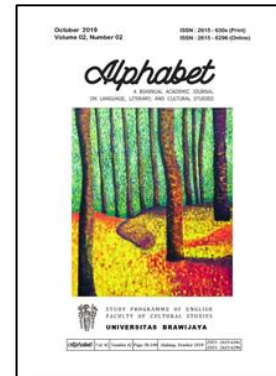


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## Rhetorical Devices of Pronoun on Donald Trump's Presidential Speech "Remarks by President Trump to March for Life Participants and Pro-Life Leaders"

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# Rhetorical Devices of Pronoun on Donald Trump's Presidential Speech "Remarks by President Trump to March for Life Participants and Pro-Life Leaders"

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## Abstract

Pronouns are used by the politicians in order to make significant effect in their speeches. This study is designed to describe the rhetorical devices of pronoun used by Donald Trump in his presidential speech to March For Life participants and pro-life leaders and to explain how the use of pronoun reflects the intended meaning. The research design of this study is document analysis resting on the principle of phenomenology. The finding shows that pronouns *I, My, You, We, Our, and Us* are used (1) to create the sense of closeness, informality, no social distance relationship, and togetherness, (2) to claim and demand for shared responsibility, and (3) to show his personal quality in addressing the event. The essence of intended meaning is that to gain trust and to persuade people to accept his vision and ideas.

**Keywords:** pronouns, speech, intended meaning

The aim of this study is to describe the use of pronouns in the speech of Donald Trump addressed to the participants of March for Life and to explain how the use of pronoun reflects the intended meaning. March for Life is an annual movement for pro-life activists. Pro-life is an ideology against abortion started in 1973 whereas Pro-Choice is an ideology to support the free will to keep or to conduct the abortion.

Trump's controversial character has become an issue, especially during the 2016 US presidential election. This concerns among others, his lack of political and military experi-

ence (Crockett, 2017), his policy on banning Moslems to enter the US (Lister, 2015), his plan on building the Mexico border wall (Borjorquez, 2016), and his plan to ban abortion (Benen, 2016). The controversial character seems to be reflected in his language. Shugerman (2018) found that Trump speaks at seventh grade reading level, he uses simple, less diverse vocabulary and grammatical structures. He also scores the lowest in tests of complexity, diversity, and level of vocabulary comprehension. Savoy (2019) stated that Trump adopts even simpler and direct communication style. He is also more likely to re-

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peat the same words, expressions, ideas, and convictions. Sedensky (2017) stated that Trump's speaking style flummoxes linguists because he sounded different from what the public expects from a politician. He used psychological language tricks in order to get Americans to vote for him as president (Ges-tel, 2017).

Rhetoric is defined as the study of effective or persuasive speaking and writing (Crystal, 2008). It also has meaning as the elegant and persuasive speaking (Jones and Peccei, 2004). Griffin (2012) called rhetoric as a design to cause attention on the intentional act by using words to create effect. It can be concluded that rhetoric is a useful way to control the audience, also to persuade and attract public's attention. Focusing on the rhetoric, previous related study (Savoy, 2018) examined verbal style and rhetoric used by the candidates of 2016 US presidential primary election using corpus analysis and software developed by Toutanova (2003). He analyzed the transcripts of TV debates for both Republican and Democrat candidates. Among his results, Trump ranks the highest in the use of pronoun *I*, revealing more of his ego. Aswad (2019) analyzed the charismatic rhetoric leadership of the 2016 presidential US nominees, Clinton and Trump. Using DICTION 7.0 content analysis software, he analyzed the campaign speeches of both candidates including all campaign speeches from the announcement of candidacy till the date of Trump's victory speech. In the use of pronouns, Trump was identified to use significantly more pronouns of *We* and *Us* to express his emphasis on the shared identity with his followers. Alavidze (2017) examined the use of pronouns in the announcement speeches of 2016 US presidency candidates. She used lingo semiotic and anthropocentric-communicative to analyze the usage of personal pronouns from both candidates. She found that Clinton more likely used pronoun *We* while her opponent more frequently used pronoun *I* and *We*.

