Positioning in Trump’s 2017 Congress Speech: Identity and CDA Oriented Analysis

Key words: Positioning, Identity, Discursive Practices, DHA (Discourse Historical Approach of CDS Critical Discourse Studies) and Agentive

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تموقع الذات في خطاب ترامب للكونغرس في 2017: تحليل نقدي للخطاب والهوية

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Abstract

The term ‘positioning’ can be understood as identity-related concept and would be accomplished in different kinds of discourse: narrative, interaction or biography-oriented studies. This paper aims to investigate positioning and identity construction of US President Trump in a selected speech. The research question is encoded in: Does positioning inform about individuals’ the identity through their speeches? This research could be different from previous literature-related to positioning and identity because it deals with two fields of study and amalgamated as one related approach which is identity and positioning as well as CDA.

The aim of this paper is to show identity construction (socio-political identity) via positioning of Trump as a president and how such concepts exhibits themselves in his public and internationally observed speech after holding power during his first month in office.

The selected data is Trump’s second address to Congress after assuming power in January 2017. It is a long speech and shows different kinds of positioning; consequently tracing his identity construction. The methodology would be amalgamated method of analysis, comprising an eclectic model of identity and positioning oriented models as well as DHA (CDA approach) for the analysis.

Analysis of the data is conducted qualitatively and quantitatively to show positioning occurrences and frequencies through the speech. Findings and results discussion are set to show that positioning contributes to identity construction of an individual via their discursive practices and through DHA approach. High percentage of positioning occurring shows a support for this finding especially the kind of speech selected is a political one.
Final concluding remarks are set to show that positioning and identity are individual-related topics whereby personality and selfhood are checked. Through discourse (spoken or written), a person can position himself and can be positioned by other i.e., self-positioning and other positioning for example positioning oneself as agentive, confident, dominant and superior to others and therefore positioning others to be non-agentive..etc.

The Executive

Positioning in Trump’s

magazine

آداب المستنصرية

المستخلص

يعد مفهوم تموقع الذات من المفاهيم المرتبطة بمفهوم الهوية والتي من الممكن تحقيقها عن طريق الخطاب بمختلف انواعه وتوجهاته (خطابات سردية، خطابات التفاعلية، أو تلك الدراسات المتعلقة بالسيرة الذاتية للأفراد). اعتقد أن هذا البحث يهدف إلى الكشف والتحقق من تموقع الذات لرئيس الولايات المتحدة ترامب في خطاب مختار له وعلاقة هذا التموقع بناء هويته.

حيث أن سؤال البحث هو: هل تموقع الذات علاقة وطيدة لتلك الكشف عن هوية الشخص ومن خلال خطاباته أو كلامه؟

وفقاً لذلك فإن هذه الورقة البحثية يمكن أن تكون مختلفة نوعاً ما عن لدراسات الأدبية السابقة والتي تناولت موضوع الهوية وتموقع الذات على حد الخصوص، حيث أنه يعتمد على دمج توجهين وهما دراسة الهوية (وثموق الذات) عن طريق توجه الدراسات الخطابية النقدية.

إن الخطاب المختار ليكون عينة الدراسة هو الخطاب الثاني لرئيس الولايات المتحدة ترامب إلى الكونغرس الأمريكي بتاريخ 28/2/2017 وهو من الخطابات الطويلة والتي تبين أنواع عديدة ومختلفة لتموقع ذات الرئيس ونبيته.

يعتمد نهج هذه الورقة البحثية على دمج طريقتين للتحليل الخطابي والعمل على النموذج المختار منها (المؤلف تحليل الهوية والتموقع لدى وانموذج الدراسات الخطابية التاريخية النقدية). فضلاً عن اعتماد طريقي التحليل الكنعي والنوعي للتوصيل إلى نتائج هذه الدراسة.

وأشارت النتائج وبينسبها العالية إلى أن تموقع الذات يساهم مساهمة كبيرة جداً في بناء هوية الأشخاص كтивة. كأيما تطوير العادات الخطابية بانواعها(تكلمًا وكتابة). ومن الملاحظات الخطمية أيضاً أن مفهومي الهوية وتموقع الذات هي من المفاهيم المرتبطة أرتباطاً وثيقاً للكشف عن هوية وشخصية الآخرين. إذ أنه ومن خلال أنواع الخطاب فإن باستثناء الشخص المتكلم أن يتموقع ذاتياً سواء عن طريق كلامه أو كلام الآخرين كان يفرض نفسه وشخصيته الوافقة أمام الآخرين.

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1.1 Introduction

Positioning theory first appears in 1990s as a trend in psychological, especially those related to selfhood and identity. This theory has focused on analysing autobiography and narratives of individual at the hands of its pioneers Davis & Harré (1990). They define positioning as "the discursive production of a diversity of selves" (1990: 47; cited in De Fina, 2010). Such a theory was revised by Bamberg (1997; 2003:1) when the he introduces that positioning underpins a more agentive notion of subjects as ‘positioning itself’ in which discourse i.e., ‘the discursive resources or repertoire are not always and already given but rather are constructed’. The notion of depicting positioning theory in discourse and particularly in interactional repertoire is presented along with narrative analysis. Narratives in interaction should be taken into consideration where individuals’ life experiences are expressed through narrative and interaction; and subjects construct situated positions.

Moreover, positioning is considered as identity-related process or a type of identity construction of individuals where speakers use it to give self-images of themselves via discursive practices.

