Pragmatics of Arrogance in Trump's "America First" Foreign Policy Speech

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A B S T R A C T

Arrogance is a human psychological belief of being on the top of all things. This means that an arrogant person sees himself as the center around which others revolve. Pragmatically, arrogance can be seen in terms of language use, that is, an arrogant person likes to resort to certain pragmatic strategies to appear as a person who is superior to others. There is no limit to which pragmatic strategies arrogant people might rely on. Nevertheless, some of these strategies can be investigated in a certain illustrative example which can be culled from a certain context. It seems, as observed by this study, that this topic has not been given its scholarly pragmatic attention. To bridge this gap in the literature, a certain type of data can be scrutinized to discover the pragmatic aspects of arrogance in it. In this respect, the present study sets itself the task of pragmatically dealing with this particular issue. To attain this goal, this work attempts to answer the following question: What is the pragmatics of arrogance in Trump's "America First" foreign policy speech? In association with this aim, it is hypothesized that Donald Trump uses certain pragmatic strategies which reveal his arrogant nature. In this regard, he is expected to employ commissure speech acts such as threats and promises, and exploit different types of devices to trigger presuppositions of various types. Besides, he appeals to some pragmatic functions of exaggeration. In order to achieve the aim of the paper and verify or reject its hypothesis, an analytical pragmatic framework is developed to analyze the data under scrutiny. Additionally, a statistical method represented by the percentage equation is used to calculate the results. The most important finding arrived at by this study is that Donald Trump most often resorts to the strategies of promising and threatening. Furthermore, he uses presupposition triggers, and resorts to exaggeration through exploiting the devices of repetition and manipulation.

براغماتية الغطرسة في خطاب ترامب "أمريكا أولاً" في السياسة الخارجية

فريد حميد الهنداوي/جامعة بابل / كلية التربية للعلوم الانسانية / قسم اللغة الانجليزية

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الخلاصة

الغطرسة هو اعتقاد نفسي إنساني لدى الشخص بأنه على رأس كل الأشياء. هذا يعني أن الشخص المتغطرس يرى نفسه كمركز يدور حوله الآخرون. من الناحية العملية ، يمكن رؤية الغطرسة من حيث استخدام اللغة ، أي أن الشخص المتغطرس يحب أن يلجأ إلى بعض الاستراتيجيات العملية ليظهر

كشخص متفوق على الآخرين. لا يوجد حد للاستراتيجيات التداولية التي قد يعتمد عليها الناس المتغطرسون. ومع ذلك ، يمكن التحقيق في بعض هذه الاستراتيجيات في مثال توضيحي معين يمكن اخذه في سياق معين. رصدت هذه الدراسة أن هذا الموضوع لم يحظ باهتمام العلمي كافي و لردء هذه الفجوة تمت دراسة نوع معين من البيانات لاكتشاف الجوانب العملية للغطرسة فيها. في هذا الصدد. لتحقيق هذا الهدف ، يحاول هذا العمل الإجابة على السؤال التالي: ما هي تداوليات الغطرسة في خطاب السياسة الخارجية الأمريكية "أمريكا أولاً" لترامب؟

بالاقتران مع هذا الهدف ، تم وضع فرضية أن دونالد ترامب يستخدم بعض الاستراتيجيات التداولية التي تكشف عن طبيعته المتغطرسة. من المتوقع أن يستخدم أفعال الكلام مثل التهديدات والوعود و غير ذلك من الاستراتيجيات التداولية.

من أجل تحقيق هدف الدراسة والتحقق من أو رفض فرضيتها، تم تطوير إطار عملي تحليلي لتحليل البيانات قيد الدراسة. بالإضافة إلى ذلك، تم استخدام طريقة إحصائية وهي معادلة النسبة المئوية لحساب النتائج. النتيجة الأكثر أهمية التي توصلت إليها هذه الدراسة هي أن دونالد ترامب يلجأ غالبًا إلى استراتيجيات الوعد والتهديد. علاوة على ذلك ، يستخدم الافتراض المسبق ، ويلجأ إلى المبالغة من خلال استغلال التكرار والتلاعب

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1. Introduction

The political discourse is understood as an asset of public statements alluding to a specific subject area which is, in that case, manifest in policy. Pragmatics sees political discourse in a wide perspective as a set of utterances that are exclusively addressed to competing politicians only during a limited time which is the time of election campaign (Benoit, 2002: 48). It is, thus, applied to analyzing the relation between the messages and their senders, who are, here political actors. (Deudek and Partacz,2009; Benoit, 2002;2007).