Jones and Peccei (2004) classified pronouns as one of the aspects in rhetorical devices. Pronouns in political speech are used to

refer to the politician or the audience and it can be a significant part of the message. The shift of pronouns can be used either to foreground or to obscure responsibility and agency and stated that pronouns are important in putting over political persuasion (Jones and Peccei, 2004). Pronouns in political speech indicate that there are interactions between the speaker and the audience. The audience will be placed in the speaker's position by using pronouns (Beard, 2000).

The current study is designed to describe the type of rhetorical devices of pronouns used by Trump in his presidential speech to March For Life participants and pro-life leaders and to explain how the rhetorical devices of pronoun reflected the intended meaning. In the previous studies, Alavidze (2017), Savoy (2018), and Aswad (2019) analyzed the rhetoric and the style of the US presidential campaigns.

The significant contribution of the political speech analysis has been admitted in the understanding of social and political realities. None of the previous studies Alavidze (2017), Savoy (2018), and Aswad (2019) have addressed the rhetorical devices in Trump's speech as the president of the US. The contribution of this study is to fill the gap in the analysis of political speech by Trump as the president of the US.

## METHOD

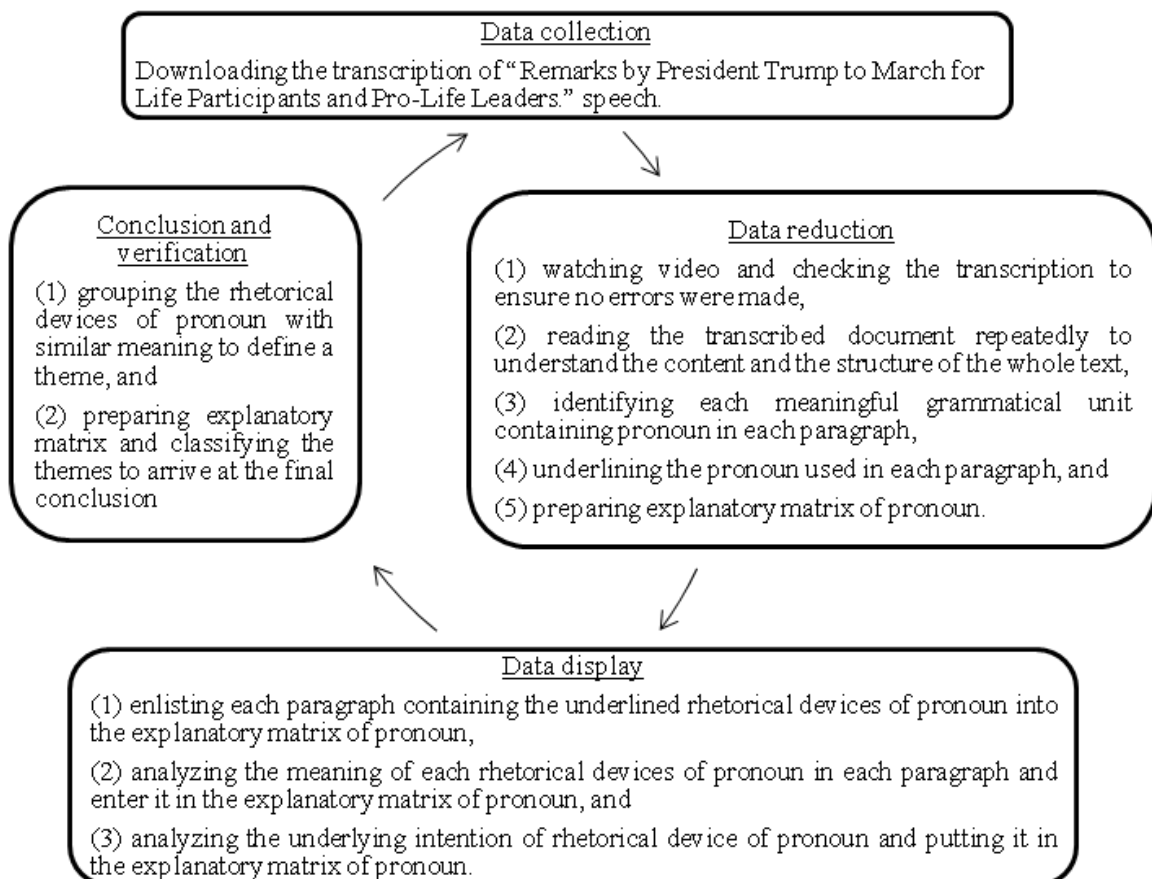
This study is a document analysis resting on the principle of phenomenology, which "... is rooted in questions that give a direction and focus to meaning and in themes that sustains an enquiry ..." (Moustaka, 1994). The analysis requires the process of intersubjectivity and reflection as it aims to describe the intention of the speaker. In line with Alavidze (2017), then the analysis includes lexical, semantic, and pragmatic aspects of the language used by the speaker. The data source in this research is video of 9:22 minutes of Trump's presidential speech in addressing 45<sup>th</sup> annual event March for Life uploaded by official White House channel on Youtube.