After Bamberg (2004, 2007, and 2011), positioning is discussed by many identity researchers including: De Fina (2012, 2015); Georgakopoulou & Bamberg (2008), where this a term is applied mainly to identity and narrative studies. Identity can be defined as either the individual property or as something that emerges through social interaction and it is regarded as something residing in the mind or in concrete social behaviour. Further it can be anchored to the individual or to the group. Narrative studies where the analysis of how tellers manipulate between their own identities as either narrators of stories, or
as characters in the story world and person in actual communication are highlighted in that concept (De Fina, 2010: 265, 273).

As shown earlier, Bamberg (1997; 2004 & 2008) investigates positioning term with the construction of identity where the contradiction between the agentive organization as him- or herself and the societal and sociocultural constraints that may help in the overall construction of identity. Thus, the analysis of positioning shows how people position themselves as *agentive* and by doing so get other to be positioned; and sometimes get positioned by others directly (Bamberg, 2008: 212-13)

Other studies like; Bamberg & Korobov’s (2004) article concerning positioning, give a reason why they have considered positioning within the microgenetic view of identity development. In their approach, they proclaim that humans create and accomplish their interactive tasks through their *developmental changes*. Microgenetic perspective of identity development focuses on the progressive sedimentation of interactive identity construction. (Bamberg & Korobov 2004:525).

Among many other researchers who have focused on positioning as identity approach are: Deperermann, De Fina, and Korobov (2013). Bamberg (2012) asserts that positioning can be studied by small stories narrative approach; an approach which is much advocated by Bamberg and many identity researchers, as a tool of analysing and studying identities. Therefore, Positioning helps in studying how people position themselves and position others as agentive or non-agentive and how they are being positioned by other's self-positioning (Deperermann, 2015). Thus, this makes Bamberg's work with small stories researches different from big stories ones, where language and stories constitute worlds and
selves. On the other hand, big story research approaches consider language and stories as representing and reflecting worlds and sequences of events (Bamberg, 2012).

One of the types of narrative story-telling that Bamberg (2006:141) focuses upon is the biographical aspect of narration. In this aspect, a person narrates his own personal experience whether past or recent one, in autobiography writing where his own identity and self are revealed to others through listening or reading. Thus, the interaction of humans and the plots of stories i.e., life in general, constitute narratives as well as positioning of people via their speech and interaction.

1.2 Levels of Positioning

1.2.1 Bamberg’s Level of Positioning

Bamberg's (1997) approach is considered the beginning and revision of positioning theory. His increased interest in this approach lies in the evaluation of the emotional stances. Being driven by Labov and Waletzky's (1967) claim concerning evaluation in narrative, Bamberg argues that evaluation is implicitly shown throughout the story by using categorization, deixis, and description for characterizing actors and for agency ascription concerning initiative, responsibility and knowledge. The term agency involves two directions of fit (Bamberg, 2011) which are active and passive agencies. Active agency shows a subject-to-world direction of fit, while passive agency shows world-to-person direction of fit.

Concerning narration, Bamberg emphasizes that narrators have the role of positioning characters and themselves in the storytelling by ascribing variant kinds of agencies. Besides, narrators could deliver their
Positioning in Trump’s perspective and their evaluation of situations and events in the storytelling (Deppermann, 2015:375)

With regard to positioning levels, Bamberg (1997) specifies three levels of positioning in his approach to identity navigation (identity construction) and positioning theory as listed below:

- First level shows how characters are positioned in stories (Bamberg, 2004; Deppermann, 2015, 2013). The focus here is on the story world characters and how they are being positioned in relation to one another in the reported (narrated) story. This level is mainly used in narrative and descriptive work. (Deppermann, 2015: 374)

- Second level: deals with the interactive side of positioning speakers to their audience. It also deals with situational identities and turn-generated discourse identities (ibid). It shows how speakers/narrators positions themselves (and being positioned) within the interactive situation, it also involves participants’ emotions, expectations of with other participants (Bamberg & Georgakopoulou, 2008)

- Third level emphases how the speaker/narrator positions a sense of self/identity, more particularly with respect the "who-am-I?" question, and how narrators position themselves to themselves. This level is of interest to many identity researches like: Deppermann, De Fina, and Korobov (2013) as they take this level as a point of departure in tackling positioning concept of identity construction.

For an instance, Deppermann (2013) considers positioning a key concept in identity analysis in interaction. The Foucauldian term of 'subject positions' is used to show the notion of positioning in discourse. These positions are assigned to individuals in term of power, and the
legitimate knowledge that determine the self, others, and the world interpretation and construction (Deppermann, 2013: 64; 2015:371).

Just like the idea of Bamberg’s approach to positioning and identity in storytelling, Deppermann uses another term which is "story lines", such a term is discussed in Deppermann's (Lucius-Hoene & Depermann 2000, 2004) approach that focuses on individuals’ biographical stories known as 'coherent biographical grand story'. In this perspective, Deppermann and his colleague emphasize that individuals being interviewed are expected to give a coherent and related series of event and actions through a life-span perspective; whereby they reinterpret both past and present events in the light of other biographical phases.

Despite their opinion about autobiographic storytelling which it does not show a preexisting identity, Deppermann and his colleague propose another model of autobiographical interviewing research. It highlights that narrative interviews are preceded by preparation, preconception and possibly meeting between the interviewee and interviewer whereby participants’ preposition in terms of pragmatic, epistemic, and topical expectation is set. Narrative might also be surrounded by non-narrative talk, and speech would be spontaneous and short like greetings, privacy regulations (Deppermann, 2015: 377).

