

Emotive Language in Political Discourse: A Linguistic Study

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Abstract

This study deals with emotive language as a tool in the hand of politicians to persuade their audience. It investigates the negative and positive attitudes expressed by Trump in his speech. It applies Martin and White's appraisal model as a framework for mapping the types of attitude used by Donald Trump's Speech (2016). In addition, it investigates the negative and positive attitudes expressed by Trump in his speech. The results reveal that judgement is the most frequently used attitude in the speech under surveillance. There are 40 judgements in the speech with 52.45% of the total percentage. The results also show that the negative attitude prevails in Trump's speech over the positive one indicating his rejection to the current political party and the political situation of the government.

Introduction

Words are tools and weapons that evoke our emotions. Words are so powerful, too. They can express an emotive meaning that creates different reactions in the reader/ listener. They can refer, as well, to the feelings and attitudes of the writer/ speaker. There are certain words that have emotive connotations built into them like those of approval (*darling; sweetheart*) and disapproval (*hooligan; vandal*). Throughout time, these associations may change: *enthusiast* is no longer a term of abuse. It is replaced by the word *villain* now. This emotive meaning is realized in texts through emotive language. *Emotive* is an adjective that is used to describe meaning or use of language (Wales 2011: n.p.). In his speech of the 2016 presidential elections, Trump depended a language characterized by "loaded words" that are described as being "ethical" or emotive words. He tries to modify his audience response to affect their attitudes towards a certain state of affairs.

2. DEFINITION

Language is surrounded by currents of emotion that penetrate all kinds of human activity. Thus, Cuddon (1998: 257) defines emotive language as a "language intended to express or arouse emotional reactions towards the subject matter or the addressee; to be distinguished from the referential(or scientific) language, which aims only to denote. Emotive language is also defined as the language that has independent emotive meaning, where the latter "is the charge of feeling carried by a particular word in a given utterance or text" ((Beardsley 1981: p. 120; Meidner 1997: 113). According to Hunston (2011: 1), it is that language which expresses an attitude towards a person, stance, or other entity and is both subjective and related to a social value- system." As for Volek (1987: 233), emotive language is the language that has an unintentionally appellative function primarily expressing emotions; that is why it is described as being 'expressive'. Moreover, Lopez (2000: 19) points out that emotive language is the use of descriptive words adding colour or drama to the utterance or the text. It is used to make speech or text more interesting and can reveal bias as well. Finally, emotive language "sways the emotions of the audience either for or against the view presented" (Lum 2001: 23).

Thus, most definitions assert that emotive language stimulates certain feelings in the listener/ reader.

3. TYPOLOGY

Traditionally, emotive language risks becoming a tool for hiding reality through emotions instead of representing it. In modern and contemporary studies, emotive language has been studied as a tool to 'frame' reality, i.e. it becomes a tool of persuasion. As such, language is used to spark emotions (negatively or positively) and influence the interlocutor's decisions. For emotive language to be used as a 'mask' to lead the listener/ reader to evaluate a situation or an idea, it can be classified differently (Macagno & Walton 2014: 15-7):

A. Negative Emotive Terms

Emotive language is realized by negative words or phrases that trigger off negative emotions. Some words in particular have strong negative emotive connotations evoking a negative feeling towards the thing described, for instance (Plesman 1986: 87):

1. Prisoners are pampered in jail.

The word ‘pampered’ is a negative emotive term that triggers a negative feeling within the listener/ reader. The neutral form of the negative emotive statement above becomes (Plesman 1986: 87):

2. Prisoners are *well cared for* in jail.

B. Positive Emotive Terms

Emotive language is realized by positive words and phrases that have a positive effect on the listener/ reader, i.e. they make him feel in favour of an idea. These positive emotive terms have positive connotations and they have positive mental pictures and overtones (Walton 2006: 220):

3. You are *the victim of economic circumstances*.

The phrase ‘*the victim of economic circumstances*’ that expresses a single piece of information could affect the listener/ reader positively (Plesman 1986: 87).

C. Value- Laden Terms

Value- laden as a term was presented by Biber (2006: 88) to express a stance that involve only a single evaluative proposition. This kind of emotive terms also has emotional associations and carries a specific value judgement, i.e. moral judgement. For example (Bickenbach and Davies 1997: 195):

4. Euthanasia is wrong because euthanasia is *murder*.

The word ‘murder’ is a value- laden word as it conveys a moral judgement: murder is wrong. It is, by definition, wrongful killing (Bickenbach and Davies 1997: 195).