The election campaign discourse is one of the most prevailing genres in the world. Threat and promise are, almost, contentious in it. The present paper attempts to uncover the pragmatic strategies utilized by one of the American presidential candidates, namely Donald Trump, in his most famous speech (America First) foreign policy speech. The strategies scrutinized are those which reflect his arrogant nature. Hence, a pragmatic analysis of this particular speech is carried out.

In this respect, this study attempts to prove that arrogance, though it is not a pragmatic concept, can be uncovered pragmatically. To attain this goal, this study develops an eclectic pragmatic analytical model which can be applied to the data of this work. The model is mainly

based on pragmatic concepts like speech acts, presupposition triggers, in addition to the investigation of the pragmatic functions of exaggeration. This kind of analysis is supported by a statistical analysis to validate its findings.

2. Theoretical Overview

2.1 Arrogance

Arrogance as related to words and actions is seen as a psychological matter. Merriam-Webster on line dictionary defines arrogance as "An attitude of superiority manifested in an overbearing manner or in presumptuous claims or assumptions."

Arrogance is a human psychological drive whose role might be transformed in governance, domination, or supremacy in a higher collective level. It is originated through two ways: either psychologically as a human drive for power and domination or as a cultural product inherited in one's culture or belief, like all what Muslim people might think that Islam is the religion of all religions, or Germans belief that they are different from other people, or like "all what was not Athenian was Barbarian". In politics, arrogance manifests itself clearly, particularly, in non-democratic countries, those states led by arrogant dictators who violate human rights in all forms (Shehu, 2018: 93).

In a global level, arrogance may create a gap of communication, it will have a role in creating a plot for miscommunication and clashes. "It bans all opportunities for cross-fertilizations for a global civilization or promotion of concept of Unity in Diversity and developing the culture of dialogue and consultation among different cultures, nations, and civilizations etc." (ibid.).

Stuhr (2016: 12) considers arrogance as one part of a vaster phenomenon. The first part is related to dogmatism embedded in which blindness and unwillingness to acknowledge the probability that one's standpoint conjoins blindness. The most obvious example for this part is prejudice. The second part of the phenomenon is "arrogance, conceit, overbearing pride, along with an exaggerated estimation of one's own opinions and values. This arrogance manifests itself in fundamentalism, absolutism (including scientism), and all forms of exceptionalism, which traditionally designate one's own group as the chosen people or master race (or master species) of a God or history or progress or truth on one's own side". The third part is resignation and retreat from the challenges that demand the strenuous energies of men and women.

Bauer et. al. (2008: 102) state that arrogance is associated with one's heavy sense of superiority which appears in a form of underestimation of others. Arrogance is conceptually interrelated to personality qualities such as narcissism, hubris, and confidence, but it is different in some ways that put it apart from these other qualities. Narcissism (or self-love) "involves unrealities of self-magnificence and extreme self-admiration that occur in the absence of others". Arrogance is, conversely, demonstrated in interpersonal contexts by underestimating others. Similarly, "hubris is also self-focused and lacks the interpersonal nature of arrogance. Hubris is the result of false confidence, leading to excessive pride about one's own abilities, attributes, or successes, but without contempt towards others". Confidence is simply a realistic and reality-driven belief about ability or standing, whereas arrogance is inflation of an individual's self-importance intended to make others feel inferior. Despite the apparent confidence of those engaging in arrogant behavior, research suggests that it is actually a defensive display occurring partially in response to low self-confidence" (ibid). Thus, claims of confident individuals are different from those who are arrogant, the formers' claims are based on realities while the latters' claims are not. Moreover, confident people present honest beliefs, whereas arrogant people may resort to exaggerating their own deeds and claims in order to hide their poor evidence (Bauer, et. al., 2008: 132).

2.2 Political Humility and Political Arrogance

Political humility has been diagnosed as political weakness rather than strength. In the modern era, the crucial act of political arrogance is the failure to discover and extract the new policy ideas. The purest way of exercising political arrogance is the worst kind of political immaturity, the refusal to express that the ideas of a political opponent might be the remedy of some political issues. The lack of realism is one of the most obvious symptoms of dogmatism which is one of the sisters of arrogance. Political humility is rarely exercised. It is a path trodden only in the case when there is a greater national interest at stake (Mirfin, 2017: 3).

