The Socio-Textual Values approached in the Critical Discourse Analysis of Donald Trump's Recognition Speech of Jerusalem as Israel's Capital

Eman Riyadh Adeeb✉; Department of English, College of Education for Humanities, Diyala University, Iraq.

Abstract: The recent study aims at investigating the interrelation of discourse structures and hidden ideological structures behind the use of certain words in a language through Critical Discourse Analysis in Donald Trump's speech of regarding Jerusalem as Israel's capital at December 6, 2017 on Wednesday. In this venue, the study unmasks the inserted, hidden ideologies and deposits the most real intensions and ideas behind the utterances delivered. Thus, use of some specific words is not generally unbiased, but it has a positive or negative colour on them. The effort made is to find out the truth hidden behind Trump's speech on the major and general issue of announcing Jerusalem as Israel's capital and some chunks about their relation with other world countries. Doubtlessly, the recognition of Jerusalem as an Israel's capital and the move of the U.S embassy are regarded as one of the most sensitive issues in the world especially the Middle East then. Here, the research analyzes and uncovers the experiential, relational and expressive values of the wording, rewording, overwording along with the grammatical structures and the functional values they add to the utterance.

✉ Emanr.en.hum@uodiyala.edu.iq

1. INTRODUCTION

The term critical discourse analysis (henceforth CDA) refers to that form of social practice that accentuates the analysis of language. Fairclough (1995)argues that CDA is the conceptualization of language acting as a basic kind of any social practice, also he interrelates the term discourse closely with practice defining discourse as the discoursal meaning of the actual talk. Accordingly, CDA investigates how social power of language practice is sometimes misused and to which extent the utterance, talk and text could represent, create, and resist dominance. Fairclough, in this respect, argues that CDA is" the language used in representing a given social practice from a particular point of view". While Van Dijk (2001) supposes CDA as: "a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text.

According to Luke(2000), the essential focus of CDA is public speech, as advertisement, newspaper, political speeches, and any official documents investigating the relation between language, ideology, and power to exploit the dominance of language through text .So, CDA not only deals with the enveloped ideologies but also limelights how words have been picked out to make use of scouring those implied ideologies. Unlike knowledge, these ideologies are the basic systems of social cognition that are substantially evaluative as they give the reasons of judging what is right or wrong, good or bad, moreover, they provide the essential guidelines for social interaction. Typically, the social values are not restricted to specific groups, but they actually have broader cultural relevance. That is why context mostly has a foremost cultural role behind its words (Hussein,2014; Wen, 2018).

Over and above, CDA emphasizes the analysis that aims at the systematic exploring of the opaque relationships of causality and determination between (a) discursive practices, events, and texts ; and (b), wider social and cultural structures, relations & processes. Moreover, it scrutinizes how such practices, events and texts arise out of and how they are shaped ideologically by the correlative relations of power(Van Djik, 2004).

2. AIM OF THE STUDY

The recent study aims at examining and investigating the values discussed in Donald Trump's declaration of Jerusalem as Israel's capital, raising the following questions: how the experiential and relational values are shown in the speech?

It is relevant to observe that extensive examination has been conducted on critical discourse by investigating the interplay between language, power, and ideology. a lot of scholars notably proposed an approach to analysis grounded in Holliday's systemic functional grammar, a pragmatic framework for dissecting discourse. Within this scholarly inquiry, emphasis was placed on dismantling discourse categories, with particular attention directed towards scrutinizing political discourse as an archetype of communicative expression intimately tied to the speaker's ideological stance and objectives. This endeavor primarily centered on dissecting the speeches of President Donald Trump during his tenure as the head of the United States. The primary aim was to ascertain the underlying intentions of the political orator.