All the previous realizations of emotive language express a certain stance (negative, positive, or evaluative) inferred from the use of a lexical item that is usually a noun, adjective (predicative and attributive), main verb, or adverb (Biber 2006: 88-9):

5. That's *right*. (positive predicative adjective)

6. they were very *good* people at that time. (positive attributive adjective)

7. I *doubt* that there will be a lot on the test. (negative main verb)

8. *Unfortunately*, it is not a matter of what we decide. (negative adverb)

4. EMOTIVE LANGUAGE AND POLITICS

Words are extremely important in politics. The text and talk of professional politicians such as presidents, prime ministers, and other members of government, parliament, or political parties have an after-effect worthy of serious study. They try to be nimble in their verbal speech in order to gain advantage over each other; they artfully employ emotive language (specially with positive spin) as a linguistic mechanism to convince the majority of their audience and urge them to move action forward (Macagno & Walton 2014: 4).

5. THE MODEL

In the light of the theoretical scrutiny presented in the preceding sections, the analysis of the data is going to be carried out according to an appraisal model which is that of Martin and White's (2005) *The Language of Evaluation: Appraisal in English*. This model is concerned with how writers/ speakers construe emotions, and with how they make from their readers/ listeners intended or ideal audience. These issues are theorized in The Systemic Functional Linguistic approach of M.A.K. Halliday (2004). The latter specifies a lexico- grammatical framework that coerce the choices available to the users of the language. Hence, Martin and White's model extends Halliday's account of the interpersonal mode of meaning by tending to three basic systems of *attitude*, *graduation*, and *engagement*.

This study adopts the system of attitude (arranging feelings as they are interpreted in English texts) as it serves its aims. It includes three semantic areas: affect (expressing positive and negative feelings: happy, sad, confident, anxious, interested, bored ...etc.), judgment (evaluating people and their behaviour), and appreciation (evaluating things including natural phenomena) (Martin & White 2005: 42). Then, each semantic area is classified into sub- categories that are marked as being either positive (+) or negative (-) and as shown in the following figure:

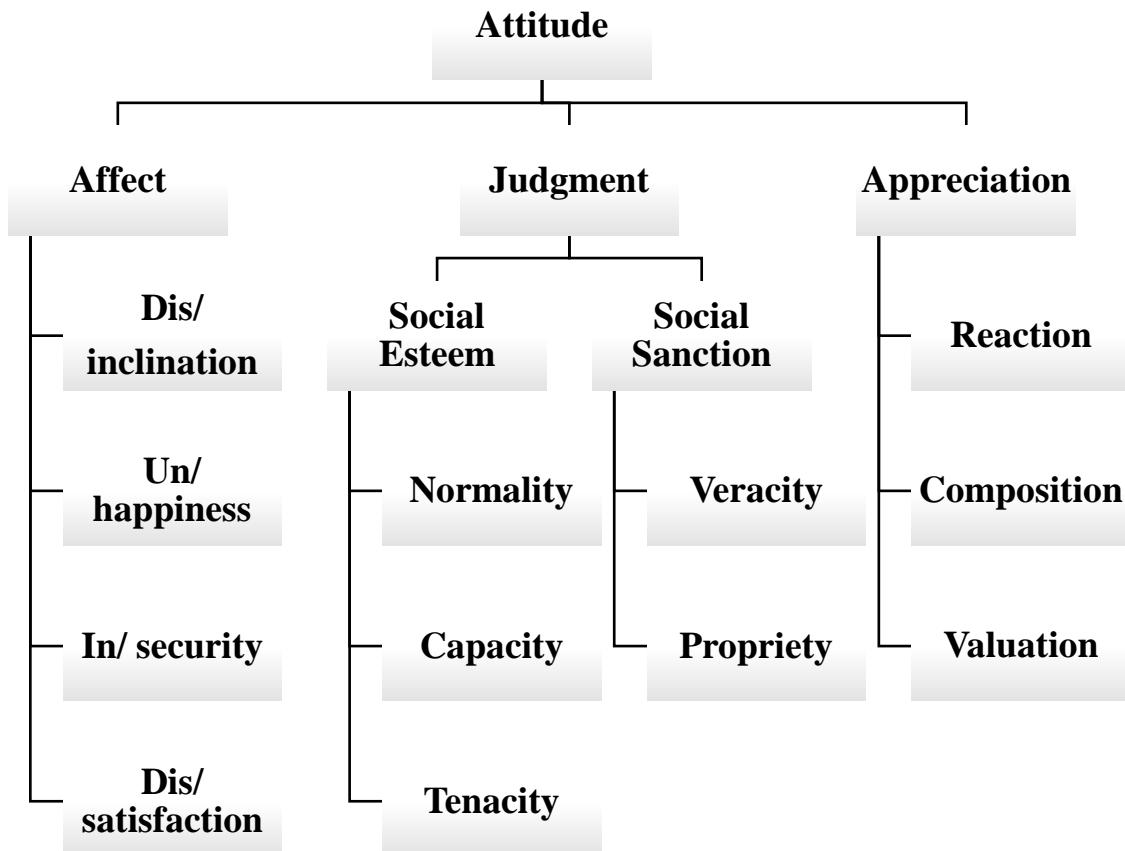


Figure (1): The Appraisal Model of the Study

6. DATA COLLECTION AND DATA ANALYSIS

A. Data Collection

The data selected is the speech of 2016 campaign delivered by Donald Trump. Following a qualitative study, this political discourse is analyzed according to the appraisal model in order to figure out how Trump conveys his interpersonal meanings and attitudes using them as a way to convince his audience.

B. Data Analysis

1. *I'd like to take a moment to talk about the **heartbreak** and **devastation** in Louisiana, a state that is very special to me.*

Trump shows his being very passionate and involved by opening his speech with **the negative affects** ‘heartbreak’ and ‘devastation’. They belong to the category of **unhappiness: misery**. The nominalization ‘heartbreak’ is realized as a mental disposition, while ‘devastation’ as a surge of behavior.

2. *Our prayers are with the families who have lost **loved** ones, and we send them our **deepest** condolences. Though words cannot express the **sadness** one feels at times like this, I hope everyone in Louisiana knows that our country is praying for them and standing with them to help them in these difficult hours.*

Trump continues dripping his sincerity to the families of Louisiana by using **a negative affect** falling into the category of **unhappiness: misery**. It is realized as a mental disposition. At the same time, he directs his stance to **a positive affect** ‘loved’ which belongs to the category of **happiness: affection**. It is realized as a behavioural surge. He also expresses his evaluation of feeling pity towards those families by using **a positive appreciation** ‘deepest’ that belongs to the variant of **valuation**. In addition, it is difficult for him to express his emotions of sadness towards them though he takes up a stance oriented to **a negative affect** ‘sadness’. It belongs to the variant of **unhappiness: misery**. And it is realized as a mental disposition.

3. *On Monday, I laid out my plan to defeat **Radical Islamic Terrorism**.*

In the sentence above, Trump criticized the phenomenon of ‘terrorism’ which indicates **negative affect** included in the category of **disinclination: fear**. It is realized as a mental disposition. Terrorism is evaluated by

way of being described as ‘radical’ and ‘Islamic’. These adjectives indicate **negative social esteem judgement** falling within the variant of **normality**.

4. *The chaos and violence on our streets, and the assaults on law enforcement, are an attack against all peaceful citizens. If I am elected President, this chaos and violence will end – and it will end very quickly.*

‘Chaos’ and ‘violence’ represent **negative social sanction judgement** belonging to the variant of **propriety**. Trump here is condemning the lack of order in the American street and promising to end this state of disorder and turbulence. He also, as an emoter, praises the citizens describing them as **peaceful**. It indicates a **social sanction judgement of positive propriety**.

5. *We cannot make America Great Again if we leave any community behind.*

Trump here evaluates America as being **great** only if all the people are protected and offered opportunities without leaving anyone behind. ‘Great’ is a **positive appreciation** that belongs to **valuation**.

6. *Nearly Four in ten African-American children are living in poverty. I will not rest until children of every color in this country are fully included in the American Dream.*

Trump expresses his state of feeling restless by directing his stance towards a **negative affect**. It is ‘will not rest’ which belongs to the category of **insecurity: disquiet** and indicates a surge of behaviour. At the same time, there is a **positive affect** towards the American children that is revealed through the word ‘involved’. It falls into the category of **satisfaction: interest**. It expresses a mental disposition.