The data of this research is transcribed document which was released on the official website of White House in January 19<sup>th</sup> 2018 entitled *Remarks by President Trump to March for Life Participants and Pro-Life Leaders*. Data are categorized as primary and secondary. Primary data is rhetorical devices of pronoun used in a grammatical meaningful unit (clause, group, and word) in the text while the secondary data is grammatical meaningful units that do not contain rhetorical devices of pronoun, with the intention in providing the context needed to interpret the meaning of the pronoun and the implied intention behind their use.

The data collection is done with the following steps: (1) searching the video of Trump’s presidential speech on Youtube,

(2) downloading and watching the video, (3) searching the video transcription in the Internet. Then, comparing the video and transcription to check its accuracy. No error on the transcription was identified.

Miles and Hubberman (1994) classified the steps of data analysis into (1) data collection, (2) data reduction, (3) data display, and (4) conclusion and verification. The process of data analysis is iterative, rolling, and interactive. This means that each step of data analysis involves some aspect of data collection, data reduction, data display, and conclusion and verification. In order to get the relevant result, this research utilized data analysis process suggested by Miles and Hubberman (1994)



**Figure 1.** Chronological Network of Data Analysis based on Miles and Hubberman (1994)

RESULT

Type of rhetorical devices of pronoun

This study results in the identification of six rhetorical devices of pronoun, including: *I*, *My*, *You*, *Our*, *We*, and *Us*. The literal meaning of pronoun *I* is “personal pronoun showing person and number.” The literal meaning of pronoun *My* is “belonging to the speaker or writer“ whereas the literal meaning of pronoun *You* is “the person or people being addressed and people in general.” The literal meaning of pronoun *Our* is “belonging to us” whereas the literal meaning of pronoun *We* is “people in general.” The literal meaning of pronoun *Us* is “me and others.” Contextual meaning of each pronoun will be discussed further in the discussion of the intended meanings.

Intended meanings

The data analysis results in the identification of six intended meanings, these are (1) creating the sense of closeness, being informal, and signaling no distance relationship, (2) creating the sense of togetherness, (3) creating the sense of shared of responsibility, (4) creating the sense of self confidence and self achievement, (5) creating the sense of person with political power, and (6) creating personal involvement.

Table 1 up to 6 provides description on each of the intended meanings and the data which justify the claim. The explanation of each intended meanings is based on the tables.

