorny problems that are brought about if Trump intends to repeal it. In so doing, the Au, to some extent, gets persuaded. According to O'Keefe 's Approach (2002: 29), Clinton's massive use of utilitarian attitudes does not contribute substantially to the Au's persuasion just because the voters no longer trust her stances. Worded differently, the Aus have not been accustomed to Clinton's firm decisions and attitudes since she was at office. How can they be persuaded, then? (Ibid.)

### **Trump's Persuasive Attitudes in Situation 1**

Like Clinton, Trump is predisposed to knowledge attitudes, accentuating the disadvantages of Obamacare. Discussing the knowledge functions of his attitude from two perspectives, Trump uses statistical evidences, examples and proverbs to persuade the Au of the truth and validity of his recommendations and this is supported by Hornby (1974:476) when he says that knowledge reflects experience. In the first place, Trump draws the Au's attention to the demerits of this health care, complaining that supporting it gives rise to a great increase in the national debt although the government is now heavily debted (nearly \$20 trillion). Proceeding to highlight the plight arising from Clinton's endorsement of this care, Trump maintains that Clinton's plan is more vacuous and worse than Obama's since she, asserts Trump, attempts to make everything under the control of state, which slows down all the services, including the urgent ones. This will turn the Au's attention away from Clinton and towards Trump. Secondly, the republican candidate informs the Aus of the effectiveness of getting rid of this system, frightening them of the taxes that they should pay consequently. This tendency promotes O'Keefe's (2002:29)'s emphasis on utilitarian attitude. Comforting the voters that the new health system is more useful and effective, Trump, once producing warning, is aware that this act is of interest for the Au because it involves cost-avoidance and, thus, more



persuasive(ibid.). In his complaints, he illustrates the utility of never assigning everything to the state, arguing that consulting the state in everything demands great losses in both effort and time. Put differently, behaving independently of the state, claims Trump, will save time and effort and the best persuasive example Trump sets here is that of Canadian patients who are forced to leave their country for medical treatment because their government adopts a health care similar to Obamacare. This analysis is in line with Brown and Yule (1983:238) when they accentuates the importance of “frame” in understanding one's attitude.

Table (1) and Figure (3) below demonstrate Trump's predisposition to knowledge attitudes (100 %) vs. Clinton's tendency towards utilitarian attitudes (100%) in this textual contribution.

Attitude Functions	Clinton		Trump	
	Freq	%	Freq	%
Utilitarian	7	100	0	0
Ego-Defence	0	0	0	0
Value- Expressive	0	0	0	0
Knowledge	0	0	7	100
The Total Number	7	100	7	100

Table (1): Clinton's and Trump's Persuasive Attitudes in Situation 1, D2.( following O'Keefe, 2002 and adopted by the researcher)

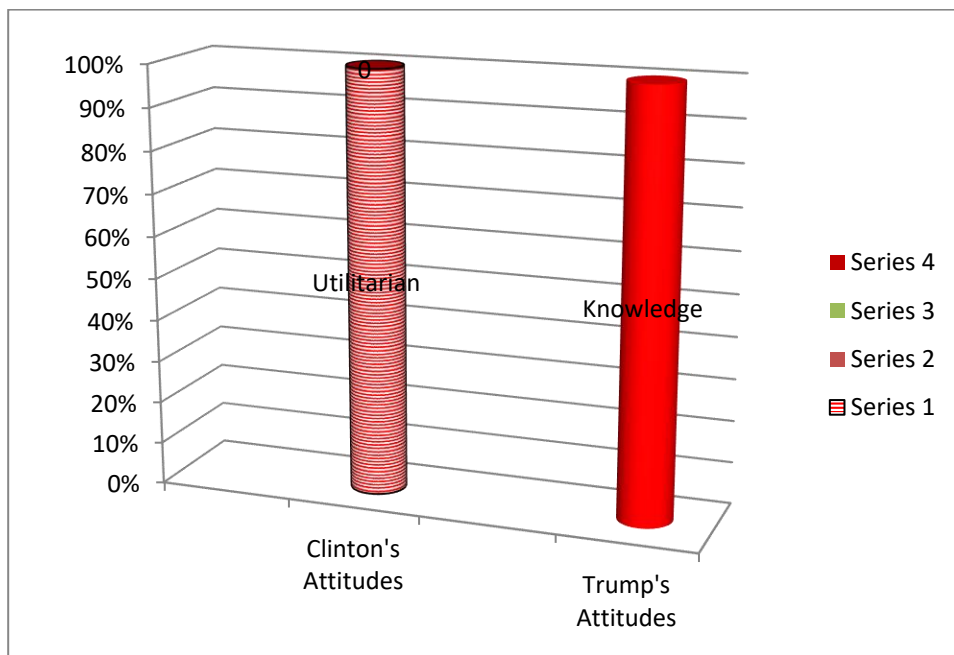


Figure (3): Clinton's and Trump's Persuasive Attitudes in Situation 2, D2(following O'Keefe, 2002 and adopted by the researcher)

