

Conference Paper

Gender Differences in Donald Trump's and Hillary Clinton's Political Speech

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Abstract

The objective of this study were to describe the ways of Donald Trump and Hillary Clinton deliver speech in political field, to derive the characteristics of male and female's political speech and to elaborate the reason of male and female politicians deliver their political speech. This research conducted by applying descriptive qualitative research. The data of this study were 92 utterances of male politician and 51 utterances of female politician. Which were selected from male and female politicians' presidential announcement speech in United States from year 2015. The findings showed that male and female politicians used both report and rapport talk in delivering their speech. Male mostly used report talk than rapport talk in show his self confidence and his status, and used rapport talk to gain relationship with other to gain support while female combine the both talk types in almost same amounts tend to imitate male speech behavior in order to defend her status and gain relationship with others. Male politician frequently show the characteristics of male communication, such as: status, independence, advice, information, and order in his way of delivering speech. While, female politician showed her support, intimacy, understanding, feeling, proposal in her speech. The reason why male politician used report talk whereas female politician used rapport talk is because male treats the language to give factual information, tease or thread other and show or keep his status and power, whereas female did it as a way to negotiate closeness and intimacy.

Keywords: Gender differences, Report Talk & Rapport Talk, Political Speech

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1. Introduction

Language is used in many aspects of communication, one of them is in politics. Beard (2000: 2) states that study the language of politics is important because help the language user to understand how language is used by those who wish to gain power, those who wish to exercise power, and who wish to keep power. Moreover, language has been powerfull tool in the hands of political leaders. They manipulate this language become the tool to suit their purposes. Since politic is basically about struggling to control power, it is only through language a very strong weapon.

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In recent years, politics is not only dominated by men but also women participated in politics. Both men and women use many ways to attract people to gain power and control them. Their purposes are to influence, educate, inform, persuade, incite or entertain people. In order to achieve their purposes, they must deliver their idea and feeling, one of the way is through speech. It means they used language so that they can communicate with other people. Speech on the other hand is a connected discourse. This is not speech in the narrow sense of the spoken word but speech in the more inclusive sense. Any speech made places major emphasis on the language used to accomplish its goal, but political speeches place higher importance than others as they convey two elements, namely persuasive and aesthetic. It is persuasive is when a language in a speech technically used to persuade, to invite and to convince the audience. Aesthetic, on the other hand, aims to attract the audience's attention that can be reflected through the word choices and the appropriate style. A speech may serve a politician as an effective weapon or trump card if it is efficiently delivered and he or she is prepared to convincingly present arguments. The strength of a speech reflects his/her ability to persuade or to motivate the audience to be addressed by the speech.

In the study of language and gender, there are numerous studies that have described and raised many issue on differences between males and females in the way of speaking. Tannen (2000: 85) stated that male and female in their ways in communication, males tend to use language to gain status, while females use the language to negotiate closeness and intimacy. Male grow up in a world in which conversation is competitive and therefore strive to ensure that others don't dominate them. Female however, use conversation to gain support and confirmation rather than status. Tannen claims that due to the fact that men are concerned with status, they focus more on independence. female, on the other hand, think in terms of intimacy, seeking support and closeness from their partner. Male like to find solutions whereas women seek sympathy and understanding. Whilst a male might seek to find a way of solving a problem that their wife or girlfriend might have, Tannen claims that what the wife or girlfriend really wants is sympathy. Tannen claims that male make orders by using more direct imperatives whilst female suggest things in more indirect ways. Whilst male are more likely to voice their opposition to a suggestion in the workplace or home, according to Tannen, female are less likely to object and assert themselves. They might delay their opposition to the suggestions and complain later. Female used rapport talk to build and maintain relationships, while male use report talk to communicate factual information. It can be inferred that male and female have different objectives in using the language and they differently treated the language in their communication.