Table 1. Creating closeness, being informal, and signaling no distance relationship

No.	Datum	Rhetorical Devices of Pronoun
1.	Datum 1 -- Paragraph 1	Line (1): <i>You</i> Line (3): <i>You</i> You
2.	Datum 2 -- Paragraph 2	Line (2): <i>You</i> You
3.	Datum 3 -- Paragraph 3	Line (1): <i>I, You</i> I, You
4.	Datum 5 -- Paragraph 5	Line (1, 2 and 3): <i>You</i> You

No.	Datum	Rhetorical Devices of Pronoun
5.	Datum 7 -- Paragraph 7	Line (1): <i>I</i> Line (3 and 4): <i>You</i> I, You
6.	Datum 8 -- Paragraph 8	Line (1): <i>You</i> You
7.	Datum 9 -- Paragraph 9, Paragraph 11	Paragraph 9 line (1): <i>You</i> Paragraph 11 line (1): <i>You</i> You
8.	Datum 11 -- Paragraph 13	Line (3 and 4): <i>You</i> You

Table 2. Creating the sense of togetherness

No.	Datum	Rhetorical Devices of Pronoun
1.	Datum 1 -- Paragraph 1	Line (1 and 2): <i>We, Us</i> Line (3): <i>We</i> We, Us
2.	Datum 4 -- Paragraph 4	Line (3): <i>Our</i> Our
3.	Datum 6 -- Paragraph 6	Line (1): <i>We</i> We
4.	Datum 7 -- Paragraph 7	Line (1): <i>Our</i> Our
5.	Datum 10 -- Paragraph 12	Line (1): <i>We</i> We
6.	Datum 11 -- Paragraph 13	Line (2 and 4): <i>Our</i> Line (2): <i>Our</i> Our
7.	Datum 12 -- Paragraph 14	Line (2): <i>Our</i> Line (4): <i>We</i> Our, We
8.	Datum 15 -- Paragraph 20	Line (1): <i>We</i> Line (1): <i>Our</i> We, Our
9.	Datum 16 -- Paragraph 21	Line (1): <i>Us</i> Us
10.	Datum 17 -- Paragraph 29	Line (1): <i>Us</i> Us
11.	Datum 18 -- Paragraph 30	Line (1): <i>We</i> We
12.	Datum 19 -- Paragraph 31	Line (1): <i>We</i> We

Table 3. Creating the sense of shared responsibility

No.	Datum	Rhetorical Devices of Pronoun
1.	Datum 10 -- Paragraph 12	Line (1): <i>We</i> We
2.	Datum 14 -- Paragraph 18	Line (1): <i>We</i> We
3.	Datum 15 -- Paragraph 20	Line (1): <i>We, Our</i> We, Our

**Table 4.** Creating self confidence and self achievements

No.	Datum	Rhetorical Devices of Pronoun	
1.	Datum 3 -- Paragraph 3	Line (1): <i>I</i>	<i>I</i>
2.	Datum 11 -- Paragraph 13	Line (1): <i>I</i>	<i>We</i>

**Table 5.** Picturing person with political power

No.	Datum	Rhetorical Devices of Pronoun	
1.	Datum 13 -- Paragraph 15, Paragraph 16	Paragraph 15 Line (1): <i>I</i> Paragraph 16 Line (2): <i>I</i>	<i>I</i>
2.	Datum 14 -- Paragraph 17, Paragraph 19	Paragraph 17 Line (1): <i>I</i> Paragraph 19 Line (2): <i>I</i>	<i>I</i>

**Table 6.** Creating the sense of personal involvement

No.	Datum	Rhetorical Devices of Pronoun	
1.	Datum 1 -- Paragraph 1	Line (3): <i>I</i>	<i>I</i>
2.	Datum 2 -- Paragraph 2	Line (1): <i>I</i>	<i>I</i>
3.	Datum 10 -- Paragraph 12	Line (1): <i>My</i>	<i>My</i>
4.	Datum 13 -- Paragraph 15	Line (1): <i>My</i>	<i>My</i>

### ***Creating closeness, being informal, and signaling no distance relationship***

As depicted in Table 1, the first theme is derived from datum 1, datum 2, datum 3, datum 5, datum 7, datum 8, datum 9, and datum 11. Table 1 shows that the most frequently used pronoun to express closeness, informality, and no distance relationship is pronoun *You*.