1.2.2 Deppermann’s Levels of Positioning

Deppermann and Lucius-Hoene (2004b) have further developed Bamberg's first and second levels of positioning which deal with temporal and interactive positioning in autobiographical narration, as cited in Deppermann's chapter in "The Handbook of Narrative Analysis", (2015: 377)
Regarding the first Level, they classify it into two points where they name it (1a) ‘level 1: positioning of story characters vis-à-vis each other’ in which characters position each other in a story world (former self and other characters). This is done by characters' reaction to each other, and the narrators are animators who give their voices to their characters in the story world. (Deppermann, 2015: 378)

‘(1b) Level 1: positioning of story characters by narrative design’ explores how narrators design the story by narrative and linguistic means which are used for story characters’ positioning.

‘(2a) level 2: self-positioning of the teller by extra- and meta narrative self-reflective activities’ in which tellers simultaneously position their selves as persons who are changed to a more valuable examples. The double temporal indexicality of autobiography story telling as well as the indexicality of self arising from this would offer complicated distinguishing ways and facets of self and identity. So, tellers can reflect their present selves and everything that affects them from the autobiographical events shaped them until their future prospects.

‘(2b) level 2: interactional positioning by narrative design’, where tellers’ positioning through their story towards listeners are made by themselves. They can do so by using different narrative strategies (like irony, humor and code-choices) through which they could deliver a shared identity (ibid; Deppermann, 2013: 7).

‘(2c) level 2: interactional positioning by meta narrative activities of the teller’ where narrators follow certain activities including (assumption formulations, asking recipient's knowledge, laughing and seeking agreement and explanation to interviewers within the
biographical narrative research interviews. This restricts interviewers to ask open questions to support the story of the teller, through such a way, the narrator position the recipients as representatives of others (Depermann, 2000; 2013)

*(2d) level 2: interactional positioning by the story recipient's factual activities,* where the researcher factual activities contribute to the positioning of tellers. Thus, recipients (listeners) become co-authors in negotiation and positioning of both participants by acknowledgment, agreement tokens, emotional markers and follow-up questions…etc.

Unlike Depermann, other identity and positioning researchers have concerned themselves with Bamberg’s third level of positioning among them: De Fina, Korobov, Dennis Day and Susanne (2013) whose chapters in *Narrative Inquiry Volume* are fully focused upon. Sections below shed light on De Fina's and Korobov's levels of positioning that elaborate Bamberg’s approach to positioning which is used as an interdisciplinary model in this paper.

1.2.3 **De Fina's Levels of Positioning**

De Fina (2013: 41) defines the concept 'positioning' in relation to identity studies with reference to *narrative analysis*. She depends on **level 3** of Bamberg's approach to positioning in identity construction in discourse. In her sample study, De Fina argues that positioning is approached from identity analysis perspective with special attention to level 3; and thus provides a tool for identity analysis.

Her data are narrated stories of Latin American immigrants to the US through which narrators show their identities in relation to their discourses and ideologies. De Fina indicates that identity can be analysed
in interviews and narratives by focusing on the context in which they occur.

De Fina includes level 3 in the analysis of identity and positioning and places the latter in-between CA approaches. Also, identity is seen from a macro-perspective orientation which is socially given and manifested in discourse. So, identity is regarded as a process connecting what is said locally with Discourses. She sums up her point of view by showing relevance between Discourses and local identity that involves paying attention to data recurring patterns from the same community. Regarding her research, the data includes meeting/interviewing with 15 Latin American immigrants (women) who live and work in Washington where they suffer from difficulties in learning English. She focuses on level 3 and how their identities are shaped and constructed via their negotiation of macro-level social processes including power struggle and their cultural struggle to learn English as it is a dominant language. As well as how native speakers look down at immigrants and try to mock them in every single stance and even attack them as well as the limited schools for learning English by immigrants. She concludes that Discourses and ideologies underlie the social issues that narrators and interviewers may raise as those happened in the example above (De Fina, 2013: 40-58).

1.2.4 Korobov's Levels of Positioning

Korobov writes a chapter entitled Positioning identities: A discursive approach to the negotiation of gendered categories in the same volume (Narrative Inquiry (2013: 111). He aims at showing how positioning is used in social science from a discursive psychological view to discourse and identity.
Korobov gives a survey of historical psychological research that of Wendy Hollway's (1983) seminal work on positioning where positioning acts are seen "as driven by an interior psychodynamic operation of unconscious and irrational defense mechanism" (p.112).

Post-structural scholars like Althusser (1971), Mouffe (1992) and Laculau (1993) argue that positioning of social agents 'subject positions', a Foucauldian term, is constituted by ideological and discursive terms. Moreover, Korobov cites Harré and Davis approach to identity, which focuses on investigating identity by studying people's discourse and through the relationship between minds and social worlds plus discourse, further to the above psychologically-based approaches (Korobov, 2010).

Korobov (2013:113) states that his positioning approach is in favour of the discursive psychology (DP) two perspectives; the epistemological discursive psychology that Edwards and Potter advocated (in Edwards and Potter, 1999, 2003; Edwards, 1997; Potter, 1996) the ‘epistemological term makes a contrast with the standard use of language in psychological methods to pursue mental, social and biographical objects beyond talk and text’. The second point of view concerns the ontological discursive approach which ‘focuses on how ideational and ideological entities are produced and revealed in discursive actions’. This viewpoint is applied to identities, when such identities come into being so they are essentially or ontologically discursive. Thus, identity is produced, expressed and realized through discourse.