This means that political arrogance is another face of political debate. It has become a scheme of scoring the public and intending to impress at the cost of political opponents. Here, political arrogance is manifested in another way, namely, egotism the other sister of arrogance (ibid).

Accordingly, political arrogance is a sort of political blame. Political blame game has been turning out progressively excessively with abuses thrown with little respect for the valid articulation of political concerns.

Political arrogance is the rapport action of involvement in political debate rather than an unintentional result. This is the reason why it has become a symptom rather than being caused by contemporary politics (Mirfin, 2017: 4).

As an example of political arrogance at the global level is the decision to move the USA embassy in Israel to Jerusalem. President Trump has threatened to suspend aid to those countries that oppose the US decision in the UN. That is the very arrogant political action in which other countries must be under the USA thumb.

2.3 Pragmatics and Presidential Language

Pragmatics in its essence has to do with the speaker, who s/he is and to whom s/he is speaking, what are the intentions and beliefs of the speakers, and how what they say is affected by social circumstances, institutional structures, and social or cultural constraints. In everyday communication, pragmatics uncovers how people do things via the use of language and what their purpose is, for example being ironic or sarcastic, telling lies, making promises, apologizing and so on. Therefore, it seeks to underpin both informal and institutional linguistic behavior such as that in law, teaching, and, of course, politics (Wilson, 2015: 86).

Pragmatics is nowadays at the heart of any theory that attempts to explain human language use (Huang, 2014: 123), in particular the ways in which we understand and interpret the relationship between "what we say" and "what we mean." It is also central to our understanding of all aspects of everyday communication since our understanding of what is said in context draws on a wide range of knowledge types beyond the purely linguistic ones. Given the criticality of language in politics in general, and presidential politics in particular, it is not surprising that pragmatics could provide insights into particular forms and uses of presidential language, it is hard to see how one could explain presidential language without some recourse to how meaning is constructed in context, that is, without a consideration of pragmatics (Wilson, 2015: 86).

3. Pragmatic Strategies of Arrogance

3.1 Commissives: Threating and Promising

Being arrogant requires one to project himself as a powerful person capable of achieving people's ambitions and also has the ability to confront perils that might threaten their own interests. As such, promising of acting in accordance with the audience interests and launching threats against those who oppose one's interests seem to be righteous strategies of acting in politics and showing one's arrogance over others. Pragmatically speaking, in language, this can only be achieved through the use of certain class of speech act known as commissive from which there are different sub classes among them are promising and

threatening. Commissives are those types of speech acts in which speakers are committed to some future action. They include promise, threat, offer and so on. They are concerned with altering the world to match the word and commit the speaker himself to acting (Coulthard, 1985: 24).

3.2 Presuppositions

Trump's grandiose claims are used so much to arouse an emotional appeal. To achieve that, he relies heavily on superlatives. In his speech, things are not merely big, they are so much big, and they are the most amazing, so much tremendous, they are the best. He was not just going to win. He was going to "win so much, you're going to be sick and tired of winning" (theguardian, online).

This extensive use of superlative and adjectives can, in fact, make a variety of presuppositions. Pragmatically, presuppositions are considered as implicit assumptions or beliefs related to an utterance about some state of affairs in the world. Examples of presuppositions include:

- Harry is no longer going to write novels.
Presupposes:
- Harry once wrote novels.   (Cruse, 2006: 31)

For the utterance to be appropriate in the context, a presupposition has to be mutually known by both the speaker and the addressee. Moreover, the assumptions delivered through presuppositions can be associated with a particular grammatical structure or certain lexical item (presuppositions triggers) in the utterance.

Presupposition is different from entailment and implicature in that the negation of an utterance does not change what that utterance presupposes or assumes. Conversely, in the case of entailment and implicature things are different with the negation test. This means that through the use of superlatives the speaker assumes that what he is talking about is already known and taken for granted by his audience. This is, actually, not always the case; some of the utterances refer to historical events, political problems which most ordinary people are not well acquainted with. So, this use of adjectives in this way and thinking that people must cope with every single utterance produced is a form of arrogance.

