A Pragmatic Analysis of Trump's Hate Speech

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Abstract

Hate speech is spoken words that reflect the speaker's offensive, insulting, and/or threatening toward an individual or group based on a particular attribute of that addressee(s) being targeted. Such kind of words is likely to vex person/people into acting rashly against speaker who is doing the vexation (Web source 1). The current study deals with hate speech of Trump pragmatically falling in three categories that are: speech act theory, rhetorical tropes, and impoliteness. It aims at sketching a pragmatic approach to deal with hate speech of political speech or any type of speech. It hypothesizes that, in hate utterances, assertives and commissives classes of Searle's speech acts theory are used more than the other three. It also hypothesizes that metaphor and allusion as rhetorical tropes are likely to be used within hate speech. Another hypothesis is that both rudeness and bald on record are the most dominant techniques of impoliteness to express hatred.
Keywords: hate speech, pragmatics, impoliteness, rudeness, rhetorical tropes

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تحليل تداولي لكلام الكراهية لترامب

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المستخلص

الكلام الذي يحض على الكراهية هو الكلمات المنطوقة التي تعكس هجوم / أو إهانة / أو تهديدًا المتحدث تجاه فرد أو مجموعة استنادًا إلى سمة معينة لذلك المرسل إليه (المرسلون) المستهدفون. مثل هذا النوع من الكلمات من المرجح أن يزعج الشخص (أو الاشخاص) لكي يتصرفوا بتهور ضد المتحدث الذي يقوم بالأستفزاز. تتعامل الدراسة الحالية مع خطاب الكراهية لترامب الذي يقع بشكل عملي في ثلاث فئات هي: نظرية الفعل الكلامي ، والاستعارات البلاغية ، والافتقار إلى الأدب. ويهدف إلى رسم نهج عملي للتعامل مع خطاب الكراهية للخطاب السياسي أو أي نوع من الخطاب. و تفترض الدراسة أنه في الأقوال التي تحض على الكراهية ، يتم استخدام فئات الأخبارية والتعهدية من نظرية أفعال الكلام لسيرل أكثر من الفئات الثلاثة الأخرى. كما افترضت أن الاستعارة والتلميح هما أكثر المجازات الخطابية السائدة المستخدمة في خطاب الكراهية. كما وتفرض الدراسة فرضية أخرى هي أن كلا من الوقاحة والكلام الجاف غير المنمق هما أكثر الأساليب السائدة في عدم التأدب للتعبير عن الكراهية.

الكلمات الدالة: الكلام الذي يحض على الكراهية ، علم اللغة التداولي، الوقاحة ، الاستعارات البلاغية.

1. **Introduction**

Hate speech is the kind of speech that is said with an intension to offend, insult, intimidate, or threaten an individual or group based on a characteristic or attribute, such as sexual orientation, religion, race, gender, or handicap, is considered hate speech (Web source 1).

Fighting words is another name for hate speech since it has the potential to enrage a normally reasonable individual into taking reckless action against the speaker. Examples of hate speech include name-calling and racial slurs.

The term "hate speech" shall be interpreted to include all expression that spreads, incites, promotes, or justifies racism, xenophobia, anti-Semitism, or other types of intolerance-based hatred, including: intolerance expressed by aggressive nationalism and ethnocentrism, discrimination against minorities, migrants, and people of immigrant origin. This definition of "hate speech" includes statements that are

unavoidably made in opposition to an individual or a specific group of individuals (Ibid.).

1-2 Pragmatics

The study of meaning as it is conveyed by the speaker (writer) and received by the listener (reader) is known as pragmatics. Contextual meaning is central to pragmatics. In this case, the speaker must take into account the audience, the situation, the timing, and the manner in which he wishes to convey it (Yule, 1996: 38).

A subfield of linguistics known as pragmatics studies how language is related to the situations in which it is used. An important branch of linguistics called pragmatics explores how writers and speakers' and listeners' unspoken meanings interact with linguistic form. It is said with reference to its user. In pragmatics, the emphasis is typically placed on context, with the speaker or writer who desires to make a statement referring to every other meaning of the context. The study of pragmatics therefore aids in dealing with the speaker's intended meaning (Siddiqui,2018).

The primary focus of the study of pragmatics is meaning and the definition of role variation with regard to various communication tasks that are presented by speakers in a way that readers or listeners can understand (Ibid.)

1-3 Hate Speech Acts

Hate speech is a form of verbal or symbolic violence that can be committed by an individual, a small group, or an entire population. In other words, speech acts—rather than simply words that refer to themselves—should be viewed as actions that have negative consequences. The results of nationalistic, racist, and sexist mindsets are expressed in utterances as well as their referents. Therefore, it is impossible to separate hate speech from the situations in which it is used. Thus, it is suggested that hate speech could be defined in terms of speech acts and be referred to as "hate speech acts" (Özarslan, 2014: 66).