3. FAIRCLOUGH THREE DIMENSIONAL CDA APPROACH

In *Language and Power*,2001 2nd Ed.*,* Norman Fairclough propounds three elements upon which he based his research, i.e., Language, Ideology and Power . Faiclough views ideology as a theoretical category that has been progressed within theories of societies. He (2010) proposed that the relation between language and ideology should "be conceptualized within the framework of research on discoursal and socio-cultural change". With respect to his views on ideology, ideologies must be generated and transformed in actual discursive events.

Additionally, Fairclough (2010) views power as "a social category which can be seen as a main figure in language use. The analysis of power is a significant element in language processing, in societies, power relations are not just class relations; they are also ethnical and cultural relations among different groups. So, Fairclough comes to the consequence that in language study, ideology and power are momentous themes for CDA.

Fairclough assigned three levels of discourse. The first level tackles the social conditions of production and interpretation, i.e. the social factors that guide the text production and how these factors influence the process of interpretation. Next, the level that comes secondly

is the production and interpretation of the text and how this production effects interpretation. Thirdly, the text which is the product of the aforementioned stages. Accordingly, Fairclough establishes three stages of CDA grounding on the three aforementioned discourse levels or dimensions which are:

• Description is concerned with the formal features of the text under study ,i.e., text analysis.

• Interpretation is concerned with the connection between text and interaction, i.e., processing analysis.

• Explanation is concerned with the connection between interaction and social context, i.e., social analysis.

3.1 FAIRCLOUGH TEN-QUESTIONS MODEL (1996)

With regard to the above indicated Fairclough discourse levels, he(1996) has presented the ten-question model for text analysis on the level of description, interpretation (processing analysis), and explanation (social analysis). Fairclough (1996) puts forth a list of ten question and sub-questions which could be utilized in the process of analyzing the text and revealing the veiled meaning implied in the language used. This list is a suggested model that works on three groups assigning to grammar, vocabulary, and textual structures. Accordingly, this study will be singled out with only the first two levels(vocabulary and grammar),to reveal how the president has succeeded in achieving the target of convincing and implementing his social and textual values. Below is the table explicates Fairclough ten question model.

TABLE 1: *Fairclough's Ten-questions Model(Fairclough,1996).*

Vocabulary	Grammar	Textual structures
Question 1: What experiential values do words have? What classification schemes are drawn upon? Are there words which are ideologically contested? Is there rewording or overwording? What ideological significant meaning relations (synonymy, hyponymy, antonomy) are there among words?	**Question 5**: What experiential values do grammatical features have? What types of process and participant dominate? Is agency unclear? Are processes what they seem? Are nominalizations used? Are sentences active or passive? Are sentences positive or negative?	**Question 9**: What interactional conventions are used? Are there ways in which one participant controls the turns of others?
Question 2: What relational values do words have? Are there euphemistic expressions? Are there markedly formal or informal words?	**Question 6**: What relational values do grammatical features have? What modes (declarative, grammatical question, imperative) are used? Are there important features of relational modality? Are the pronouns we and you used, and if so, how?	**Question 10**: What larger-scale structures does the text have? (Ibid: 110-111

Question 3: What expressive values do words have?	Question 7: What expressive values do grammatical features have? Are there important features of expressive modality?
Question 4: What metaphors are used in the text ?	Question 8: How are (simple) sentences linked together? What logical connectors are used? Are complex sentences characterized by coordination or subordination? What means are used for referring inside and outside the text?

In addition to what has been mentioned above, only the first seven questions of "the ten-question model" are applicable and suitable to this current study, also, Van Dijk's ideological square will be implemented. Van Dijk (2004) is considered as one of the most distinguished and notable founders in the CDA field, suggesting the ideological discourse often has overall strategies referred to the as ideological square as in:

Emphasize Our good things
Emphasize Their bad things
De-emphasize Our bad things
De-emphasize Their good things (Van Dijk 2004).

So, Van Dijk square model will be a very beneficial supplementary device to fulfill a deep understanding of the understudy text.