#### Datum 1 Paragraph 1

“Thank *you* very much. That’s so nice. Sit, please. We have tens of thousands of people watching us right down the road — tens of thousands. So I congratulate *you*. And at least we picked a beautiful day. *You* can’t get a more beautiful day.”

Pronoun *You* (the first) is used to refer to the participants. It shows the speaker’s gratitude toward the crowd for attending the event. It also creates the sense of informal relationship and closeness between the speaker and the participants (Jones and Peccei, 2004). Pronoun *You* (the second) is used to refer to the crowd. The use of pronoun *You* in datum 1 creates the sense of closeness and informal relationship (Jones and Peccei, 2004) between the speaker and the participants.

#### Datum 2 Paragraph 2

“I want to thank our Vice President, Mike Pence, for that wonderful introduction. I also want to thank *you* and Karen for being true champions for life. Thank *you*, and thank Karen.”

Pronoun *I* (the first and the second) is used to show that in the event, the relationship between the speaker as the president of the US and the Vice President and also his wife is informal relationship. The sense of informal relationship is meant not only between the president and the crowd, but also between the president and the vice president.

#### Datum 3 Paragraph 3

“Today, I’m honored and really proud to be the first President to stand with *you* here at the White House to address the 45th March for Life. That’s very, very special — 45th March for Life.”

The switch in the use of pronoun *I* and pronoun *You* in datum 3 shows that the speaker’s intention is to create an informal atmosphere and no social distance relationship (Jones and Peccei, 2004) between the speaker and the participants.

#### Datum 5 Paragraph 5

“The March for Life is a movement born out of love. *You* love your families, *you* love your neighbors, *you* love our nation, and *you* love every child, born and unborn, because *you* believe that

every life is sacred, that every child is a precious gift from God.”

Pronoun *You* refers to particular group (Jones and Peccei, 2004). In this case, the one group is the participants of March For Life. It creates the sense of closeness (Jones and Peccei, 2004).

Datum 7 Paragraph 7

“I want to thank every person here today and all across our country who works with such big hearts and tireless devotion to make sure that parents have the care and support they need to choose life. Because of *you*, tens of thousands of Americans have been born and reached their full, God-given potential — because of *you*.”

Pronoun *I* is used to show that the speaker has a different role in the event. The role which is more superior than the crowd, as a president. It points out that in this case, the use of pronoun *You* is to dismiss the barrier which creates distant relationship with the crowd to be considered close to the participants. The intention of establishing closeness is also realized by the use of pronoun *You*. He tried to avoid that different role creates distance relationship (Jones and Peccei, 2004). Pronoun *You* is also used to create no distance relationship between the speaker and the participants.

Datum 8 Paragraph 8

“*You*’re living witnesses of this year’s March for Life theme. And that theme is: Love saves lives.”

Pronoun *You* is used to refer not just to the participants, but also to everyone in the country because the speech was broadcasted live. It creates the sense of closeness and informal relationship between the speaker, the participants, and the people of the US.

Datum 9: Paragraph 9 and Paragraph 11 Paragraph 9

“As *you* all know, Roe vs. Wade has resulted in some of the most permissive

abortion laws anywhere in the world. For example, in the United States, it’s one of only seven countries to allow elective late-term abortions, along with China, North Korea, and others.”

Paragraph 11

“Americans are more and more pro-life. *You* see that all the time. In fact, only 12 percent of Americans support abortion on demand at any time.”

Pronoun *You* in paragraph 9 and paragraph 11 is used to refer not just to the participants in the event, but also to everyone in the country. It creates the sense of closeness and informal relationship between the speaker and the participants.