Korobov (2013:113) gives a favour for positioning approach situated in DP. Such an approach sees positioning as a performative social action which has interactional logic with no consideration of input.
or output of something prior to interaction. So, it is identity-discourse relationship oriented, moreover; positioning is understood by examining ‘how social interactions are relevant’ and related to persons-in-interaction.

Like many other identity researchers, Korobov (2013) uses Bamberg's positioning approach (level 3) in the contribution to positioning theory and narrative identity research; where he considers ‘positioning as a distinct analytical tool’. Korobov defines positioning analysis as "An analysis of the ways discursive actions directly or indirectly make relevant or index identities" (p.117).

1.3 Methodology

The data selected is the second speech of President Trump to a joint Congress session on 28/2/2017. This speech is one of the longest ones delivered by Trump after assuming power in January 2017. It also shows many examples of positioning as identity types of the president which serves the aim of this study. Furthermore, this paper is concerned with a political speech, so a quick survey on CDA, DHA approach is needed. Such a survey is given below to make an amalgamated method of analysis. By using a mixed method approach, whereby mixing both qualitative and quantitative methods of researching, the present study differs from previous ones in identity-related and positioning literature in general. It analyses extracts of the speech based on identity and positioning models, shown below, and followed by tables illustrating frequencies and occurrences of positioning and identity types.

1.3.1 Identity and Positioning Models,

The current study comprises an interdisciplinary approach to deal with positioning as an identity type and a sociolinguistic aspect of an
individual. Furthermore, DHA (CDA approach) is used to analyse the identity of a politician (president) where the concepts of power, discourse and ideology are the main aspects in his political discourse (speeches). Thus, the model of analysis is an eclectic interdisciplinary analytic approach that is based on the following identity and positioning models:

1- Bamberg's approach to Identity Construction in (1997, 2004, 2006, 2010, 2011); Bamberg *et al.*, (2007); Bamberg & Georgakopoulou, (2008) centered on positioning; and Bamberg *et al.*, (2011) consider self and identity are constructed through discourse especially "Narrative", the approach much advocated by Bamberg. They show that individuals express their identity types through their narration whether autobiographical, narration in interaction or monologues. Bamberg *et al* (2011) emphasize much on their approach to identity and self as dilemmatic spaces that are navigated via narrative practices. They assert that identity of individuals could be displayed through stories they speak out of themselves about their past life up to 'here and now' point of telling situation. This kind of stories has to be short and could be delivered in interviews as the case of John Edward’s interview in 2008. Bamberg (2010), in his *Blank Check for Biography* chapter, shows that Edwards' identity has been given out through such a political interview through which his private life is being exposed by covering the three dilemmas of identity. This shaped his identity especially when he was still a young man by narrating his earlier life (biography).

research, Anna De Fina as a scholar of Narrative along with her colleagues (Bamberg, Schiffrin, Georgakopoulou and many others) have first brought the idea of the Construction of Self and Identity into the linguistic research ground in 2008 Conference; where they tackle all identity-related issues, interaction, discourse analysis, society, culture...etc.

1.3.2 CDA Model of Analysis

As mentioned earlier, this paper is concerned with a political speech. Thus, the model of analysis consists of CDA model as well as the above-mentioned identity approaches. It is based on Wodak's Historical-Discourse Approach (Wodak & Meyer 2001; Wodak & Weiss 2003, 2005; Wodak et al., 2009; Wodak & Meyer 2009) regarding CDA.

CDA is defined by Wodak (2009: 2) as a problem-oriented field of study where the focus is on a "social phenomena which are necessarily complex and thus requires a multi-disciplinary and multi-methodical approach". Wodak shows that CDA is not a single-method approach but it is a multi/inter/transdisciplinary (Fairclough's term (2005:53) where it means that as an approach it depends on more than one resource (concerning contents, theories and methodologies) for one special research project (ibid; Wodak & Weiss, 2005: 122).

1.3.2.1 Discourse-Historical Approach (DHA)

Wodak and Reisigl (2001) support and much in Wodak's above-mentioned contributions to critical discourse. This approach tries to draw a connection between fields of actions, genres, discourse and texts (italics in origin) (Wodak & Meyer, 2009:26).

It depends on four-step strategy of analysis (Meyer, 2001:26) where this approach was first used with specific kind of discourse as
Positioning in Trump’s discrimination, racism… etc. It is interdisciplinary, where interdisciplinarity is found in theory, work, practice and even the teams. Its features are:

- It is an approach focuses on problems not on specific linguistic items that draws from a social or political problem.
- It is eclectic in theory and methodology where its theories and methodology are integrated to help in data investigation available.
- Many genres and spaces are examined, which show intertextuality, interdiscursivity and contextualization.
- Historical contexts are analysed and integrated into the interpretation of discourses and texts (ibid: 71).

Categories of analysis (strategies) which discourse-historical approach focuses on as "discourse- analytical tools" help in analysing data shown in the table below (Wodak and Meyer (2001: 72-74).