4. FAIRCLOUGH SOCIAL VALUES OF CDA .
The aim of CDA in its general sense is to investigate " the language used in representing a given social practice from a particular point of view". Fairclough (2001) identified three different values of text, namely experiential, relational and expressive values.The meaning of experiential values demonstrates the distinct beliefs and knowledge of the question procedure. Such demonstration grounded on the wording selection (Fairclough ,2001). Experiential values of any given text may be best analyzed by scrutinizing its classification schemes. In this realm, the classification of schemes is that way of classifying certain aspects of reality, which are based upon the ideological characteristics the words contain in common. Experiential values reflect the producer's experience of the social world. The notion of relational values reveals the utilization of pro-anorectic vocabulary. The relational values basically assign the relation between the addresser and the addressee.

The third dimension, expressive value expresses 'the producer's evaluation of the text reality. Fairclough (2001) states that "expressive values are introduced with experiential values, the experiential values represent the text procedure's knowledge and ideas , while the expressive values represent the text procedure's way of judging".

5. METHODOLOGY AND STUDY MODEL

The present study analyzed the social values of CDA implemented in Donald Trump's declaration of Jerusalem as Israel's capital which issued on December 6,2017.The total words are 1,234, and the speech continued for 11:26 minutes. Trump's Jerusalem openly is found in(https://www.youtube.com/watch?v=K-XE2pvc_7o). The data will be analyzed depending on an eclectic model of Fairclough model(1996)- the ten-question model- and Fairclough model for CDA (2001-2010) -the social values of words- which are the base of the approach of analysis(experiential and relational values), also, van Dijk's ideological square (2004) will be adhered to analyze the text.

6. DATA ANALYSIS AND RESULTS
In his historic speech, Donald Trump recognized officially Jerusalem as the capital of Israel and announced apparently the relocation of the U.S. embassy from Tel Aviv to Jerusalem ,which as a matter of fact, is reversed the previous American foreign policy in the middle east. Trump's Jerusalem text is freighted with its hidden political ideologies to find out the implementation of power and those strategies through the use of language. By applying Fairclough's model(1996-2001-2010)and van Dijk's ideological square(2004) , the experiential, and relational values of vocabulary and grammar are quantitatively and qualitatively analyzed .

6.1. THE ANALYSIS OF THE BASIC SOCIO-TEXTUAL VALUES IN TRUMP'S JERUSALEM RECOGNITION SPEECH

6.1.1. THE EXPERIENTIAL VALUES OF TRUMP'S SPEECH.

As mentioned earlier these values reflect the speakers' worldviews and beliefs, so automatically he/she chooses the words that furnish this target. In this connection, it has been deciphered that Trump reflected his own views through the manipulation of certain words as in:

"When I came into office, I promised to look at the world's challenges with open eyes and very fresh thinking. We cannot solve our problems by making the same failed assumptions and repeating the same failed strategies of the past. All challenges demand new approaches."

Such sentences represent the concern and preoccupation of Trump with the problem of recognizing Jerusalem as the capital of Israel through the deliberate use of rewording and overwording processes. The aforementioned sentences have negation beliefs that can be interpreted as Trump's need wants to stress his view of solving the failed assumptions and strategies. According to Fairclough model(1996), the values are systemically illustrated through the basic concerns and the uncovered political bias that the authors tend to convince and the schemes of classification that is closely interwoven with. Hence, The first issue of concern that Trump highlighted is *Jerusalem*.

6.1.1.1 JERUSALEM

The experiential values are well-examined through the existence of the classification schemes which are culturally drawn upon. The ideological base of these classifications reveals the aspects of reality Trump structured in his speech upon the ideological characteristics that words have in common. Classification scheme explores the vocabulary structure and the sentences structure, namely the synonyms, antonyms and hyponyms (Langer,1998). For instance, synonyms are occurred in the form of rewording "repetition" and "overwording" which elucidate the classification schemes utilized in signifying this issue of concern. Table(1) represents frequent occurrence of the wording(key concern) and its rewordings and overwordings imply the meaning.