The researcher focuses this study to analyze the differences between male and female on the way of delivering their presidential announcement speech based on talk theory proposed by Tannen. The researcher tries to find out the features and characteristics that used by male and female politician in their speech that has not done by the previous research. This paper aims to determine the differences between Men and Women's political discourse in the 21st century. Politics today is still a male-dominated world and still difficult to enter for women. In this research, the researcher uses the transcript of political speech which represented by presidential announcement speech in United State by Male and Female candidate from year 2015 as a source data. This research focused on Mr. Donald Trump from Republic as Male representative and Mrs. Hillary Clinton from Democrat as Female representative. For this reason, the researcher choosing Mrs. Hillary Clinton as a Female politician because, former US Secretary of State, who is one of the most powerful women politicians on earth.³ In the 2008 US presidential election, Mrs. Clinton was a leading candidate for the Democratic presidential nomination, being the only woman politician ever to have run for the presidency. Then, both are the strongest candidate from their own party in United State. They are in the same and equal status (as the president candidate), same event (as presidential announcement speech), same year in 2015. Then, the event is happening in the recent days.

2. Literature Review

2.1. Male and female's way of communication

Some sociolinguistics and linguists have stated that male and female have different ways of communication. Both of genders have their own characteristics in communication. Tannen (2000: 85) believe that men and women have different speech styles, and she defined them as report talk and rapport talk.

Women used conversation for intimacy, hence Tannen's term rapport talk. Women's conversation is used as negotiations for closeness in which they try to seek and give information and support and to reach consensus. For Men, conversations are for information, thus report talk. Men negotiate to maintain the upper hand in a conversation and protect themselves from other perceived attempts to put them down. The features of report talk and rapport talk in communication can see in the table below.

Beside Tannen, Holmes (1992) also stated that in generally speaking, female tend to favor more polite and less direct form of directives than male. In delivering their intention

TABLE 1: The features of report talk and rapport talk in communication.

The features of report talk and rapport talk		
No	Report Talk	Rapport Talk
1	Direct Request	Using Quantifiers
2	Longer talk in public context	Apologizing
3	Speech includes slang or swear words, teasing and banter.	Taking blame
4	Giving advices to solve problem	Thanking
5	Mixing business and Non-Business talk	Maintaining an appearance on equality, downplaying qualification
6	Rarely give praise and compliment	Establishing relationship
7	Showing authority	Downplaying authority

in interacting with others, men seek status, speaking most directly to the point, using no qualifiers, and asking no tag questions. Their language sometimes more offensive. Female try to avoid direct and threatening communication. They usually use qualifiers and tag questions aiming to make softer what they have to say. Male often ignore indirect messages and do not understand nuisance in conversation.

According to Tannen (1991: 97), male are more likely to change in what is referred to, as report talk which is primarily characterized by focus on content. Male talk about affairs that are public matter such as sports and politics. During report talk, male demonstrate their knowledge about a subject and will give general information about the topic. Tannen further says that rapport talk on the other hand is designed to establish relationship and make people in the relationship feel closer to each other. Female are engaged in this kind of talk more often than male. Rapport talk deals with more intimate matters than report talk hence includes topic such as family and martial relationship. The male communication pattern and traits tend to be honest, direct, and factual.

From those theories, it can be seen that male and female have different ways or styles in communication. These different styles of communication can best be seen as two distinct cultural dialects rather than an inferior or superior way of speaking. Female use rapport talk to establish meaningful connection with each other, while male use report talk to gain status in relation to others.

2.2. Political speech

Politics is a social activity, which is primarily expresses itself through language. The language is used to argue or debate, persuade, critique, and inform public policy. Public policy is therefore the result of the interplay among group through the medium language.

In order to ensure a functioning democracy, political debate campaigning, and thus the use of political text is vital. An analysis of the political text used in an election can illuminate the workings of democracy in that country.

According to Bread (2005: 5), political text is a language used in political activity, such as in general election campaign, presidential and vice presidential campaign or governor campaign. Political text is used by those who wish to keep power. A language must ultimately have political and economic causes. It is not due simply to the bad influence. But an effect can become a cause, reinforcing the original cause and producing the same effect in an intensified form, and so on indefinitely.