**Table no.1 Adapted Model**

| De Fina & Georgakopoulou's 2012, De Fina 2015 approaches | Focuses on, categorizations or processes of identity as: **self-representation**, **indexicality**, **positioning** and **identity types** | - Self-representation as either positive or negative self /image of a person.
- Positioning as in relational process where plural identities are formed either by speakers themselves or by other participants |
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<td>- categorization of persons as &quot;he, they, we&quot; with certain features indexicality via styles, social roles, tones …etc.</td>
<td>Focuses on three levels of analysis, what is of importance is third level of positioning where it shows identity construction in interaction</td>
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<td>Referential/nomination</td>
<td>Construction of in-groups and out-groups</td>
<td>- membership categorization - biological, naturalizing and depersonalization metaphors and metonymies - synecdoches</td>
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<td>Strategies of DHA approach of analysis</td>
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<td>Positioning in Trump’s</td>
<td>Argumentation</td>
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<td>social actors more or less positively or negatively, deprecatorily or appreciatively</td>
<td>evaluative attributions of negative or positive traits - Implicit or explicit predication</td>
<td>Expressing involvement, positioning speaker's point of view</td>
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<td>Justification of positive or negative attributions</td>
<td>Topoi used to justify political inclusion or exclusion, discrimination, or preferential treatment</td>
<td>Reporting, description, narration, or quotation of (discriminatory) events or utterances</td>
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1.4 Data Analysis

1.4.1 Trump’s Address to Joint Session of the United States Congress on 28/2/2017

The second address of President Trump after inauguration was an address to a joint session of the United States Congress on 28/2/2017. Historically speaking it is known as "State of the Union" address which given by presidents of the United States annually either in late January or early February before the Congress. Its aim is to declare the advance of policy that each and every president made during previous year. This address is also given to the Congress in February of the first year of the newly-elected and newly inaugurated presidents, albeit this speech is not officially considered as 'State of the Union'. At the time of writing, Trump delivers his first State of the Union on 30th of January, 2018 where he speaks about his administration achievements during his first year in office (this speech is not included in this study).

1.4.2 Address Analysis

Thanking the Speaker, the Vice-President, Members of Congress, the First Lady of the United States, and citizens of America, Trump starts his address.

Then, he speaks using the plural first subject pronoun ‘we’ mark the conclusion of ‘our’ celebration of Black History Month’. Trump uses a plural subject pronoun 'we' to show his being one member of the people especially the African American ones in their celebration of this historic event; Black History Month'. He positions himself as one member of this

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group of people are being revealed through such sentence via using referential/ referential/ membership categorization strategy. He also positions himself as history reviving person to stimulate national sentiment of Americans and gives credits particularly for African Americans for this historic event.

*Tonight, as we mark the conclusion of our celebration of Black History Month*

In second paragraph, the historic tone of Trump continues when he states that "the torch of truth……..in our hands". He uses a referential strategy by utilizing metaphoric expression of "torch" indicating being in power and justice, i.e., his administration for the benefit and rights his people as well as the world and. This indexes his confident identity and he positions himself as being a responsible president. Furthermore, he uses framing or discourse representation that express the positioning of the speaker and his point of view concerning certain points. In the last phrases, Trump uses a national sentiment to arouse and engage his audience with such promises that are no longer away from becoming true " A new chapter of America......within our grasps'. He also positions himself as national citizen and to show that America is once again leading, strong, and proud.

*Each American generation passes the torch of truth, liberty, and justice in an unbroken chain, all the way down to the present. That torch is now in our hands, and we will use it to light up the world. I am here tonight to deliver a message of unity and strength, and it is a message deeply delivered from my heart. A new chapter of American greatness is now beginning. A new national pride is*
sweeping across our Nation. And a new surge of optimism is placing impossible dreams firmly within our grasp.

What we are witnessing today is the renewal of the American spirit. Our allies will find that America is once again ready to lead. All the nations of the world—friend or foe—will find that America is strong, America is proud, and America is free.

The next paragraph shows the positioning of Trump as agentive and confident president who is going to change the current and old economic and military policies which focus not on the internal wealth of the country ‘our land; Chicago, Baltimore, and Detroit’, Not only help to defend and enrich other countries. He uses the plural subject pronoun "we" to refer to the people and government of old regime. Regarding the DHA strategies, Trump employs Framing and discourse representation, where he reports, describes and narrate the previous event and situations that people of his country suffers from.

I will not allow the mistakes of recent decades past to define the course of our future. For too long, we've watched our middle class shrink as we've exported our jobs and wealth to foreign countries. We've financed and built one global project after another, but ignored the fates of our children in the inner cities of Chicago, Baltimore, Detroit, and so many other places throughout our land.

We've defended the borders of other nations, while leaving our own borders wide open for anyone to cross and for drugs to pour in at a now unprecedented rate. And we've spent trillions and trillions of dollars overseas, while our infrastructure at home has so badly crumbled.
In paragraphs (7, 8, 9, 10, 11 see appendix) Trump moves from speaking about the previous policies to his own nomination, election and inauguration that all happened in 2016 that year, describes, as "the Earth shift beneath our feet" metaphorically speaking refer to his election that comes as unification of millions of people that give their voices and want to change their future and have their country back in prosperity and wealth by "put its own citizens first... we truly make America great again". This positions him as confident and national person besides his promising identity where he repeats his promises to the people and tries to fulfil what other governments failed to do particularly investing, creating jobs, defending borders, and limit illegal migration and curing and health system are important promises he makes. He also uses Predication strategy where attributing positive traits and explicit predication of his policy. Again his policy of putting America and Americans first once again.

In paragraphs (21, 22, 23, 24), Trump gives new promises to other nations, when he promises to keep his Nation safe from radical Islamic terrorism. This shows and positions him as his anti-Islam radicalization person. Implicit prediction of his anti-migration and anti-Islam policies are shown.

In paragraph 24, "develop a plan to destroy ISIS", in this line an anti-terrorism identity and positioning is shown when promising to finish such a terrible gangs of "savages". He also uses intensification strategy that shows how such a terrorism that harm all countries of the world, would never continue. He positions himself as agentive "I" who orders to destroy ISIS and end up their existence.
As promised, I directed the Department of Defense to develop a plan to demolish and destroy ISIS, a network of lawless savages that have slaughtered Muslims and Christians, and men and women and children of all faiths and all beliefs. We will work with our allies, including our friends and allies in the Muslim world, to extinguish this vile enemy from our planet.