**Situation 2** ( Cited in in <https://www.politico.com/.../2016-presidential-debate-POLITICO>)

**CLINTON:** Well, 67 percent of the people ... will he send me back to Ethiopia if he gets elected?

**TRUMP:** Absolutely. I mean, she calls our people deplorable... It turned out to be a disaster

**A. Attitudes adopted by Clinton in Situation 2.** The following analysis depends on O'Keefe's(29-30) approach:

Number of Attitude	Topic	The essence of attitude	Function of attitude
1	Prosperity and Welfare	Introducing stastical evidence for the people who support her candidacy.	knowledge
2	Prosperity and Welfare	Defending herself when Trump Trump tries to underestimate her qualifications as the next U.S. president.	Ego-defence
3	Prosperity and Welfare	Undertaking to enable disabled children to fully make use of health care.	Utilitarian
4	Prosperity and Welfare	Defending herself by embarking on past political activities struggling against racial discrimination.	Utilitarian
5	Prosperity and Welfare	Warning Americans against voting for Trump because such act threatens their future.	Utilitarian
6	Prosperity and Welfare	Telling the audience that many many people complain about Trump's misbehaviour	Utilitarian
7	Prosperity and Welfare	Stressing that if Trump takes office as the U.S president, all non-America born people are subject to leave America	Utilitarian

**B. Attitudes adopted by Trump in Situation 2**

The following analysis depends on OKeefe's (2002: 29-31) approach and Perloff's (2003) and adopted by the researcher.

Number of Attitude	Topic	The essence of attitude	Function of attitude
1	Prosperity and Welfare	Accentuating the value of American citizens as talented thinker and educated people and criticizing his rival when she once attacks them.	Value-expressive
2	Prosperity and Welfare	Depending on experts to make considerable amendments in Ameica's economy.	Knowledge
3	Prosperity and Welfare	Voicing objection to NAFTA deal that Clinton's husband approved and Clinton herself strongly supports.	Knowledge
4	Prosperity and Welfare	Committing himself to treat all Americans equally, regardless of their race, ethnicity or religion.	Knowledge
5	Prosperity and Welfare	Expressing his ability to create new jobs for Americans and minimizing the number of unemployed who are suffering a lot from severe povetry.	Knowledge

6	Prosperity and Welfare	Attracting the American voters' attention to nonsensical and vacuous procedures Clinton has taken as a veteran politician.	Knowledge
7	Prosperity and Welfare	Sympathizing with the inner cities that have not received sufficient attention from neither Obama nor Clinton.	Utilitarian
8	Prosperity and Welfare	Criticizing her illegal biases towards her friends when she freed them from the taxes that they should pay.	Value-expressive
9	Prosperity and Welfare	Complaining of his rival's florid speech she usually makes on so many occasions and ascertaining it is just a hoax.	Value-expressive

## **Clinton's Persuasive Attitudes in Situation 2**

Holding the utilitarian attitudes, Clinton tries her best to convince the Au of her qualifications as the next U.S. president. In this vein, she draws upon the great achievements that Americans get once she is elected as the president; she tells the Au that she pays a great deal of attention to children and women, she treats American Africans and Latinos in an equal footing with other citizens. Simultaneously, she attracts the Au's attention to the disadvantages of electing Trump by saying that a large proportion of Americans are going unwillingly to leave their country in accordance with Trump's plan, hatred and tension are evoked between American citizens, destruction and unemployment will arise and the situation will get worse. This interpretation ascertains Okeefe's(2002: 29-31) approach

On the other hand, references are made to ego-defense attitudes with regard to her many years' experience in politics that Trump usually makes fun of. Her justifications about her achievements are not convincing since ego-defence attitudes are not so much acceptable by the Au. One knowledge attitude is expressed by Clinton to satisfy the Au with her importance to be the president, Except for the knowledge attitude she holds, her attitudes are not so much influential, and they are not convincing for the Au. This is in line with Reisigl and Wodak (2001: 11)

## **Trump's Persuasive Attitudes in Situation 2**

Couching most of his ideas in knowledge attitudes, Trump vows to organize the commercial deals and trade treatments in such a way that every American citizen can make use of. Undertaking to abolish NAFTA, which he has long been complaining about, the republican candidate expresses his serious intention to get his claims implemented when he will be in office, arguing that he is aware as to how he gets jobs back to Americans. Equally important for Trump is his plan to make the American black people's conditions better. In doing so, Trump can significantly persuade the Au of the validity of his recommended propositions. According to O'Keefe (2002: 29) politicians try to convince the Au with the rewards they undertake to accomplish.