7. *Jobs, safety, opportunity. Fair and equal representation. This is what I promise to African-Americans, Hispanic-Americans, and all Americans.*

Trump continues appealing all Americans, namely African- Americans, by promising them to provide fair and equal representation. In this sentence, ‘fair’ and ‘equal’ are construing a **social sanction judgement**. They represent **positive judgement of propriety**.

8. *As you know, I am not a politician. I have worked in business, creating jobs and rebuilding neighborhoods my entire adult life. I've never wanted to use the language of the insiders, and I've never been politically correct – it takes far too much time, and can often make more difficult.*

As an emoter, Trump is evaluating himself. ‘Never wanted to’ is a **negative affect** falling within the category of **disinclination: desire**. It is recognized as a mental disposition. In addition, he construes his attitude to the way he behaves as a politician. ‘Never been politically correct’ expresses a **social sanction judgement**. It is **negative** and belongs to the variant of **propriety**. And ‘difficult’ is a negative appreciation that belongs to **valuation**.

9. *Sometimes, in the heat of debate and speaking on a multitude of issues, you don't choose the right words or you say the wrong thing. I have done that, and I regret it, particularly where it may have caused personal pain. Too much is at stake for us to be consumed with these issues.*

Trump is also evaluating his behaviour. ‘Right’ is a **positive social sanction judgement** and ‘wrong’ is a **negative one**. They both belong to the variant of **propriety**.

10. *But one thing I can promise you is this: I will always tell you truth.*

Here, trump is praising himself for his being truthful. ‘Truth’ is a **social sanction judgement**. It is **positive** and is included into the variant of **veracity**.

11. *These are the forgotten men and women in our society, and they are angry at so much on so many levels. The poverty, the unemployment, the failing schools, the jobs moving to other countries.*

Trump is describing the attitude of the forgotten men and women of the American society. He described them as being ‘angry’ because of the bad services. It is a **negative affect** that belongs to the category of **dissatisfaction: displeasure**. And it is realized as mental disposition.

12. *When I look at the failing schools, the terrible trade deals, and the infrastructure crumbling in our inner cities, I know all of this can be fixed - and it can be fixed very quickly.*

A negative appreciation occurs in the sentence above. ‘Failing’ belongs to the variant of **reaction: quality**. ‘Terrible’ is a negative affect falling into the category of **disinclination: fear** and it is a mental disposition. As for ‘crumbling’ is a **negative appreciation of composition**.

13. *Fourteen months ago, I declared my campaign for the Presidency on the promise to give our government back to the people. Every day since then, I've worked to repay the loyalty and the faith that you have put in me.*

In the utterance above, Trump admires the positive attitude of the American people towards him. ‘Loyalty’ and ‘faith’ are **positive social esteem judgements** belonging to the variant of **tenacity**.

14. *I have no patience for injustice, no tolerance for government incompetence, no sympathy for leaders who fail their citizens.*

Trump, in the sentence above, criticizes and condemns the bad situation in America. ‘No patience’ and ‘fail’ are **negative social esteem judgements** belonging to the variant of **tenacity**. ‘Injustice’ is a **negative social sanction judgement** belonging to the variant of **propriety**. ‘No tolerance’ and ‘Incompetence’ are **negative social esteem judgements** belonging to the variant of **capacity**. As for ‘no sympathy’, it is a **negative affect** falling into the category of **disinclination: desire**.

15. *That's why I am running: to end the decades of **bitter failure** and to offer the American people a new future of **honesty, justice** and opportunity.*

In the sentence above, Trump tries to spark the emotions of his audience by expressing his negative stance of the decades as they are of *bitter failure*. ‘Bitter’ and ‘failure’ express **negative affects** that belong to the category of **unhappiness: misery**. ‘Bitter’ is realized as mental disposition whereas failure is a behavioural surge. Then, he directly praises the future that he intends to offer to the American people by way of using the nouns ‘honesty’ and ‘justice’ that represent **positive social sanction judgements**. The former falls into the variant of **veracity** and the latter belongs to that of **propriety**.

16. *Aren't you **tired** of the same old lies and the same old broken promises? And Hillary Clinton has proven to be one of the greatest liars of all time.*

In an attempt to urge the audience to get action forward, he used the adjective ‘tired’. It expresses a **negative affect** falling into the category of **dissatisfaction: ennui**. It is realized as a mental disposition. He also shows his condemn to Hillary Clinton as he addressed her to be one of the ‘greatest liars’. ‘Greatest’ is a **positive appreciation** belonging to **valuation**. ‘Liar’ is a **negative social sanction judgement** of **veracity**.