Moving to another external issue, Trumps speaks of Iran ballistic missile programme in paragraph 25; where his anti-Iran identity and positioning is shown here. On the other hand he speaks affirmatively about his support and alliance of Israel in the last sentence. His last words intensifies his position as pro-Israel. He uses political argumentation and topoi for justifying political exclusion (Iran) as well as political inclusion (Israel) where discrimination and preferential treatment are used.

In paragraphs (28, 29, 30), Trump reviews situations left for his new administration with work deficit particularly the last eight years of power referring to Obama's administration where Trump criticizes his predecessor’s economic policy that kept the country in debts. Here his positioning of anti-old government policy (anti-old establishment) identity is obvious. He uses discourse representation and framing where he describes in numbers outcomes of the old policy and gives negative traits of old policy. In final sentences, he positions himself up as a new saviour of the sunken economy; where the business tycoon now turned to be a president. His business identity and economic ideologies are shown via using sentence "my economic team …." 

We've lost more than one-fourth of our manufacturing jobs since NAFTA was approved, and we've lost 60,000 factories since China
joined the World Trade Organization in 2001.... and much, much harder for companies to leave our country.

Right now American companies are taxed at one of the highest rates anywhere in the world. My economic team is developing historic tax reform that will reduce the tax rate on our companies so they can compete and thrive anywhere and with anyone. It will be a big, big cut.

In paragraphs (35, 36, 37) Trump shifts once again to use a singular subject pronoun "I am going to bring back millions of jobs" to promise create jobs for jobless people, where he positions himself as economic and business. Anti-lower skilled migration positioning is further developed when he asserts that positive immigration reform system.

Trump jumps in (38, 39) paragraphs to mention a republican president (Eisenhower) who supported Interstate Highway System then, He positions himself as a new Eisenhower who is going to initiate a national building programme where rebuilding the country and creating jobs for Americans by using his slogan: buy American and hire American, is used in reference to the flourishing of American factories and the use of American labours. Moreover, he uses referential strategy and discourse representation.

In (40-45) paragraphs, Trump shifts to speak about Obamecare that needs amendments as it costs Americans much with lower cost of health insurance. He uses evaluative negative traits concerning the previous health care. He positions himself as agentive when he uses pronoun "I" to encourage politicians both (Democrats and Republicans) to work on a new bill concerning the health issue. As if he addresses one
people for their needs, health and safety trying to show himself as a mender for every "broken", in his word, things. He **employs intensifying strategy** to highlight this touching issue, demanding unification of both parties in power for the benefit of the Americans (paragraphs 51, 52 see appendix).

Trump cites events or figures from the public with tremendous challenge that are related to issues he is speaking of during his speech. So, he mentions an ill girl who was fated to have a rare, serious and dying disease, but she has past her bad conditions by her father will and love to save his daughter. (55th paragraph)

Then Trump moves to speak about another important issue, it is the education system *"the civil right issue of our time"*. Trump aims to have an accessible education system to *"for disadvantaged youth, including millions of African American and Latino children"*. Here, Trump shows his **pro-education positioning and especially his anti-racism and pro-Americans identity** when showing that African American and Latino children have their free choice to enrol in all different sectors of schooling. This is to show his positioning as a **responsible, urging and agentive person** directing the Congress to pass a bill for that issue. He **uses referential strategies** when naming and referring to people in particular the graduate African American girl who struggle to have her education and overcome her poverty as an example of hardship facing racial and ethnic people in US.

*But to achieve this future, we must enrich the mind and the souls of every American child. Education is the civil rights issue of our time. I am calling upon members of both parties to pass an education bill that funds school choice for disadvantaged youth, including millions*
of African American and Latino children. These families should be free to choose the public, private, charter, magnet, religious, or home school that is right for them.

Joining us tonight in the gallery is a remarkable woman, Denisha Merriweather. As a young girl, Denisha struggled in school and failed third grade twice. But then, she was able to enroll in a private center for learning—great learning center—with the help of a tax credit and a scholarship program.

Today, she is the first in her family to graduate, not just from high school, but from college. Later this year she will get her master's degree in social work. We want all children to be able to break the cycle of poverty just like Denisha.

Another education-related issue is being raised in this speech that is violence in schools (Trump refers to 2015 shooting in Chicago) and cooperation with law enforcement staff. By giving examples of policemen who have lost their lives for such crimes. Trump asserts his anti-violence position and pro-crime victims of policemen and policewoman. To that extent, he orders creating VOICE a new office responsible for supporting victims of immigration crimes and therefore he positions himself as responsible, urging and agentive person. Again he indicates that violence never differentiate between men of colour when mentioning families of both Black and White Americans victims. Anti-racial identity and positioning are surviving in these lines (60-66 paragraphs). Framing and discourse representation strategies of DHA / narrating, description and reporting of certain events are employed.

Global Military alliances are Trump's final notes on his speech. He declares that the United States military has to be again well equipped
and have to win. His slow tone in uttering the last word "win" shows his confident identity of his military and of himself. In addition, Trump shows his great gratitude to veterans who delivered many services to the Nation. He positions himself as person responsible for new budget and funding. He uses argumentation strategy and preferential treatment for sections and persons mentioned above. (67-69)

Then, religious identity and positioning of Trump is shown when citing some words from the Bible concerning the ‘sacrifice of oneself for his friend's’ and mentioning US Navy Special Operator who sacrifices his life for his country. He shows great gratitude for that person and have used evaluative attribution of positive traits and Argumentation/topoi for preferential treatment of this heroic figure.