TABLE2. *Jerusalem: the main wording and its related rewordings(classification) that imply its meaning*

Main wording	Frequency	Related words or vocabulary items that evince the meaning (Rewording and overwording)	Frequency
Jerusalem	18	Capital City Heart city Seat Home Headquarter Location Place Sensitive issue	9 4 5 (1 unrelated) 2 1 1 1 4 3
Total	18	Total	30

As mentioned in his speech, Trump repeated the word "Jerusalem" for (18) times and other related words have (30)times of occurrence distributed as capital (9), heart city (3),and location(4) times and the others. The repetition of expression(Jerusalem as a heart city) is used to indicate its religious and historical significance to Israel and other religions. Intentionally, he proceeds to show his power in that he has the power to make his decision in relocating the American Embassy to Jerusalem instead of Tel Aviv as he said:

"Therefore, I have determined that it is time to officially recognize Jerusalem as the capital of Israel. While previous presidents have made this a major campaign promise, they failed to deliver. Today, I am delivering… I've judged this course of action to be in the best interests of the United States of America and the pursuit of peace between Israel and the Palestinians. This is a long overdue step to advance the peace process and to work towards a lasting agreement".

Trump declared manifestly that the previous American presidents delayed their recognition of Jerusalem as the capital of Israel, whereas he acknowledged that to advance the peace process between them both.IN his text, Trump skillfully utilizes rewording and overwording in more than one short and simple clauses as in:"*Yet for over 20, every previous American president has exercised the law's waiver*" ,and "*after more than two decades of waivers, we are no closer to lasting peace agreement between Israel & the Palestinians*" to imply the expressive values, *"I have determined that it's time to officially recognize Jerusalem as the capital of Israel*". Here, he intentionally justifies his recognition that it's the appropriate time to facilitate a lasting peace to end this everlasting conflict.

6.1.1.2. ISRAEL-PALESTINIAN CONFLICT

In his historic speech of declaring Jerusalem as Israel's capital, Trump stops at the Israeli - Palestinian conflict as follow :

"*My announcement today marks the beginning of a new*

approach to conflict between Israel and the Palestinians. In 1995, Congress adopted the [Jerusalem Embassy Act](#) urging the federal government to relocate the American embassy to Jerusalem and to recognize that that city — and so importantly — is Israel's capital".

The table below illustrates the key/basic word that Trumps stresses and the related words that evince the same meaning.

TABLE 3. *Israel - Palestinian (relation)conflict : the key wording and its related rewordings(classification) that imply its meaning*

Main/general words	Frequency	Related words or vocabulary items that evince the meaning (Rewording and overwording)	Frequency
The conflict between Israel and the Palestinians	1	Two parties Both sides Partners	5 3 1
Total	1	Total	9

The basic issue concerned here is the historic conflict between both sides,it is mentioned one time with(9)times representing the two shapes of experiential values of the basic wording . Furthermore, from a grammatical perspective, he used the sentence patterns(SVO) and (SVC) respectively to link his sentences and utterances with the experiential values exposing events and speaker's attitudes. He starts his recognition with the sentence " My announcement today marks the beginning of a new approach to conflict between Israel and the Palestinians", followed by "In 1995, Congress adopted the [Jerusalem Embassy Act](#) urging the federal government to relocate the American embassy to Jerusalem and to recognize that that city — and so importantly — is Israel's capital". He urges that (my announcement)is the inanimate agent of the action that shows his responsibility for acknowledging Israel's right in having Jerusalem as its capital. And he topicalized his speech when he insists on using previous dates and years, "in 1995", and "70 years ago". Trump's attitudes also highly- established in his discourse by using the active and declarative sentences with the intended avoidance of passive sentence. Fluctuating between the positive attitude with the excessive use of the pronoun "*I* " and the negative attitude of other or previous presidents with the use of " *They* ",Trump succeeded in unmasking his tenet" Jerusalem is the seat of Israel and the home of its parliament " i.e., It is *Israel's right* . Emphatic and short sentences are widely manipulated to affect the experiential values of Trump recognition and political ideology.