To comprehend the reasoning underlying these attitudes, it may be helpful to study John L. Austin's theory of speech actions. According to Austin's (1978) speech-act theory, speaking involves more than merely "saying" something with words, or what he refers to as "locutions," but also acting with speech, which is a specific kind of action. In other words, it is now known that language is performative in addition to being referential or informational thanks to Austin's speech-act theory. Austin categorizes speech acts into three categories: locutionary, illocutionary, and perlocutionary speech acts. The locutionary dimension, or referential element of utterances, requires that every sentence in a language be both grammatically and communicatively significant. Austin, however, asserted that speaking up might be accompanied by action. A linguistic act is one that is done "in saying something." It implies that we promise, order, threaten, convince, etc. when we speak.

According to Butler (1997:3), "the illocutionary speech act performs its deed at the moment of the utterance." Conventions are a part of both locutionary and illocutionary acts, according to Austin (1978). Additionally, perlocutionary acts are the results that are obtained by speaking something and that have certain repercussions and outcomes. The difference between illocutionary and perlocutionary forces of speech actions therefore pertains to the results and repercussions they bring about. In other words, whereas simultaneous effect is important for illocutionary speech acts, planned or unintentional repercussions of communication are crucial for perlocutionary speech actions regardless of the speaker's or writer's intentions.

According to Austin's speech-acts theory, hate speech is likely to contain both illocutionary and perlocutionary speech acts. Words have the power to attack, hurt, and wound. In the words of Butler (1997:4), their "formulations suggest that linguistic
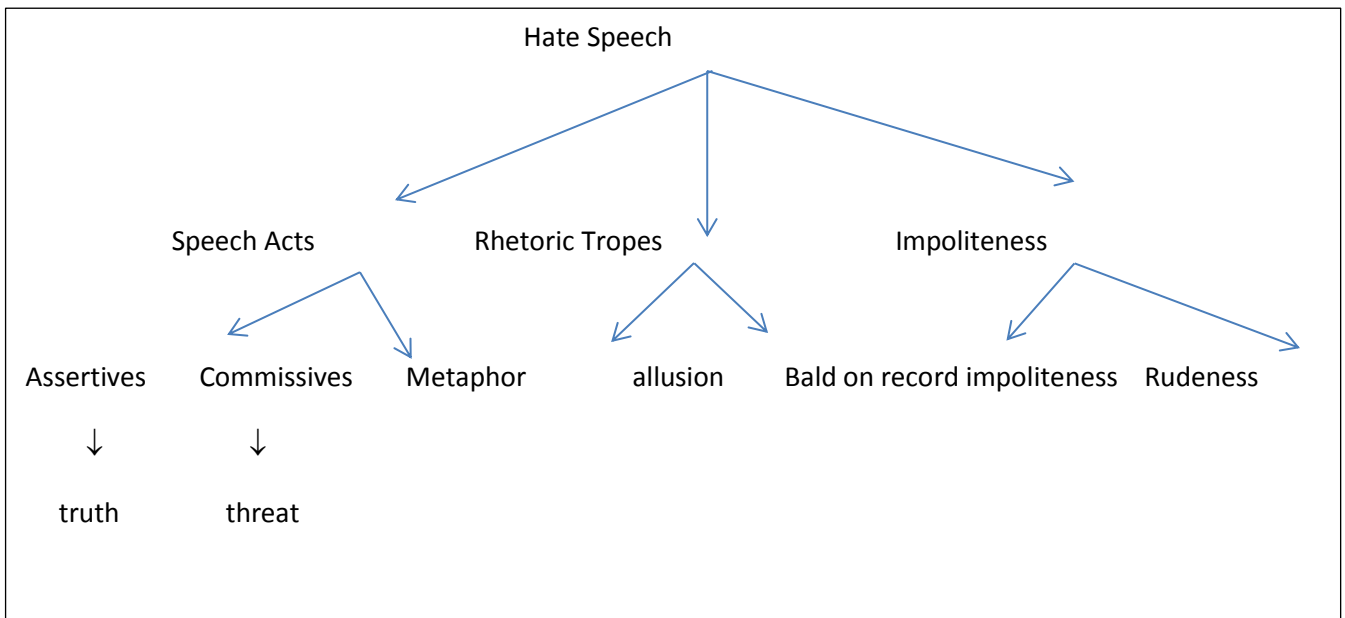
injury acts like physical injury." From this vantage point, hate speech is an illocutionary speech act, meaning that it expresses the speaker's or writer's intention by saying something while also doing something. Additionally, speech acts, or perlocutionary speech acts, could have specific effects on the addressee. Given the possibility of victimization in a situation of hate speech, the recipient may experience certain negative effects.