For as the Bible teaches us, there is no greater act of love than to lay down one's life for one's friends. Ryan laid down his life for his friends, for his country, and for our freedom. And we will never forget Ryan.

Foreign policy and military alliance are the last issue of Trump's speech. He strongly supports NATO alliance. And he promises that his partners have to bear their financial responsibilities and he promise that "money is pouring in" in reference to the paying of those partners for the support that U.S is delivering them. His businessman identity is clearly shown here as he positions himself so confidently to ensure that they have "to pay their fair share….have to do that". Intensification strategy is further used here.

We strongly support NATO, an alliance forged through the bonds of two world wars that dethroned fascism, and a cold war, and defeated communism.
But our partners must meet their financial obligations. And now, based on our very strong and frank discussions, they are beginning to do just that. In fact, I can tell you, the money is pouring in. Very nice. We expect our partners—whether in NATO, the Middle East, or in the Pacific—to take a direct and meaningful role in both strategic and military operations, and pay their fair share of the cost. Have to do that.

In paragraph (76, 77), Trump shows his anti-war, peaceful and pro-stability positioning when says "America is better off when there is less conflict, not more". He uses intensifying strategy when learning from past mistakes.

Trump seizes the historic memory of 250th anniversary of American independence, to enumerate historic events that direct and shine the whole world thereafter (from electricity, automatic telegraph, telephone using and other creations. This was only in the 100th anniversary of America, what would then happen in its 250th anniversary? This is a reference to his confident identity and his positioning as a builder of new creative future for the country where it will be such great innovations and creations in and after his time in office. (See appendix, paragraph 79)

He uses final blessing words to thank all Americans and to show also his positioning to pledge himself to encourage people, members of Congress to dream big and have faith again in America.

I am asking all citizens to embrace this renewal of the American spirit. I am asking all Members of Congress to join me in dreaming big and bold, and daring things for our country. I am asking everyone
watching tonight to seize this moment. Believe in yourselves, believe in your future, and believe, once more, in America
Thank you, God bless you, and God bless the United State.

Table no. 2 Speech Analysis

<table>
<thead>
<tr>
<th>No.</th>
<th>Triggering words</th>
<th>Identity expressed through positioning</th>
<th>DHA Strategies employed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-</td>
<td>we mark the conclusion of our celebration of Black History Month&quot;</td>
<td>- He positions himself as one member of this group of people are being revealed through such</td>
<td>Referential /membership categorization /one of the people</td>
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<tr>
<td></td>
<td></td>
<td>- He positions himself as history reviving person</td>
<td></td>
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<tr>
<td>2-</td>
<td>That torch is now in our hands, and we will ... from my heart.</td>
<td>- agentive identity</td>
<td>framing or discourse representation</td>
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<tr>
<td></td>
<td></td>
<td>- he positions himself as being a responsible president</td>
<td></td>
</tr>
<tr>
<td>3-</td>
<td>I will not allow the mistakes of recent</td>
<td>- positioning of Trump as</td>
<td>Framing and discourse</td>
</tr>
</tbody>
</table>


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<thead>
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<th></th>
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<tbody>
<tr>
<td><strong>decades past to define the course of our future</strong></td>
<td><strong>agentive confident</strong></td>
<td>representation</td>
</tr>
<tr>
<td></td>
<td>president who is going to change the current and old economic and military policies</td>
<td></td>
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<tr>
<td><strong>4-</strong></td>
<td>&quot;put its own citizens first... we truly make America great again'&quot;</td>
<td>This positions him as confident and national person besides his promising identity</td>
</tr>
<tr>
<td><strong>5-</strong></td>
<td><em>We are taking strong measures ....Islamic terrorism</em></td>
<td><em>anti-Islam terrorism identity and positioning</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>anti-unfortunate migration positioning</em></td>
</tr>
<tr>
<td><strong>6-</strong></td>
<td>&quot;develop a plan to destroy ISIS&quot;</td>
<td>He positions himself as agentive</td>
</tr>
</tbody>
</table>
| 7- | *I have also imposed new sanctions on entities and individuals who support Iran's ballistic missile program and reaffirmed our unbreakable alliance with the State of Israel* | - an anti-terrorism identity and positioning | - anti-Iran positioning  
- pro-Israel positioning | political argumentation and topoi for justifying political exclusion (Iran) as well as political inclusion (Israel) where discrimination and preferential treatment used |
| 8- | *We've lost more than one-fourth of our manufacturing jobs...our trade deficit* | - his positioning of anti-old government policy (anti-old establishment)  
- business identity | framing and discourse representation, negative traits |
| 9- | *"I am going to bring back millions of jobs"* | - his confident and business positioning  
- anti-lower skilled immigration | - positive traits of his policy  
- Negative traits and explicit predication |
| 10- | Another present Eisenhower ....interstate highway system | He positions himself as a new Eisenhower who is going to initiate a national building programme | Referential strategy - discourse representation strategy |
| 11- | Repealing and replace Obamacare....Mandating every American to buy government approved insurance | He positions himself as agentive when he uses pronoun "I" to encourage politicians both (Democrats and Republicans) to work on a new bill concerning the health issue. | evaluative negative traits - intensifying strategy |
| 12- | "the civil right issue of our time... for disadvantaged youth, | Pro-education positioning Anti-racism | Referential strategy by nomination |
### Positioning in Trump’s