6.1.1.3. PEACE

Here, in this issue, the table below with No.3 proffers the frequency of the basic issue of concern that Trump intrinsically purposed to that is "peace", and the related words proposed in Trump's Jerusalem speech that project the meaning of the concept "peace"(rewording, overwording).

TABLE4: *Peace: the key wording and its related words that imply its meaning (rewording and overwording).*

Key words/phrases (Wording)	Frequency	Related words or vocabulary items that project the meaning (Rewording)	Frequency
Peace	14	Agreement	9
		Waiver	3
		Commitment	3
		Noble quest	1
		Cooperation	1
		Moderation	1
		Calm	1
		Voice of Tolerance	1
Total	14	Total	20

Peace, terminologically, defined as the absence of war, but mostly it extends to have a more positive meaning to refer to the presence of the conditions that humans unquestionably call for as cleaning water, ensuring education for women and children and all the inviolable rights. In his speech, Trump repeated the word "peace" for (14 times), and he applies some hyponyms and synonyms that project the meaning of peace such as "agreement" (9 times), "waiver" (3 times), "commitment" (3 times) and elucidates them with an overwording process like "noble quest" (1 time) , "cooperation" (1 time), "moderation" (1 time). By this elaboration in discussing the word peace in his recognition, Trump applies the ideological contested words to indicate that peace is a very important issue to be successfully furnished . So, he stated*: " Today, I am delivering. I've judged this course of action to be in best interests of the United states of America and the pursuit of peace between Israel and the Palestinians".* Wording and overwording are put to use to show that he can do by this announcement the acknowledgement that Jerusalem is the capital of Israel. He has an ideologically significant meaning in his speech.

Grammatically, Trump emphasized the significance of peace as a concept interrelated with his recognition through the intended manipulation of some conjunctions as "but", and "and" as in*:"Some say they(previous presidents) lacked courage, but they made their best judgments based on facts as they understood them at the time"* and in*"… While previous presidents have made this a* major campaign promise, they failed to deliver. Today, I am delivering…Jerusalem is today — and must remain — a place where Jews pray at the Western Wall, where Christians walk the Stations of the Cross, and where Muslims worship at Al-Aqsa Mosque.* In the first example, the conjunction *but* has an ideological role since it connects two sentences in which the second sentence has the power of Trump's decision of Jerusalem as Israel's capital when he stated that the Ex-presidents lacked courage but he did it finally. The second instance reveals the effect of modality" Must" and the conjunction "and" to elucidate Trump's motto and ideology of this issue. The other related example are the words "agreement", and "disagreement" with the conjunction "But" which are used to refer to the main key word "peace", and which shows the expressive value of trump's recognition as in" There will, of course, be *disagreement* and dissent regarding this announcement. *But* we are confident that ultimately, as we work through these *disagreements*, we will arrive at a *peace* and a place far greater in understanding and *cooperation*".

Moreover, Trump applies a lot of euphemistic expressions as "calm, moderation and the voice of tolerance "in his speech as covert hidden features of peace, for instance he stated:"So today we call for calm, for moderation, and for the voices of tolerance to prevail over the purveyors of hate". His talk was very sympathetically and kindly directed to all nations and his apparent aim was to keep peace in the world and especially between Jerusalem and Israel. In " I reaffirm my administration's longstanding commitment to a future of peace and security for the region". Trump made influential use of the possessive pronoun *"my"* in "my administration's longstanding" as the agent of the statement that reveals the idea that he is the only one who can remove and solve all the problematic issues of "peace".