17. *Aren't you **tired** of arrogant leaders who look down on you, instead of serving and protecting you?*

Again ‘tired’ is a **negative affect** falling into the category of **dissatisfaction: ennui**. It is realized as a mental disposition. As for ‘arrogant’, it is a **negative social sanction judgement** of **propriety**. Trump, here, expresses his condemn towards the American leaders.

18. *The American people are still waiting for Hillary Clinton to apologize for all of the many **lies** she's told to them, and the many times she's **betrayed** them.*

‘Lies’ and ‘betrayed’ are **negative social sanction judgements** of **veracity**. Trump speaks of Hillary as being a liar and a betrayer.

19. *Has Hillary Clinton apologized for the decisions she made that have led to so much **death, destruction** and **terrorism**?*

‘Death’, ‘destruction’, and ‘terrorism’ are **negative affects** that belong to the category of **unhappiness: misery**. ‘Death’ and ‘destruction’ are realized as a behavioural surge while ‘terrorism’ is realized as a mental disposition. In this way, Trump registers his negative feelings towards Hillary Clinton.

20. *Let's talk about the economy. Here, in this **beautiful** state, so many people have suffered because of NAFTA.*

‘Beautiful’ is a **positive appreciation** belonging to the category of **reaction: quality**. Here Trump is showing his positive evaluation of the state of Carolina as a way to motivate people to take an action.

21. *I've embraced the **crying** parents who've lost their children to **violence** spilling across our border. Parents like Laura Wilkerson and Michelle Root and Sabine Durden and Jamiel Shaw whose children were killed by **illegal** immigrants.*

‘Crying’ is a **negative affect** falling into the category of **unhappiness: misery**. It is realized as a behavioural surge. ‘Violence’ and ‘illegal’ are **negative social sanction judgments** within the variety of **propriety**. As such, Trump construes his attitudes to both the parents of the children killed and the immigrants who killed them.

22. *Listen closely: we will deliver **justice** for all of these American Families. We will create a system of immigration that makes us all **proud**.*

Trump turns to shed light on what he intends to achieve for the American families. He promises to deliver ‘justice’ which represents **positive social sanction judgement** that falls into the variant of **veracity**. Then, he uses another **positive social sanction judgement** which is ‘proud’. It falls into the variant of **propriety**.

23. *Just imagine for a second if the media spent this energy holding the politicians accountable who got **innocent** Americans like Kate Steinle killed – she was gunned down by an **illegal** immigrant who had been deported five times.*

He praises the American people describing them as ‘innocent.’ It is a **social sanction judgement**. This represents a **positive** evaluation. On the other hand, he expresses his condemn towards the immigrant describing his as ‘illegal’ which is a **negative social sanction judgement**.

24. *I am **glad** that I make the **powerful**, and I mean very **powerful** a little **uncomfortable** now and again, including some of the **powerful** people, frankly, in my own party because it means that I'm fighting for real change, real change.*

In the above sentence, Trump expresses his feeling happy. He uses a **positive affect** which is ‘glad’. It belongs to the category of **happiness: cheer** and is realized as **an ongoing mental process**. Then, he expresses his admiration of what he made by using the adjective ‘powerful’. It is a **positive social esteem judgement** that falls into the variant of **capacity**. He repeats the word more than once in an attempt to instigate his audience to take action. However, ‘uncomfortable’ is an expression of a **negative affect**. It falls into the category of **insecurity: disquiet**. It is realized as **a mental disposition**.

25. *We will use military, cyber, and financial warfare and work with any partner in the world and the Middle East that shares our goal in defeating terrorism. I have a message for the terrorists trying to kill our citizens. We will find you, we will destroy you and we will absolutely win and we will win soon.*

'Terrorism' and 'terrorists' are also expressions of a **negative affect**. They belong to the category of **disinclination: fear**. And they are realized as a **mental disposition**. Here, Trump is directing a message to the terrorists telling them how determined is he and his party to destroy them.

26. ... *We are going to end tenure policies that reward bad teachers and hurt our great, good teachers.*

'Bad' is a **negative appreciation**. It belongs to the variant of **reaction**. 'Great' and 'good' are **positive appreciations** representing the **reaction** of Trump towards the teachers.