Presuppositions are usually tied to particular words which are called as "Presupposition triggers". They are considered as markers of presuppositions, their main function is to mark that an utterance presupposes something. Weischedel (1979: 96) proposes that presupposition seems to be associated with particular lexical items and certain grammatical constructions. Triggers are of two categories, soft triggers and hard triggers.

3.2.1 Soft Triggers

Presuppositions carried by certain triggers can be easily neutralized. Abbott (٢٠٠٦) rightly points out that Abusch (2002) calls such presupposition-triggers as "soft triggers". Most prominent instances of soft triggers are: ***a. factive verbs and b. change of state verbs***.

a. Factive Verbs

Factive verbs generally presuppose the part of the utterance that follows them. Predicates such as "*regret, aware, realize, odd, know, be sorry that, be proud that, be indifferent that, be glad that, be sad that*" are called as factive verbs giving rise to presuppositions. For example:

- Ben knows that the schoolgirl is not guilty.

Presupposes:

- The schoolgirl is not guilty.

b. Change of State Verbs

Verbs denoting change of state or "aspectual verbs" as called by Van Der Sandt (1988) function as triggers. Such verbs include "*stopped, began, continued, start, finish, carry on, cease, take, leave, enter, come, go and arrive.*" For instance:

- Robert continued to tease Mary.

Presupposes:

- Robert had been teasing Mary.

3.2.2. Hard Triggers

The category "hard triggers" is so called by Abusch (2002) cited in Abbott (2006: 65) because presuppositions triggered by such linguistic items cannot be neutralized easily. This category includes the following triggers:

a. Definite Descriptions

Definite descriptions presuppose that a person, a thing or any entity has a unique existence. Consider the following:

- My son is an astronaut.

Presupposes:

- I have a son.

b. Implicative Verbs

Implicative verbs which give rise to presupposition include *"managed, forgot, happened to, avoided V-ing, was expected to, usually did, ought to* and so on". For example:

- . Mr. Khan happened to meet the President.

Presupposes:

- Mr. Khan didn't plan to meet the President.

c. Interactives

Interactives such as *"again, any more, before, another time, to come back, return, restore, repeat"* give rise to presuppositions. For instance:

Monty repeated the same mistake.

Presupposes:

- Monty committed mistake before.

d. Verbs of Judging

Verbs such as *accused, criticized, blame, praise, glorify* are used to judge the behavior of the individuals. These verbs give rise to the presuppositions. Consider the following:

- India criticized Pakistan for helping the terrorists.

Presupposes:

- Pakistan helped the terrorists.

e. Comparison and Contrast

In comparison and contrast, presuppositions may be triggered by some paralinguistic features like stress and linguistic items like *too, back, in return, as well as by the comparative clauses*. For example:

- Money is not as valuable as life.

 Presupposes:

- Life is valuable.

f. Counterfactual Conditionals

Counterfactual conditionals carry presuppositions that are contrasting to the facts. As Yule (2000: 56) points out, such linguistic structures imply meaning that is opposite of what is true. Consider the following:

- If the British had ruled twenty more years, our country would have suffered a lot.

Presupposes:

- The British didn't rule twenty more years.

g. Permissions

Permissions, according to Verstraete (2005: 71) trigger presuppositions about the one's stance toward the proposition. Verstraete further states that external and internal negation of the modal expression in permission does not affect the one's stance of willingness. For example:

Bill is allowed to dance.

Presupposes:

- Bill wants to dance.

h. Obligations

Verstraete (2005:1415) is of the opinion that permissions and obligations have opposed presuppositions with respect to one's willingness. For example:

Bill is obliged to dance.

Presupposes:

- Bill does not want to dance.

There are other types of presupposition triggers that will not be dealt with in the present paper because of the nature of the research, those types are: *Temporal Clauses, Cleft Sentences, Non-restrictive Relative Clauses, Interrogative structures, Presuppositional Adverbs, Quantifiers, Manner Adverbials, and Aspectual 'Still'*

3.3 The Pragmatic Functions of Exaggeration

Donald Trump was inclined to exaggeration and sensation. "The entire world is blowing," He would guarantee his claims while talking about one nation, Syria. While presenting (Reince Priebus) in his triumph discourse, he portrayed him as a "superstar" multiple times in two sentences, an intense case for a man few have known about outside the Washington circle (theguardian, online).