6.1.1.4. RELIGION AND FAITH

One of the most crucial and sensitive issues that people tend to ward off or vigilantly approach is religion and people sects. In respect with the difficulty and sensitivity of this issue, Trump craftily put in an equal footing the mention of the religions concerned. In the table below, the key wording (vocabulary item) is mentioned "Religion and Faith", and all the related words that project its meaning(Rewording /overwording).

TABLE 5. *Faith and religion; the key wording and its related rewordings(Classification).*

Key words/phrases (Wording)	Frequency	related words or vocabulary items that project the meaning (Rewording)-Classification	Frequency
Religions	1	Jews	2
Faiths	1	Muslims	3
		Christians	3
		Worship	2
		Belief(s)	2
		Jewish	2

Trump's speech has taken up the sensitive issue of religion, he repeats "religion" and "faith" only one time for each, as the wording of this concern, but he applies other relating rewords like "worship" , "beliefs" for (2 times), "Jews" (2 times), "Jewish" (2 times), "Muslim(s)" (3 times), and "Christians" (3 times). Mr. president projects experiential value of his speech through rewording and overwording the words "religion and faith" through the careful manifestation of more accurate words and hyponyms as "*Jerusalem is today and must remain a place where Jews pray at the western wall, where Christians walk the stations of the cross m, and where Muslims worship at Al Aqsa Mosque*". He, here, essays to affirm the notion of *" unity"* and to states publically that even when he recognizes Jerusalem as the capital of Israel, it will be the heart city for all people of all religions, and they have the divine right to live and worship according to their religious beliefs. Here, we can refer to the theory of Van Djik (2001) through:

"*However, through all of these years, presidents representing the united states have declined to officially recognize Jerusalem as Israel's capital",* he wants to discredit their bad decisions and to raise his good beliefs by saying " *…while previous presidents have made this major campaign promise, they failed to deliver. Today, I am delivering. but today we finally acknowledge the obvious… I intend*

to do everything in my power to help forge such an agreement". He projects all his good deeds to arrive to everlasting peace agreement to all people of all religions. He does assure his positive attitudes towards other religions specifically Judaism and his negative attitudes against the failure of the ex-presidents saying" *Israel is a sovereign nation with the right, like every other sovereign nation, to determine its own capital. Acknowledging this as a fact is a necessary condition for achieving peace.*"

Trump skillfully manipulated the experiential values when he appeals to his audience and stands in a good place to the audience. The words refer to religion and faith are socially and ideologically examined through the utilization of some nouns, adverbs, and adjectives(rewording and overwording),these words are substitutable since they have little effect on the meaning they convey as" worship", "beliefs", "Muslims", and "Jewish".

6.1.2. THE RELATIONAL VALUES OF TRUMP'S SPEECH

As indicated earlier, the relational values tackle the process of selecting words rather than others as they create societal connection among the community members. Fariclough(1996)introduced the relational values that the words have with specific reference to the use of euphemistic expressions and formal form of language. He stated that" formality is a common property in many societies of practices and discourses of high social prestige and restricted access". Trump stated that "Jerusalem is the seat of the modern Israeli government … .",euphemistically, the president attempts to tone down this issue and the recognition he acknowledged. Also, formality is well-established through the use of certain words that voiced the higher class of the talker and the audience he is addressing. He, intentionally, inaugurated his speech with euphemizaton of the Israeli-Palestinian conflict saying that "this decision is not intended in any way to reflect a departure from our strong commitment to facilitate a lasting peace agreement. We want an agreement that is a great deal for the Israelis and a great deal for the Palestinians." This agreement is just to lessen the conflict between these two parties .The language formality, also, has been well reflected in Trump's speech and choice of words as this recognition is a historic and sensitive discourse and has many modes.

Additionally, Trump, as mentioned earlier applies euphemistic expressions on his speech about the word peace, as: " So today we call for calm, for moderation, and for the voices of tolerance to prevail over the purveyors of hate". By many event-readers, Trump talk could be characterized as emotive as he pretends to behave sympathetically to all nations and his goal is to keep peace in the world and especially between the two wrangled parties.