27. *On political corruption, we are going to restore honor to our government.*

In the sentence above, Trump expresses his **negative evaluation** of the political situation by means of a **social sanction judgement of propriety**. 'Honour,' on the other hand, makes clear his **positive evaluation** of his capacity to restore honor to the government. He praises himself by the use of a **social sanction judgement of veracity**.

28. *It is so bad. The inner cities are so bad, you have nothing to lose... I will do a great job.*

'Bad' is an expression of condemn belonging to the variety of **propriety**. It expresses a **negative social sanction judgement**. However, 'great' is a **positive appreciation of valuation**. He evaluates what he is going to do as being great in comparison to the current bad situation of the people and their cities.

29. This is the change I am promising to all of you, an **honest** government, a **great** economy, and a **just** society to each and every American.

'Honest' and 'just' are adjectives indicating **positive social sanction judgements of veracity and propriety**. And 'great' is a **positive appreciation of valuation**. He evaluates the government and the economy which he intends to establish triggering the audience to vote to him. He also promises to have a just society.

30. *Together, we will make America strong again. We will make America proud again, we will make America safe again. Friends and fellow citizens, come November, we will make America great again. Greater than ever before.*

'Strong' is an adjective conveying **positive social esteem judgement**. It belongs to the category of **capacity**. 'Proud' is an expression of a **positive social sanction judgement of propriety**. 'Great,' and 'Greater' are adjectives of **positive appreciation**. It falls into the variant of **veracity**. Trump tries to appeal by appraising America.

VII. FINDINGS AND DISCUSSION

In concern with the data analysis, this section comes up with the findings of the analysis. The results show the types of attitude in Trump's Speech. It reveals that *judgement* occurs more than *affect* and *appreciation*. It has 40 occurrences occupying 52.45% from the total percentage. Affect and Appreciation, on the other hand, has 21 and 15 occurrences, respectively. Affect occupies 30.15% and appreciation occupies 19.63% from the total percentage, as it is shown in the table below:

Table (1): Attitude in Trump's speech 2016

Items	Affect			Judgement			Appreciation		
	Type	N o.	Rate %	Type	N o.	Rate %	Type	N o.	Rate
Heartbreak	unhappiness: misery	1	1.31 %						
Devastation	unhappiness: misery	1	1.31 %						
Lost	unhappiness: misery								
Loved	happiness: affection	1	1.31 %						
Deepest							+valuation	1	1.31 %
Sadness	unhappiness: misery	1	1.31 %						
Terrorism	disinclination: fear	3	3.94 %						
Radical				- normality	1	1.31 %			

				– normality	1	1.31 %			
Islamic				– propriety	1	1.31 %			
Chaos				– propriety	2	2.63 %			
Violence				+ propriety	1	1.31 %			
Peaceful							+valuation	4	5.26 %
great									
Will not rest	insecurity: disquiet	1	1.31 %						
Included	satisfaction: interest	1	1.31 %						
Fair				+ propriety	1	1.31 %			
Equal				+ propriety	1	1.31 %			
Never wanted to	disinclination: desire	1	1.31 %						
Never be politically correct				– propriety	1	1.31 %			
Difficult							– valuation	1	1.31 %
Right				+ propriety	1	1.31 %			
Wrong				– propriety	1	1.31 %			
Truth				+ veracity	1	1.31 %			
Angry	Dissatisfaction : displeasure	1	1.31 %						
Failing							– reaction: quality	1	1.31 %
Terrible	Disinclination: fear	1	1.31 %						
Crumbling							– composition	1	1.31 %
Loyalty				+ tenacity	1	1.31 %			
Faith				+ tenacity	1	1.31 %			
no patience				–tenacity	1	1.31 %			
Injustice				– propriety	1	1.31 %			
no tolerance				– capacity	1	1.31 %			
Incompetence									
no sympathy	disinclination: desire	1	1.31 %						
Fail				–tenacity	1	1.31 %			
Bitter	unhappiness: misery	1	1.31 %						