Exaggeration functions of the utilized language are different each time according to the speaker's purpose. Accordingly, a number of functions of exaggeration can be extracted, these are as follows:

a. **Emphasis** is the primary function of exaggeration and the most common one. Emphasizing an utterance through exaggeration is widely used among people in general. The strength of the chosen interpretation of an utterance is determined through the amount of contrast between the literal and the exaggerated utterance. This means that the greater contrast exist the greater the emphasis is (Fogelin, 1988: 2).

b. **Manipulation** means practicing a form of insincere influence through words. A manipulator can influence people and make them do things in his own interests which are against the best interests of them (van Dijk, 2006: 45).

c. **Humour** is another function of exaggeration. It is also considered by many theorists as a universal comic device. (Draitser, 1994: 17).

Emphasizing one's deeds and positive claims, manipulating people's thought, and producing comic claims against others are all form of arrogance.

4. The Eclectic Analytical Pragmatic Model

A model of analysis that can be used to analyze arrogance as embedded in political data is developed here by this study. The model is not intended to include all pragmatic aspects of data. Rather, it includes only those utterances that could implicitly encode arrogance. It is,

mainly, based on the pragmatic strategies discussed previously. It is divided into three components: speech acts, presuppositions, and exaggeration. The speech act component is represented by macro acts: commissives including two micro acts: threatening and promising.

The other component is presupposition which is represented by presupposition triggers. Triggers are, in turn, divided into two sub categories: soft triggers and hard triggers. The former includes: (factive verbs and change of state verbs), while the latter includes: (definite descriptions, implicative verbs, interactives, verbs of judging, comparison and contrast, counterfactual conditionals, and permissions).

The last component is that of exaggeration. At this level of analysis only the pragmatic functions of exaggeration are included. These functions are: emphasis, manipulation, and humour. Figure (1) below summarizes all the above mentioned components of the model of analysis.
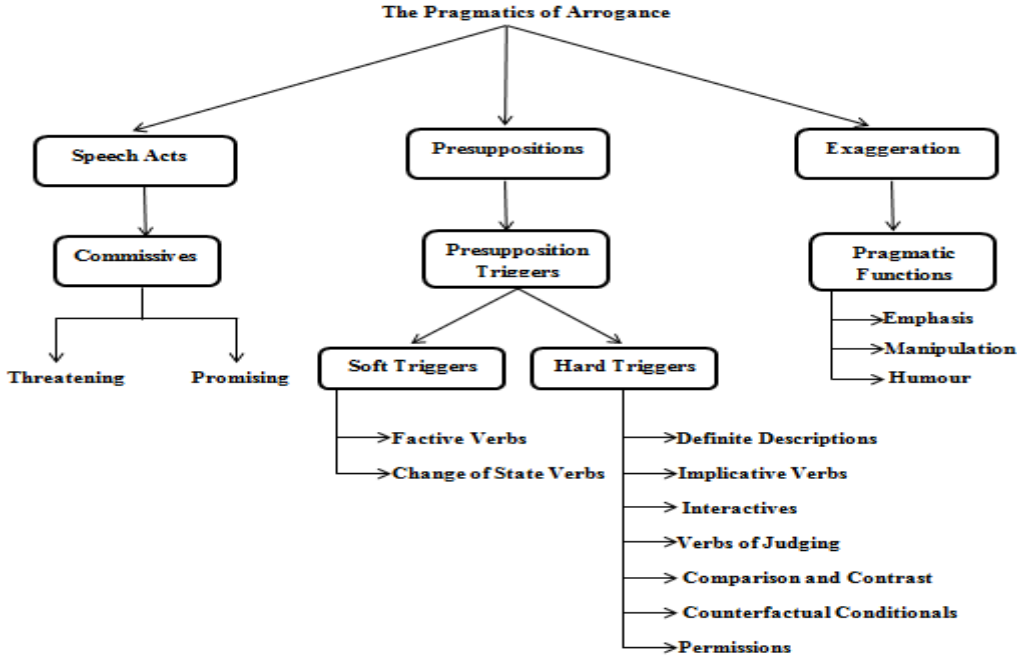

Figure1: The Eclectic Pragmatic Analytical Framework of Arrogance

5. Data and Analysis

5.1 Data collection and description

The data scrutinized by the present paper have been obtained from an internet website (see references). These data are represented by particular utterances selected from a speech by the US presidential candidate, then, Trump on (2016). The following are the characteristics of the collected data:

A. Genre

The genre of the data of analysis in the present study is American presidential campaign speech delivered by a presidential candidate, then, Donald Trump.