Datum 11 Paragraph 13

“Tomorrow will mark exactly one year since I took the oath of office. And I will say, our country is doing really well. Our economy is perhaps the best it’s ever been. *You* look at the job numbers; *you* look at the companies pouring back into our country; *you* look at the stock market at an all-time high; unemployment, 17-year low.”

As in the case with datum 9, pronoun *You* here is used to address not just the participants in the event, but also everyone in the country. It creates the sense of closeness and informal relationship between the speaker, the participants, and people of the US (Jones and Peccei, 2004).

### ***Creating the sense of togetherness***

As described in Table 2, the second theme can be seen in datum 1, datum 4, datum 6, datum 7, datum 10, datum 11, datum 12, datum 15, datum 16, datum 17, datum 18, and datum 19.

Datum 1 Paragraph 1

“Thank you very much. That’s so nice. Sit, please. *We* have tens of thousands of people watching *us* right down the road — tens of thousands. So I congratulate you. And at least *we* picked

a beautiful day. You can't get a more beautiful day."

The switch in the uses of pronoun *We* and *Us* indicate the sense of togetherness (Beard, 2000) between the speaker and the participants. Pronoun *We* (the second) is used to refer to the speaker and the participants as one group. It creates the sense of togetherness between the speaker and the participants.

Datum 4 Paragraph 4

"And this is a truly remarkable group. Today, tens of thousands of families, students, and patriots — and, really, just great citizens — gather here in *our* nation's capital. You come from many backgrounds, many places. But you all come for one beautiful cause: to build a society where life is celebrated, protected, and cherished."

Pronoun *Our* creates the sense of belonging to the same country. This can be interpreted that the speaker's intention is to express togetherness and no social distance relationship (Jones and Peccei, 2004) and they were there united for the sake of the country.

Datum 6 Paragraph 6

"*We* know that life is the greatest miracle of all. *We* see it in the eyes of every new mother who cradles that wonderful, innocent, and glorious newborn child in her loving arms."

The use of pronoun *We* (the first) indicates that the speaker and the participants are as one group. It creates the sense of collectivity in building the society which is pro-life.

Datum 7 Paragraph 7

"I want to thank every person here today and all across *our* country who works with such big hearts and tireless devotion to make sure that parents have the care and support they need to choose life. Because of you, tens of thousands of Americans have been born and reached

their full, God-given potential — because of you."

Pronoun *Our* is used to create the sense of togetherness (Jones and Peccei, 2004) that the speaker identified himself with those who work hard to choose life. It also means to express the sense of shared responsibility in building a society in which care for life is nurtured.

Datum 10 Paragraph 12

"Under my administration, *we* will always defend the very first right in the Declaration of Independence, and that is the right to life."

Pronoun *We* is used to picture the sense of togetherness (Beard, 2000) between the speaker, his administration, and the participants.

Datum 11 Paragraph 13

"Tomorrow will mark exactly one year since I took the oath of office. And I will say, *our* country is doing really well. *Our* economy is perhaps the best it's ever been. You look at the job numbers; you look at the companies pouring back into *our* country; you look at the stock market at an all-time high; unemployment, 17-year low."

Pronoun *Our* is used to portray the sense of togetherness (Beard, 2000) between the participants, the American citizens, and also the speaker included. Pronoun *Our* (the second) is used to create the sense of togetherness (Beard, 2000) that the good economical state in the US has been reached by the American people and the speaker.

Datum 12 Paragraph 14

"Unemployment for African American workers, at the lowest mark in the history of *our* country. Unemployment for Hispanic, at a record low in history. Unemployment for women, think of this, at an 18-year low. *We're* really proud of what *we're* doing."



Pronoun *Our* creates the sense of togetherness. He included the crowd in the achievement of the government in lowering the number of unemployment in the country. Pronoun *We* (the first) indicates that the speaker spoke on behalf of the US' government (Jones and Peccei, 2004). It creates the sense of togetherness (Beard, 2000). It is also used to show that the achievement and success is not solely the achievement of the speaker.