Moreover, he proclaimed another particular kind of tactfulness and responsibility which highlights the social relational value of the text as: " I reaffirm my administration's longstanding commitment to a future of peace and security for the region". The use of the possessive pronoun *"my"* in "my administration's longstanding" as the statement agent unmasks the idea that he is the only plucky appropriate person who can fix and grapple with the problematic issues threaten "peace".

6.1.2.1. RELATIONAL VALUES UTILIZED IN GRAMMAR

This section is basically divided to cover up two domains: the pronouns utilized by Trump in his recognition speech and the sentence modes.

6.1.2.1.1. RELATIONAL VALUES AND PRONOUNS

It has been examined that Trump's Jerusalem recognition announcement is not void of making use of the deictic pronouns "we" and "you" to convey the sense of togetherness and consistency. Also, the use of the pronoun "I" gives touches of responsibility to keep peace standing. Below, table 5 represents the frequent occurrence of the pronouns in this discourse:

TABLE 6. *The frequencies of Pronouns in Trump's Speech*

Subjective pronouns	Frequency	Objective pronouns	Frequency	Possessive pronouns	Frequency
I	16	Me	-	My	4
You	-	You	5	Your	-
He	-	Him	-	His	-
She	-	Her	-	Her	-
It	11	It	-	Its	3
We	10	Us	4	Our	9
They	4	Them	1	Their	4

The pronoun "I" has been used (16) times in the data to make a feeling of responsibility and self-decision , whereas the "we" pronoun gets (10) times of frequency revealing harmony and unity of Mr. president and his government as in:

1- "When *I* came into office, *I* promised to look at the world's challenges with open eyes and very fresh thinking. *We* cannot solve our problems by making the same failed assumptions and repeating the same failed strategies of the past".
2- " *I* have determined that it is time to officially recognize Jerusalem as the capital of Israel. While previous presidents have made this a major campaign promise, they failed to deliver. Today, *I* am delivering."

So many other instances deliver that Trump has taken upon himself the liability and the recognition consequences through the intentionally utilized "I" pronoun ,i.e., the positive relational social value implied in this discourse. Generally," I" and "we" utilized in politics to make the distance between him and his audience short and to let them trust his decision as in: " However, through all of these years, presidents representing the United States have declined to officially recognize Jerusalem as Israel's capital. In fact, *we* have declined to acknowledge any Israeli capital at all. But today, *we* finally acknowledge the obvious: that Jerusalem is Israel's capital. ".

Thus, by using the "We" pronoun, he convinces his audience that this historic and ticklish decision is for the benefits of people from all religions. By "I", he intends to introduce himself as the only savior and the highly-expected leader ever.

On the contrary, Trumps uses the pronoun "they" four times to uncover his negative and justifiable evaluation upon the ex-American presidents as in:

1- " While previous presidents have made this a major campaign promise, *they* failed to deliver."
2- Some say *they* lacked courage, but *they* made their best judgments based on facts as *they* understood them at the time.

He also uses the empty/dummy " It" 11 times which in turn lacks any semantic content, but mostly employed either to refer to time and the

historic significance of the announcement day as in the following elected examples:

1- " **It is time** for the many who desire peace to expel the extremists from their midsts. **It is time** for all civilized nations, and people, to respond to disagreement with reasoned debate, not violence. And **it is time** for young and moderate voices all across the Middle East to claim for themselves a bright and beautiful future."

2- "Therefore, I have determined that **it is time** to officially recognize Jerusalem as the capital of Israel. "

Or to reflect personal prediction as an anticipatory" it" as in:

1.   **It** would be folly to assume that repeating the same formula would now produce a different or better result.

2. **It** is also the right thing to do.