B. Length

The speech under study is about twenty pages.

C. Theme

The central theme of the speech under study is developing a new foreign policy.

D. Form

This presidential campaign speech is scripted and video-recorded. In the current study, only the scripted form is considered.

5.2 Analysis

5.2.1 Methods of Analysis

The apparatus of analyzing the pragmatic aspects of arrogance in the speech under study is the eclectic model of analysis in Section (4) and schematized by Figure 1 above. In order to quantitatively support the findings of the pragmatic analysis and verify or reject the hypothesis of the study, a statistical analysis is conducted by means of the percentage equation.

5.2.2 Pragmatic Analysis

5.2.2.1 Commissives: Promises and Threatenings

A. *"The direction I will outline today will also return us to a timeless principle. My foreign policy will always put the interests of the American people and American security above all else."*

In the above extract the speaker uses the speech act of promising. Mr. Trump through using this utterance binds himself to do something. It is a statement which indicates that Trump will do something, and the audience has the right to believe in and depend on. This utterance is a commissive by means of which a promise is made to the audience, through which Trump assures that in the future he will put the interests of America before everything.

Mr. Trump promises his audience to develop the foreign policy of the country so as to make the American people and their security in the first place. In order to make his promise more credible and convincing, Mr. Trump assures that he will make a principle which is appropriate for all times as far as foreign policy is concerned. Now, the credibility of Trump's promise depends on his sincerity. Trumps big promises, here, are intended to have the perlocutionary effect of convincing the audience that the future plans outlined are the best. The fact is that the power and quality of any political plan is relative, it depends on a variety of reasons to be successful. More importantly, to judge that a political plan is successful or

not requires an actual and practical application of that plan. Consequently, say that my plan will be the best and will put the interests of American people first, prior to its application is an unrealistic issue that leads to the idea of arrogance, which means, in turn, that Mr. Trump uses the strategy of promising for achieving and showing arrogance.

B. "*That will be the foundation of every single decision that I will make. America…*"

The illocutionary force of the above utterance is a promise. Trump's "America First" is one of the major and overriding themes of his administration during his campaign for president. The amount of arrogance in this speech which resides in making America the first nation and above all nations is vivid. This speech can affect peoples' opinions in that Trump might be the most suitable candidate for presidency. The theme of putting America first and ignoring the friends or allies is arrogance. It is arrogance because of the willingness of looking for one's interests and leaving others' interests.

C. "*Events may require the use of military force, but it's also a philosophical struggle, like our long struggle in the Cold War*."

Threats are traditionally classified as commissive acts within the framework of Speech Act Theory. Through them, the speaker commits himself to a future action, somehow disadvantageous or unfavorable for the addressee. If this future action is intended to harm the addressee's health, integrity, or personal freedom, a threat may even constitute a crime.

In this utterance, Mr. Trump intends to threaten not his audience, but to send a message to his opponents and to tell his rivals that the option of military force is at hand if the situation requires. Producing such utterances encodes that the speaker is a strong and wise person at the same time. He is saying that military force is going to be used only in certain circumstances and that where the speaker wants to say I'm wise. Encoding such traits in his utterance is an arrogance achieved through the means of threats.

d. "*And then there's ISIS. I have a simple message for them. Their days are numbered. I won't tell them where and I won't tell them how. We must…*"

In this utterance there is an implicit threat against ISIS by Trump. The strategy of threatening is used by the speaker to depict him in a good position. ISIS is an enemy for the most of the world; it is a power of terrorism that no country could handle easily, but Trump as an arrogant person launches his illocutionary word of threats out of sudden to diminish ISIS very easily. No one knows how or when but Trump knows very well that he is the one who will destroy ISIS.