#### Datum 15 Paragraph 20

"*We* are protecting the sanctity of life and the family as the foundation of *our* society. But this movement can only succeed with the heart and the soul and the prayer of the people."

Pronoun *We* and *Our* are used to give the sense of togetherness and shared responsibility (Beard, 2000) between the speaker and the participants to protect the sanctity of life.

#### Datum 16 Paragraph 21

"Here with *us* today is Marianne Donadio from Greensboro, North Carolina. Where is Marianne? Hello. Come on up here, Marianne. Come. Nice to see you, Marianne.

Pronoun *Us* is used to create the sense of togetherness (Beard, 2000) between the speaker and the participants.

#### Datum 17 Paragraph 29

"That hope is the true gift of this incredible movement that brings *us* together today. It is the gift of friendship, the gift of mentorship, and the gift of encouragement, love, and support. Those are beautiful words, and those are beautiful gifts. And most importantly of all, it is the gift of life itself."

Pronoun *Us* is used to create the sense of togetherness (Beard, 2000) between the speaker and the participants. It is used to ex-

press that the speaker identify himself with the crowd.

#### Datum 18 Paragraph 30

"That is why *we* march. That is why *we* pray. And that is why *we* declare that America's future will be filled with goodness, peace, joy, dignity, and life for every child of God."

Pronoun *We* (the first) is used to bring the sense of togetherness (Beard, 2000) between the speaker and the participants. In this case, the speaker identified himself with the activities of those who choose to save life.

#### Datum 19 Paragraph 31

"Thank you to the March for Life — special, special people. And *we* are with you all the way. May God bless you and may God bless America. Thank you. Thank you. Thank you very much."

Pronoun *We* is used to show the sense of togetherness and that the speaker and his administration are part of the people (Jones and Peccei, 2004) and will support pro-life activists.

### ***Shared Responsibility***

As pictured in Table 3, third theme can be found in datum 14 and datum 15.

#### Datum 10 Paragraph 12

"Under my administration, *we* will always defend the very first right in the Declaration of Independence, and that is the right to life."

Pronoun *We* expresses shared responsibility. That to defend the right to life is also the responsibility of the people in the US (Beard, 2000).

#### Datum 14 Paragraph 18

"Today, I'm announcing that *we* have just issued a new proposal to protect conscience rights and religious freedoms

of doctors, nurses, and other medical professionals. So important.”

Pronoun *We* helps the speaker to create the sense of shared responsibility (Beard, 2000). The speaker’s intention is to save himself because the proposal might cause some pro and contra. Pronoun *We* helps the speaker to put the blame on others when something goes wrong with the new proposal.

Datum 15 Paragraph 20

“*We* are protecting the sanctity of life and the family as the foundation of *our* society. But this movement can only succeed with the heart and the soul and the prayer of the people.”

Pronoun *We* and *Our* are used to give the sense of togetherness and shared responsibility (Beard, 2000) between the speaker and the participants to protect the sanctity of life. Shared responsibility is expressed with the conjunction “*but*” to express the idea that in order for the movement to be successful, it requires participation of the people in the US.

### ***Self Confidence and Self Achievements***

As stated in Table 4, the fourth theme can be seen in datum 3, datum 10, datum 11, and datum 13.

Datum 3 Paragraph 3

“Today, *I*’m honored and really proud to be the first President to stand with you here at the White House to address the 45th March for Life. That’s very, very special — 45th March For Life.”

Pronoun *I* shows that there is sense of self confidence and self-achievement (Jones and Peccei, 2004) of the speaker. The speaker announced proudly that he is the first president in the US who stood before the participants and gave live speech. Former presidents spoke remotely every year via telephone during the event. The speaker referred to his presence in the event as special. It shows that the use of

pronoun *I* refers to his being self confident for the specific achievement.