In political, there are various function of language that should be distinguished. Firstly, the function of language refers to the intention of those who use language, and then the effect achieved by using it. The aim is to influence power, and there is some impact upon power. Power is decision-making. Political text is the language of power.

Consideration of dialect status may also enter into the political text, where speakers of a particular dialect are perceived as speaking a more culturally advanced or correct form of the language. Politician may therefore try to use that rather than their own when in the public eye. Alternatively, at time those speaking a high status dialect may try to use a low-status dialect when in public eye, in order to persuade voters the candidates is “a man of the people” one of us.

Language is used not only to communicate the ideas but also to persuade or convince other to see things our way. In other words, to use language means to get the persons to act or think in a certain way. Therefore, propaganda means materials written or spoken by people who want others to believe what they are saying is true. Propaganda is a way to persuade others. The information need not be false or misleading but merely presented for the purpose of convert persuasion.

3. Research Method

Descriptive qualitative method was applied in this research. Descriptive method is a research method which is used to describe, organize, and summarize important general characteristics of a set of data. This analysis based on report and rapport talk theory and the study is concerned to describe how male and female politician give their political speech. Bogdan & Biklen (1982) stated that qualitative research is flexible, that is why the final result of descriptive explanation was to support or weaken the existing theory by using the theory itself in new phenomena.

The researcher observed several speeches of male and female politician. Then choose the speeches from the same event and the same status of both politicians. The researcher identified the utterances from the transcript of the speeches. The utterances were identified based on the topic and the features of report and rapport talk theory and also from the characteristics of the language use of male and female. The researcher analyzed how do the male and female politician give their speech in political discourse, and found out the differences between male and female politician in their speech in political discourse. Then, the researcher found out the reason why they deliver their speech in the way they are. Finally, the researcher described the finding of data.

4. Results and Discussions

4.1. The ways used by male politician

Donald trump as representative of male politician use both of talk types. Report and rapport talk in delivering presidential announcement speech 2015. Donald trump tended to use report talk in delivering his idea, it could be seen from the features of report and rapport talk which were indicated from his speech. The detail explanation and examples of report and rapport talk will be explain below.

TABLE 2: The features of report talk of Donald Trump.

The features of report talk			
No	Report Talk	Total	Percentage
1	Direct Request	2	2%
2	Longer talk in public context	41	51%
3	Speech includes slang or swear words, teasing and banter.	16	20%
4	Giving advices to solve problem	3	2%
5	Mixing business and Non-Business talk	8	10%
6	Rarely give praise and compliment	-	-
7	Showing authority	12	15%
Total		82	

4.2. Direct request

Men will use direct imperative or request when speaking to others. In this speech, Trump also use request to the audiences.

“.....Because we have to stop doing things for some people, but this country, it's destroying our country. We have to stop, and it has to stop now.

In this utterances, he asks the audience to stop doing something only for some people, but for their country. He made a statement *we have to stop doing* this statement indicates that he make a direct request by asking the audiences (citizen) to do something to their country.

4.3. Longer talk in public context

Male talk more in public context. Male demonstrate their knowledge about a subject and will give general information about the topic.

“.....our labor participation rate was the worst since 1978. But think of it, horrible labor participation rate. And our real employment anywhere here from 18 to 20 percent.

Based on the theory, report talk is characterized by longer talk in public context. In this case, male politician gave the information based on his background knowledge that the percentage of GDP below zero and it was the worst in 1978 because of horrible labor participation rate.

4.4. Speech includes slang or swear words, teasing and banter

Male tends to use more joke and threatening communicating in show their power. Trump teased president Obama in his speech to show he was not good.

“You know when President Obama was elected, I said “well, one thing I think he will do well. I think he will be a great cheerleader for this country. I think he would be a good spirit.” He was vibrant. He was young. I really thought that he would be a great cheerleader. He's not a leader. That's true. You're right about that. But he wasn't a cheerleader. He's actually a negative force. He has been a negative force. He wasn't a cheerleader. He was the opposite.