5.2.2.2 Presuppositions

- Soft Triggers

a. "*I'd like to talk today about how to develop a new foreign policy direction for our country, one that replaces randomness with purpose, ideology with strategy, and chaos with peace.*"

What triggers a presupposition in this utterance is the use of the factive verb (develop). It presupposes that there is a previous foreign policy but, it lacks of purpose, strategy and peace. Mr. Trump through this utterance intends to formulate a new foreign policy that would include all the good merits he mentions. Through this presupposition Mr. Trump implicitly criticizes the existing foreign policy and those who made it; he is rendering the issue as a dilemma and trying to communicate that he will be the remedy of that dilemma. Accordingly, he is acting as an arrogant person though this political wrangling, criticism and fallacy. However,

Mr. Trump has the willingness to lead the country back to the glorious days by making some positive changes in foreign policy. By this presupposition, he directs people to reflect on the current situation and aid them shape up the hope and reliance in American administration in the future.

b. "*I'm the only one — believe me, I know them all, and I'm the only one who knows how to fix it*."

Mr. Trump is categorically and successfully acts an arrogant person through this utterance. His insistence that he is the only one who knows is by no means, a form of dogmatism and arrogance in its most obvious picture. The factive verb (know) triggers a presupposition that others are ignorant and do not know how to solve the issue in question in the speaker's utterance.

- Hard Triggers

a. "*Fourth, our rivals no longer respect us. In fact, they're just as confused as our allies, but in an even bigger problem is they don't take us seriously anymore*."

In comparison and contrast, presuppositions may be triggered by some paralinguistic features like stress and linguistic items the comparative clauses. In the above utterance Mr. Trump utilizes the use of a comparative clause (*In fact, they're just as confused as our allies* …). The utterance is directly presupposes that the rivals and the allies are now confused due to the lack of respect to the American government which he is not yet at its head. So, he condemns this situation and implicating that when he becomes a president the situation will no longer continues. He presupposes that he will restore the respect to the American government when he is a president. When he is a president the American will be respected

and when he is not the respect vanishes. A form of arrogant claim is triggered in this utterance.

b. "*Our foreign policy goals must be based on America's core national security interests. And the following will be my priorities*."

Definite descriptions can be considered as referring expressions. Existence and uniqueness are understood as a presupposition of a sentence containing a definite description, rather than part of the content asserted by such a sentence, (*my priorities…*). Mr. Trump utilizes the presupposition trigger of a definite description to make the presupposition that he has priorities and these priorities are unique.

5.2.2.3 Pragmatic Functions of Exaggeration

- Emphasis

a. "*To our friends and allies, I say America is going to be strong again. America is going to be reliable again. It's going to be a great and reliable ally again. It's going to be a friend again. We're going to finally have a coherent foreign policy based upon American interests and the shared interests of our allies.*"

This utterance is causing the emphasized words to be stressed as particularly significant through repeating them, signaling to people that when they infer meaning, they should take particular care with understanding the meaning given to these words and phrases. When Mr. Trump uses greater emphasis, more frequently, then this is a typical indication that he is emotionally aroused in some way. It may be a simple passion for the subject. It may also be anger. Consequently, Mr. Trump repeats certain phrases to emphasize that America will be strong again, means that it is not strong at the time of utterance. The arrogance that embedded in this utterance is utilized through this emphasis that when Mr. Trump will be a president he will make America stronger than ever.

b. "*He negotiated a disastrous deal with Iran, and then we watched them ignore its terms even before the ink was dry.*"

In this utterance there is a representation of disaster in an excessive manner. The boasting and bragging by arrogant Mr. Trump is amplifying issues, obstacles and problems to seek attention. Exaggerating can be seen here, also as a type of deception as well as a means of malingering magnifying small discomforts as an excuse to avoid responsibilities.

- Manipulation

a. "*Israel, our great friend and the one true democracy in the Middle East has been snubbed and criticized by an administration that lacks moral clarity.*"

The above utterance is totally manipulative one and purposefully and explicitly represents himself as a manipulative speaker, this is because of the fact that he is strong and his friends are also strong and powerful. This arrogance is embedded in the above utterance by the cues that Mr. Trump is adding to it. In the Middle East, there are no true democracies, there we have a friend, it is a true democracy because it is our friend.

b. "*We desire to live peacefully and in friendship with Russia and China. We have serious differences with these two nations, and must regard them with open eyes, but we are not bound to be adversaries. We should seek common ground based on shared interests.*"

Manipulation is aimed here to change the perception of the audience through abusive, deceptive, or underhanded tactics. By advancing the interests of America, often at another's expense, such method could be considered exploitative and devious.

5.3 Statistical Analysis

This type of analysis is conducted to quantitatively validate the findings of the pragmatic analysis and test the hypothesis of the study**.** The findings are statistically calculated by means of frequency and the percentage equation

Only samples of the data analysis are presented to avoid being lengthy. The following tables show the statistical results.