6.1.2.1.2. RELATIONAL VALUES AND SENTENCE MODES

The relational mode that Trump built his speech on s the declarative mode which is utilized for all sentences uttered in the speech. But, the imperative mode is also used finally when Trump has brought his speech to an end saying:" So today, **_let us rededicate_** ourselves to a path of mutual understanding and respect. **_Let us rethink_** old assumptions and open our hearts and minds to possible and possibilities". These direct imperative sentences often designate the power that the addresser has over the addressee and as Trump is the president so his power consolidated his decision and mode.

7. CONCLUSIONS

When applying CDA to any work, the target of the researcher is to unveil the social values that are hidden in the text. In the data discussion, the researcher examined Fariclough social values employed in Trump's declaration of Jerusalem as Israel's capital which issued on December 6,2017. In this announcement, Trump expressed his experiential values by using rewording and overwording processes. The experiential values implied in this speech unveil the president's areas of concerns and also they reveal his political bias. Through using wording, rewording and overwording, Trump tends to reveal the power he

has to acknowledge that Jerusalem is the capital of Israel as:"some say they lacked courage". Doubtlessly, the experiential values Trump implied in his recognition speech are presented through the   oppositional statements and negative evaluation. He emphasized his ideology through the intentional use of declarative, active, and short sentences . As, the most appropriate way of expressing power is by using short and declarative sentences usually connected by conjunctions "and" and "but". Hence, Mr.president tries to show himself a very sympathetic and responsible man.
 Also, the key words are well projected through the clever employment of the related words as the key idea of "Jerusalem, Israeli-Palestinians conflict, religion and faith...etc.". Though sentences used were declarative and simple in structure, but their impact was valiant as they address all the conflicted parties. Relational values were shown in Trump's speech expressing the policy of his government to take the stringent role.
 Also, the pronouns "we" and "I " are used to show unity and responsibility at the same time. The use of the inclusive we is employed to make Trump's audience feel that they are also engaged and the distance between them and the president is nonexistent.

References

The main reference: Full transcript of Donald Trump's Recognition Speech of Jerusalem as Israel's Capital ,December   6,   2017. https://www.youtube.com/watch?v=K-XE2pvc_7o

Fairclough, N. (1995). *Critical Discourse Analysis: The critical study of language.* London, UK: Longman.

Fairclough, N. (2010). *Language and Power*. 2nd Edition. London: Longman.

Hussein, I. (2016). Critical Discourse Analysis of the Political Speech of the Egyptian President, Abdel Fattah El-Sisi, at the New Suez Canal Inauguration Ceremony. *International Journal of Language and Literature* Vol 4, No. 1, pp. 85- 106 DOI: 10.15640/ijll.v4n1a10.   URL: https://doi.org/10.15640/ijll.v4n1a10

Langer, R. (1997). The Concept Of Discourse in The Analysis of Complex Communication Events. Institut for Interkulturel Kommunikation og Ledelse, IKL. Copenhagen Business School.

Working Paper / Intercultural Communication and Management No. 26 https://research.cbs.dk/files/59176258/wpnr.26_1997.pdf

Luke, A. (2000) 'Introduction: Theory and Practice in Critical Discourse Analysis', in L. Saha(ed) *International Encyclopedia of the Sociology of Education*, Elsevier Science Ltd. Article No. 504057

Van Dijk, T. A. (2001). *Critical discourse analysis.* In D. Tannen, D. Schiffrin, & H. Hamilton (Eds.), Handbook of discourse analysis. Oxford: Blackwell. (pp. 352-371).

Van Dijk, T.A. (2004*). Politics, Ideology and Discourse*. Retrieved from http://www.discourse-in-society.org/teun.html.
Wen C. (2018). A Critical Discourse Analysis of Donald Trump's Inaugural Speech from the Perspective of Systemic Functional Grammar. Theory and Practice in Language Studies, Vol. 8, No. 8, August. pp. 966-972,