1.4 A Model of Analysis

In this study, a model of analysis has been developed. It comprises two pragmatic theories that effectively help in the pragmatic analysis of hate speech.

In relation to a number of pragmatic considerations, namely Speech Acts, Rhetoric Tropes, and Theory of impoliteness. The first one deals with two types of speech acts that are: assertives and commissives. The second one involves metaphor and allusion. The last one deals impoliteness which comprises bald on record impoliteness as well as rudeness. Culpeper (1996: 265) explains that impoliteness occurs in a situation where there is an imbalance of social structure power.

Here, this classification will be part of the analysis model.

Figure (1) Model of Analysis

2. Data Analysis

2.1 Speech Acts

2.1.1 Assertives

These speech acts are assertions about a state of affairs in the world, and carry the values of true or false. They match the world to be true. Assertions may represent a subjective state of mind: the speaker who asserts a proposition as true does so in force of the speaker's beliefs (Mey, 2001:120).

Trump's in his inaugural speech has (re)asserted his beliefs of the true nation and his ideas of the new nation of America:

"*We are reasserting these fundamental truths:*

A nation without borders is not a nation.

A nation that does not protect prosperity at home cannot protect its interests abroad.

A nation that is not prepared to win a war is a nation not capable of preventing a war.

A nation that is not proud of its history cannot be confident in its future.

And a nation that is not certain of its values cannot summon the will to defend them" (Web source 2).

"Announce" is another assertive verb that is used by Trump to make an important declaration or announcement:

"I announced that we will no longer tolerate trading abuse" (Web sourse2)*.*

Trumps makes also an announcements against the immigrants:

"Immigrants are dangerous and they want to kill you".

"MS-13 are hiding out in sanctuary cities and they're coming for you and want to kill you. "These are animals. They cut people. They cut them. They cut them up in little pieces, and they want them to suffer".

"Countries are sending bad people to the US vis the diversity visa lottery and they want to kill you".

All these speeches are obvious evidences of Trump's hate speech.

Trump announces his new strategy against terrorism that reflects his hate of Islamic countries or what he calls Islamic terrorism:

"We must protect our borders from the ravages of other countries making our products, stealing our companies, and destroying our job" (web source 2)*.*

Trump does not only announce his hate of Muslims, terrorists, or immigrants, he also announces his hate of women.

For instance Trump's claim that Hillary Clinton's only asset was her "woman card". This declaration reflects another types of hate that is called misogyny:

"The only card [Hillary Clinton] has is the woman's card," he said during a news conference in April 2016. "She's got nothing else to offer and frankly, if Hillary Clinton were a man, I don't think she'd get 5 percent of the vote. The only thing she's got going is the woman's card, and the beautiful thing is, women don't like her." (Web source 3).

He made comments about Kim Kardashian's body while she was pregnant**:**

"She's really a nice person. She's gotten a little bit large. I don't think you should dress like you weigh 120 pounds," Trump told Showbiz Tonight in 2013. He then said on The

Howard Stern Show: "Does she have a good body? No. Does she have a fat ass? Absolutely" (ibid).

2.1.2 Commissives
This class turns out to be more or less identical with Austin's of the same name; Searle names it "unexceptionable". Commissives, just as directives, operate a change in the world by means of creating an obligation that is created in the speaker, not in the hearer, as in the case of the directives (Mey, 2001: 120-1).

Threat is one of the commissive verbs that used by Trump to refer to his hate of :

Dec. 6, 2015: On CBS News, Trump said: *"If you have people coming out of mosques with hatred and death in their eyes and on their minds, we're going to have to do something."*

"We will reinforce old alliances and form new ones and unite the civilized world against radical Islamic terrorism, which we will eradicate completely from the face of the earth" (Web source 2).

2.2 Rhetoric Tropes
2-2-1 Metaphor
   From a pragmatic perspective, metaphor (which is a rhetorical device with pragmatic dimension) represents one of the major ultimate outcomes of flouting Grice's conversational maxims (Al-Hindawi and Abu-Krooz, 2012: 20).Metaphor is a figure of similarity, a word or phrase is replaced by an expression denoting an analogous circumstance in a different semantic field (Gibbs; 2001:326). The comparison adds a new dimension of meaning to the original expression. Unlike simile, the comparison is not made explicit ('like' or 'as') are not used.

   Metaphor is an important rhetoric device that is used to express implied meanings, intentions, and ideas.