Table 1: Frequencies and Percentages of Speech Acts

Speech Acts	Number of Speech Acts	Percentage
Threatening	**13**	**41%**
Promising	**18**	**58%**

The percentage of speech act of promising in Trump's speech is **58%**, which indicates that Trump makes use of language to give promises to his audience. This indicates that he has at his disposal a lot of things to which he commits himself to achieve for the benefit of his audience. With this, he demonstrates his power through his heavy reliance on the use of speech acts of promising. Giving big promises and presenting himself as the problem-solver of all issues is a strategy consciously or unconsciously   introduces him as an arrogant leader. On the other hand, the percentage of the speech acts of threatening is **41%**, this might be an

indicator that he acts more than he speaks with his enemies, which can be taken as another representation of arrogance utilized through the use of threatening.

Table 2: Frequencies and Percentages of Presupposition Triggers

Soft Triggers	Number of Soft Triggers	Percentage	Hard Triggers	Number of hard Triggers	Percentage
Factive Verbs	23	40%	**Definite Descriptions**	37	42%
Change of State verbs	34	59%	**Implicative Verbs**	6	6%
			Interactives	12	13%
			Verbs of Judging	14	16%
			Comparison and Contrast	8	9%
			Counterfactual Conditionals	10	11%
			Permissions	---	---

The analysis of the speech under study reveals that in the category of soft triggers, change of state verbs constitutes **59 %**, and factive verbs **40 %** respectively. The category of hard triggers is totally different, the occurrences are distributed differently. **Table 2** summarizes the frequency of their occurrences.

Definite descriptions has ranked first scoring **42%** of the occurrences, followed by verbs of judging that registered **16 %**, and the third rank has been occupied by interactives that have scored **13%** in the studied speech. The fourth rank has been counterfactual conditionals which scored **11%**, followed by comparison and contrast that recorded **9%**. The analysis also has shown that some presupposition triggers are rarely used the speech; permissions have no occurrence at all in the data analyzed.

Table 3: Frequencies and Percentages of Pragmatic Functions of Exaggeration

Pragmatic Function	Number of Occurrences	Percentage
Emphasis	19	70%
Manipulation	8	29%
Humour	---	---

The above table reveals that the emphasis as function of exaggeration has scored the highest rate, it constituted **70%,** this indicates that Mr. Trump as an arrogant person insisted always on emphasizing his power, deeds, good future plans, and his uniqueness. Creating exaggeration through emphasis is a strategy resorted to by Mr. Trump in his speech to highlight and draw the attention of certain issues in his utterances that make him appear in a good manner. The second function in order is manipulation, it has scored **29%**. Mr. Trump in his speech did not rely heavily on manipulation; his exaggeration is constituted mainly on the emphasis.

6. Conclusions

On the basis of the findings of the two types of analysis, the study concludes the following:

1. The results of the pragmatic and statistical analyses verify the hypothesis of the study. Precisely, Mr. Trump uses certain strategies to appear as an arrogant person. In this regard, he employs commissive speech acts such as threats and promises, and relies on different types of presupposition triggers to make presuppositions. Additionally, he makes use of exaggeration by means of expressing some pragmatic functions in this concern.

2. As for commissives, the study reveals that arrogance is embedded, mostly, in the speech act of promising. The statistical analysis shows that this speech act occupies a higher frequency than threatening as it constitutes (58%), whereas the speech act of threatening amounts to only (41%) in the analyzed data. However, this doesn't mean that threat is not a form of arrogance. Rather, it only means that it is just less used than the other commissive.

3. Arrogance in the speech under scrutiny is also embedded in the utilization of the types of presupposition triggers. As far as soft triggers are concerned, change of state verbs constitutes the highest frequency as it amounts to (59%). This means that this particular trigger is the most prevailing strategy of showing arrogance in the data. On the other hand, the types of hard triggers are also utilized in the speech wherein the most widely used type is the definite description, where its frequency reaches (42%) as compared to other types.

4. The analysis of the data of the study reveals that the utilization of the pragmatic functions of exaggeration fluctuates. Among the three functions specified by the analysis of the data, only two functions are used. They are emphasis (70%) and manipulation (29%). The results show that the third pragmatic function that is of humour is not utilized.

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