<table>
<thead>
<tr>
<th>Statement</th>
<th>Identity and Positioning</th>
<th>Framing and discourse representation / narrating, description and reporting of certain events</th>
<th>Argumentation strategy and preferential treatment</th>
</tr>
</thead>
<tbody>
<tr>
<td>including millions of African American and Latino children'</td>
<td>- Positions himself as responsible, urging and agentive person</td>
<td></td>
<td></td>
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<tr>
<td>I am calling upon members ...to pass an educational bill</td>
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<tr>
<td>13- We must support the incredible men and women ....we support victims of crimes</td>
<td>- Anti-violence positioning</td>
<td></td>
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<td></td>
<td>- pro-crime victims</td>
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<td></td>
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<tr>
<td></td>
<td>- responsible, urging and agentive person</td>
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<td></td>
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<tr>
<td></td>
<td>- Anti-racism identity and positioning</td>
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<tr>
<td>14- We must provide ....military with the tools</td>
<td>- Positions himself as person responsible for new budget and funding.</td>
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<td></td>
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<tr>
<td>15- The Bible teaches</td>
<td>- Religious</td>
<td></td>
<td>Evaluative</td>
</tr>
</tbody>
</table>
| Positioning in Trump's | 16- | We strongly support NATO….money is pouring in" | - businessman identity  
- Positions himself so confidently to ensure that they have "to pay their fair share….have to do that" |
|------------------------|-----|-----------------------------------------------|--------------------------------------------------------------------------------------------------|
|                        | 17- | America is better off when there is less conflict, not more' | - Anti-war positioning, peaceful  
- pro-stability identities |
|                        | 18- | We will look back on tonight as when this new chapter of American greatness began......the confidence to turn those |
|                        |     | - his confident identity and his positioning as a builder of new creative future for the |}

|  | us....lay down one's life for one's friends | identity and positioning | attribution of positive traits  
- Argumentation/topoi for preferential treatment |

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Positioning in Trump’s hopes and those dreams into action. country
development

<table>
<thead>
<tr>
<th></th>
<th>I am asking all citizens to embrace this renewal of the American spirit</th>
<th>His positioning to pledge himself to encourage people, and members of Congress to dream big and have faith again in America.</th>
<th>evaluative, positive attributions prediction strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>19-</td>
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</table>

Table no.3 Frequencies of Identity Types

<table>
<thead>
<tr>
<th>No.</th>
<th>No. frequency of Positioning &amp; identity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-</td>
<td>2</td>
<td>10,5%</td>
</tr>
<tr>
<td>2-</td>
<td>2</td>
<td>10,5%</td>
</tr>
<tr>
<td>3-</td>
<td>1</td>
<td>5,2%</td>
</tr>
<tr>
<td>4-</td>
<td>2</td>
<td>10,5%</td>
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<tr>
<td>5-</td>
<td>2</td>
<td>10,5%</td>
</tr>
<tr>
<td>6-</td>
<td>2</td>
<td>10,5%</td>
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<tr>
<td>7-</td>
<td>2</td>
<td>10,5%</td>
</tr>
<tr>
<td>8-</td>
<td>2</td>
<td>10,5%</td>
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<tr>
<td>9-</td>
<td>2</td>
<td>10,5%</td>
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<tr>
<td>10</td>
<td>1</td>
<td>5,2%</td>
</tr>
<tr>
<td>11</td>
<td>1</td>
<td>5,2%</td>
</tr>
<tr>
<td>12</td>
<td>3</td>
<td>15,7%</td>
</tr>
<tr>
<td>13</td>
<td>6</td>
<td>31,5%</td>
</tr>
</tbody>
</table>
Findings and Discussion

This paper contributes to the analysis of identity of a public figure through his public speech via positioning as well as CDA analysis to make a difference in identity and positioning researches. Quantitative method of analysis along with the qualitative (descriptive) one give a distinct touch to the analysis of identity and positioning.

Through the whole speech of President Trump, he gives self-images of himself to the Representatives, his people and the world through different issues tackled. He positions himself differently many times through giving himself positions and characteristics with percentages ranging from (5.2% - 31%) as shown in the table above. The highest percentage resemble the peak of his speech where he shows himself as Anti-violence, pro-crime victims, responsible, urging, agentive person, as well as anti-racism identity and positioning which gives his people trust and faith in his new administration. Other percentages are also prominent and show other kinds of positioning depending on situations or issues tackled. Discursive strategies of DHA (a CDA approach) are obvious through which positioning levels are exemplified particularly level 3 where the speaker positions himself and his identity via his speech and style.
1.6 Conclusions

It is concluded that an individual’s identity can be delivered and shown via discourse in general whether spoken or written; and more particularly positioning of oneself whether being positioned by himself (as a speaker) or been positioned by others help in construction and interpretation of identities. This paper shows the types of positioning of the speaker himself (Trump) and of the positioning of the previous government also by the speaker through ascribing positive properties to himself and his new government and while giving the previous government with poor and deficient ascription. In that way, Bamberg’s approach to positioning (particularly levels 2 & 3) is fulfilled. Thus, this contributes to the construction of Trump’s identity and his image delivered to his audience that also gives an impact of a strong and promising new president.

Through such a study, it is confirmed that identity of a person is flexible and continuous to change due to social interaction with people. It supports the social constructionist view of identity where it focuses on being interacted socially rather than essentially built in minds of speakers (psychological point of view).

REFERENCES


11- De Fina, A., (2013) Narrative Inquiry: Connecting local identity display to macro social process, ISSN 1387-6740, John Benjamins Publishing Company