Trump has used this device a lot in his speeches, for example:

"This is a battle between barbaric criminals who seek to obliterate human life, and decent people of all religions who seek to protect it. This is a battle between good and evil."

   In this speech, Trump compares the battle between America and terrorism with the everlasting battle between good and evil.

   In the same speech, Trump uses another interesting metaphor comparing the immigrants with barbaric criminals and animals:

"This is a battle between barbaric criminals who seek to obliterate human life…".

"MS-13 are hiding out in sanctuary cities and they're coming for you and want to kill you. "These are animals".

2.2.2 Allusion

Allusion, one of figurative speech, is defined as implicit, indirect or hidden reference representing by a work, event, place or person (Abdul-Raof, 2006: 233). It can be considered an economical device which makes the reader relate the current topic with the previous knowledge by inference.

Trump even did "The Snake" — the recitation of a song that Trump repurposed as an anti-immigration parable during his campaign, in which a snake asks to be taken into a woman's home and repays her for her charity by killing her. He all but made the crowd beg for it, as if it was an encore at a rock concert:

"When I walked in today, did anyone ever hear me do the snake during the campaign? Because I had five people outside say, could you do the snake? I said, well, people have heard it. Who hasn't heard the snake? You should read it anyway. Let's do it anyway. I'll do it. Okay. Should we do it?"

After reminding the crowd multiple times to think of it in terms of immigration — in case the subtext might have gotten missed — he recited it to applause:

I saved you, cried the woman. And you've bitten me, heavens why?
You know your bite is poisonous and now I'm going to die.
Oh, shut up, silly woman, said the reptile with a grin.
You knew damn well I was a snake before you took me in. [Applause]

Here, Trump narrates a story of a woman and a snake and how this woman has helped and trusted the snake which has betrayed her leaving the reader to conclude what he wants to say. Trump by using this song tries to inform his audience that they must not trust immigrant and prevent them from entering America otherwise they will face the woman's destination.

He continues: *"And that's what we're doing with our country, folks. We're letting people in. And it is going to be a lot of trouble. It is only getting worse".*

He gives speeches about how immigrants are subhuman and violent, and that America needs sufficiently ruthless and violent law enforcement officers to fight against them effectively.

2.3 Impoliteness
2.3.1 Bald on Record Impoliteness
Bald on record impoliteness is seen as typically being developed where there is much face at sake and where is an intension on the part of the speaker to attack the face of the hearer and/or where the speaker does not have the power to utter an impolite utterance (Culpeper, 1996: 265).

Trump in all of his hate speeches threatens the face of the other. In his hate of woman, he attacks Hillary Clinton violently Hillary Clinton's saying that her only asset was her "woman card". He also attacks the celebrate Kim Kardashian's body while she was pregnant.

He implied that unbelievably beautiful supermodel Heidi Klum was "no longer a 10" simply because she'd dared to age.

During a New York Times interview with Maureen Dowd, Trump mused: "Heidi Klum. Sadly, she's no longer a 10."

2.3.2 Rudeness

Through this technique, Trump uses rude words to describe his enemies or any party he hates. For instance, he describes the immigrants, who are human beings, as animals. He also slut-shamed Angelina Jolie:

"She's been with so many guys she makes me look like a baby, OK," he told Larry King in 2007. "And, I just don't even find her attractive."

He uses other savage words like to describe Megyn Kelly. He said that she had "blood coming out of her wherever**. "**When discussing Megyn Kelly's line of questioning during a 2015 presidential debate, Trump said in a CNN interview that Kelly had asked him "all sorts of ridiculous questions," "blood coming out of her eyes," and most absurdly, "blood coming out of her wherever."

Trump made it clear that childrearing is "women's work," and most definitely beneath him which is so insulting matter.

"I like kids. I mean, I won't do anything to take care of them," he told Howard Stern in 2005. "I'll supply funds and she'll take care of the kids. It's not like I'm gonna be walking the kids down Central Park.

In public and private, he's made clear that women matter to him not as people but as sex objects that is indeed so rude behaviour.

Trump's primary rivals and Clinton's campaign had already made some of his worst comments about women infamous. He called comedian Rosie O'Donnell "a big fat pig," "disgusting," "a slob," and "a very unattractive person." Bette Midler was "ugly." Heidi Klum is "no longer a 10" (Web source 4).

3.Conclusions

This study has been concluded that Trump employs different types of speech acts to reflect his hate towards other parties. He also successfully uses some rhetoric devices to reach the same purpose. Such devices as metaphor and allusion. These devices strengthen the sense of hatred in Trump's speeches. Hate speech is no more than an impolite speech. It indicates threatening the other's faces. Hate speech is a rude phenomenon that damages the face of other parties.

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