Trump's value-expressive attitudes are realized in this context with the aim of persuading the Au that Trump is honest in keeping Americans' values safe; he wants the American states and cities to be well-erected and its residents should live decently. He intends to keep Americans innovative, advanced, strong and active, and he aims to make America so peaceful that people worldwide wish to visit. His ambitions, he affirms, are also extended to strengthen the social relationships between the citizens. Such an attitude contributes to his persuasion on the behalf of the Au. The advocacy of such attitudes is highlighted by Omoniyi and Fishman (2006: 28-9) when emphasizing the necessity of relationships between people.



Trump's attitudes are limited to demerits involved in Clinton's speech, explaining that her claims are fruitless because she has been talking about reforms in infrastructure and pragmatic gains for Americans for a quarter of century without actions. Accordingly, Trump is more convincing in his theses than his counterpart Clinton. This is in line with Perloff (2003) Table (2) and Figure (4 ) below interpret Trump's predisposition towards the most persuasive function of attitude, i.e. knowledge(44.44% of his entire attitudes), in his arguments in this text versus Clinton's bias towards utilitarian attitudes (57.14%). As such, Trump is more convincing.

Attitude Functions	Clinton		Trump	
	Freq	%	Freq	%
Utilitarian	4	57.14	2	22.22
Ego-Defence	2	28.57	0	0
Value- Expressive	0	0	3	33.33
Knowledge	1	14.28	4	44.44
The Total Number	7	100	9	100

Table (2) Clinton's and Trump's Persuasive Strategies in Situation 2, D2 (following O'Keefe, 2002 and adopted by the researcher)

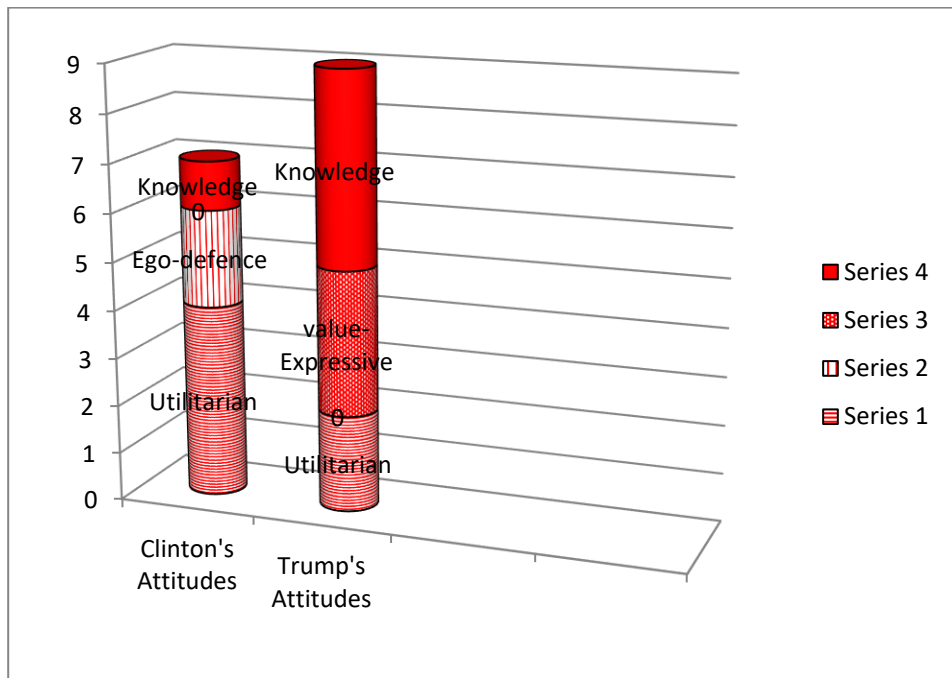


Figure (4): Trump's Persuasive Attitudes in Situation 2, D2.  
(following O'Keefe, 2002 and adopted by the researcher)

## Conclusions

1. Trump depends on more persuasive functions of attitude, particularly knowledge and value-expressive ones.
2. Clinton resorts to less persuasive functions of attitudes, particularly utilitarian ones.
3. Trump is far more convincing than Clinton because he harbours more knowledge attitudes.
4. The republican candidate expresses his knowledge attitudes over both internal and external policies.
5. The democratic candidate assigns major priority to home policy at the cost of foreign policy in her attitudinal expressions.
6. Clinton advocates all types of attitude functions, including ego-defence, while Trumps makes no reference at all to ego-defence attitudes.



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