The utterances of male politician about contains teasing word by saying President Obama was a cheerleader, not a leader and negative force which indicate one of the features of report talk. Speech includes slang or swear words, teasing and banter.

4.5. Mixing business and non business talk

In interaction, male politician talk one topic with another topic. Trump mixed between economy and personal life to explain himself.

“Somebody said to me the other day, a reporter, a very nice reporter. “but Mr. Trump, you’re not a nice person.”

In this utterances, can be seen that male politician mix the previous topic of his speech with another topic which is not related to economic topic.

4.6. Showing authority

In giving their idea, male seek to achieve the upper hand or prevent others from dominating them and show his power.

“So I announced that I’m running for president. I would. One of the early things I would do, probably before I ever got in___ and I wouldn’t even use ___you know, I have ___ I know the smartest negotiators in the world. I know the good ones. I know the bad ones. I know the overrated ones.

In the utterances, male politician showed his power, authority and status as the candidate of president because he has knowledge about the suitable person work with him.

4.7. The ways used by female politician

Female politician represented by Hillary Clinton also used both of talk type. It is different from male politician, female politician tended to use rapport talk in delivering her speech. It could be seen from the features of rapport talk which were indicated from her utterances. The detail explanations and examples will presented below.

4.7.1. Thanking

Thanking is one of the features of rapport talk in this utterance, female politician produced the word “thank you” to indicate her thanking.

“Thank you! Oh thank you all thank you so very very much...”

TABLE 3: The features of rapport talk of Hillary Clinton.

The features of rapport talk			
No	Rapport Talk	Total	Percentage
1	Using qualifiers	-	-
2	Apologizing	-	-
3	Taking blame	-	-
4	Thanking	2	7%
5	Maintaining an appearance of equality, downplaying qualification	8	29%
6	Establishing relationship	5	18%
7	Downplaying authority	13	46%
Total		28	100%

4.7.2. Maintaining an appearance of equality, downplaying qualification

Female use the language to seek and offer support. Female maintains an appearance of quality with their speaking partner and avoid showing an authority.

“our next president must work with congress and every other willing partner across our entire country...”

The female politician used the pronoun “our” to maintain the equality status between her and the audience. Then, from the utterance she avoided to showing her interest to be the next president, but invite the audience to think about their next president, it means that she wanted to maintain the equality with the audience that they were citizen equality.

4.7.3. Establishing relationship

Women’s talk is aimed to establish relationship and make people in the relationship feel closer to each other.

“it is wonderful to be here with all of you. To be in NewYork with my family, with many friends including many New Yorkers who gave me the honor of serving them in the senate for eight years.

In rapport talk, female always produce the statement contained establishing relationship. In this utterance female showed it by starting “it is wonderful to be here with all of you.” She tended to establish her relationship with the audience.

4.7.4. Downplaying authority

Women avoid using aggressive and threatening language irrespective of their position. They exhibit their subordinate status by being polite and soft spoken and demonstrate their authority in the same way.

“...that’s why we have to win the fourth fight...reforming our government and revitalizing our democracy so that it works for everyday Americans. We have to stop the endless flow of secret, unaccountable money that is distorting our elections, corrupting our political process, and drowning out the voices of our people...”

In the example, female politician downplayed her authority as the president candidate. She stated “*we have to win the fourth fight*” she used the pronoun “we” instead of “I” to win the election while she is the candidate.

5. Conclusion

This study was concerned on gender differences on the way of communication of male and female politician in political speech. It was aimed at describing how male and female politician delivered their speech and describing the different characteristics of male and female politician in the way they delivered their speech. Both male and female politician in delivering their political speech used report talk and rapport talk in their communication. But male politician used report talk in delivering his speech. Meanwhile, female politician used rapport talk more in delivering her speech to the audiences.

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