Failure	unhappiness:	1	1.31%						
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	misery									
Honesty				+ veracity	1	1.31%				
Justice				+ propriety	1	1.31%				
tired	dissatisfaction: ennui	2	2.63%							
Greatest							+ valuation	1	1.31%	%
Liars				- veracity	1	1.31%				
Arrogant				- propriety	1	1.31%				
Lies				- veracity	1	1.31%				
Betrayed				- veracity	1	1.31%				
Death	unhappiness: misery	1	1.31%							
Distraction	unhappiness: misery	1	1.31%							
Beautiful							+ reaction: quality	1	1.31%	%
Crying	unhappiness: misery	1	1.31%							
Violence				- propriety	2	2.63%				
Illegal (2)				- propriety	2	2.63%				
Justice				+ veracity	1	1.31%				
Proud (2)				+ propriety	2	2.63%				
Innocent				+ veracity	1	1.31%				
Glad	happiness: cheer	1	1.31%							
powerful				+ capacity	3	3.94%				
Uncomfortable	insecurity: disquiet	1	1.31%							
Terrorists	disinclination: fear	1	1.31%							
Bad							- reaction: quality	3	3.94%	%
Good							+ reaction: quality	1	1.31%	%
Corruption				- propriety	1	1.31%				

	Honor				+ veracity	1	1.31%			
	Honest				+ veracity	1	1.31%			
	Just				+ propriety	1	1.31%			
	Strong				+ capacity	1	1.31%			
	Greater							+ valuation	1	1.31%
Total	76		21	30.15%		40	52.45%		15	19.68%

Then, the results show that the negative attitude is the dominant one in comparison to the positive one. It could be seen from table (2) below that the speaker, Donald Trump, uses the *negative affect*, namely, unhappiness, more than the *positive affect* to express his rejection of the current political situation promising to make it better by appreciating his policy. There are 18 negative affects and only 3 positive ones:

Table (2): Positive and Negative Affect in Trump's Speech

Type	Positive Affect				Negative Affect			
	Inclination	Happiness	Security	Satisfaction	Disinclination	Unhappiness	Insecurity	Dissatisfaction
Affect	0	2	0	1	5	9	2	2
Total	3				18			

As for *judgement*, it is found that Trump uses the same number of positive and negative judgements. However, he uses social sanction judgements more than social esteem judgements in an attempt to win his audience and gain their approval. The table below shows that the speaker uses 20 positive judgements (6 of social esteem and 14 of social sanction) and 20 negative ones (5 of social esteem and 15 of social sanction). It is also clear that the category of propriety is the dominant one:

Table (3): Positive and Negative Judgement in Trump's Speech

Type	Positive Social Esteem			Negative Social Esteem			Positive Social Sanction		Negative Social Sanction	
	Normality	Capacity	Tenacity	Normality	Capacity	Tenacity	Vерacity	Propriety	Veracity	Propriety
Judgement	0	4	2	2	1	2	6	8	3	12
Total	6			5			14		15	

As far as *Appreciation* is concerned, the results reveal that the positive appreciation is used by the speaker more than the negative appreciation. He employed the variant of valuation more than the other ones, as it is shown in table (4):

Table (4): Positive and Negative Appreciation in Trump's Speech

Type	Positive Appreciation			Negative Appreciation					
	Reaction	Composition	Valuation	Reaction	Composition	Valuation			
Appreciation	2	0	7	4	1	1			
Total	9			6					

Table (5) makes clear the total number and percentage of positive and negative attitudinal meanings. It demonstrates that there are 32 positive attitudes with 42.1% of the total percentage and 44 negative attitudes with 57.89% of the total percentage:

Table (5): Total Values of Positive and Negative Attitude in Trump's Speech

Type	Positive Attitude		Negative Attitude	
	No.	Rate	No.	Rate
Affect	3	3.94%	18	23.68%
Judgement	20	26.31%	20	26.31%
Appreciation	9	11.84%	6	7.89%
Total	32	42.09%	44	57.88%

7. CONCLUSIONS

Based on the findings of the study, the following conclusions can be inferred:

1. Judgement is the most valuation used in the speech of Donald Trump. It is used more than affect and appreciation. This indicates that the speaker is interested in evaluating the capacity of himself, as a politician, and the current politicians to create or perform.
2. The results determine that the speaker uses social sanction judgements more than social esteem judgements with the category of propriety to be the dominant one. This reveals that Trump is after showing his audience how truthful he is and how, on the other hand, far from ethics and aesthetics the current political party is.

3. It is found that negative attitudes are expressed by the speaker more than the positive ones with the negative social sanction judgement is the most dominant category as it is compared with affect and appreciation.
4. It is, then, concluded that the attitudes of the speaker can be well-studied by an appraisal model since it deals with emotive language through a system of three semantic areas covering emotions, ethics, and evaluations along with their realizations across a range of grammatical structures.

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