Datum 11 Paragraph 13

“Tomorrow will mark exactly one year since *I* took the oath of office. And *I* will say, our country is doing really well. Our economy is perhaps the best it’s ever been. You look at the job numbers; you look at the companies pouring back into our country; you look at the stock market at an all-time high; unemployment, 17-year low.”

Pronoun *I* (the first) is used to show that the speaker claims responsibility for the positive achievement (Jones and Peccei, 2004) on the good state of economical aspect in the US.

### ***Person with Political Power***

As depicted in table 5 (*See Table 5*), the fifth theme is expressed in datum 13 and 14.

Datum 13: Paragraph 15 and Paragraph 16 Paragraph 15

“And during my first week in office, *I* reinstated a policy first put in place by President Ronald Reagan, the Mexico City policy.”

Pronoun *I* is used to show that the speaker has political power (Jones and Peccei, 2004) to reinstate the Mexico City Policy.

Paragraph 16

“*I* strongly supported the House of Representative’s Pain-Capable bill, which would end painful, late-term abortions nationwide. And *I* call upon the Senate to pass this important law and send it to my desk for signing.”

Pronoun *I* (the first) is used to show personal involvement (Beard, 2000) in the making of Pain-Capable bill. Pronoun *I* (The second) which express the political power of the speaker over the Senate to pass the bill for him to take further action.

Datum 14 Paragraph 17 and Paragraph 19  
Paragraph 17

“On the National Day of Prayer, *I* signed an executive order to protect religious liberty. Very proud of that.”

Pronoun *I* is used to show that the speaker as the president of the US has political power (Jones and Peccei, 2004) to sign a new executive order.

Paragraph 19

“*I* have also just reversed the previous administration’s policy that restricted states efforts to direct Medicaid funding away from abortion facilities that violate the law.”

Pronoun *I* is used to show that the speaker as the president of the US has political power (Jones and Peccei, 2004) to reverse the previous administration’s policy (Obamacare).

### ***Personal Involvement***

As stated in Table 6, the sixth theme can be found in datum 1, datum 2, datum 10, and datum 13.

Datum 1 Paragraph 1

“Thank you very much. That’s so nice. Sit, please. We have tens of thousands of people watching us right down the road — tens of thousands. So *I* congratulate you. And at least we picked a beautiful day. You can’t get a more beautiful day.”

Pronoun *I* is used to construct the sense of personal involvement (Beard, 2000) of the speaker. It shows that the speaker is also the part of March For Life.

Datum 2 Paragraph 2

“*I* want to thank our Vice President, Mike Pence, for that wonderful introduction. *I* also want to thank you and Karen for being true champions for life. Thank you, and thank Karen.”

Pronoun *I* is used to show personal involvement of the speaker in the event (Beard, 2000). It shows that the person who stands in the podium is the president of the US.

Datum 10 Paragraph 12

“Under *my* administration, we will always defend the very first right in the Declaration of Independence, and that is the right to life.”

Pronoun *My* shows the speaker’s personal involvement (Beard, 2000) and it is used to express himself as not belonging to the group of the other presidents of the US. Furthermore, it is used to claim that he is the very first president of the US who will always defend the first right of the declaration of independence.

Datum 13 Paragraph 15

“And during *my* first week in office, I reinstated a policy first put in place by President Ronald Reagan, the Mexico City policy.”

Pronoun *My* shows the intention of the speaker to express otherness. It is used to show that Trump was not in the same group as the previous presidents who had not taken any action on the realization of the Mexico City policy. It is necessary to point out that Mexico City policy is the policy of banning federal funding of the US to facilitate the act of abortion.

Table 7 describes the intended meanings of pronoun and Table 8 shows that the intended meanings can be categorized further into three clusters. These are (1) to create the sense of togetherness or unity, (2) to claim shared responsibility, and (3) to show his personal quality in addressing the event, in order to influence the participants to have the same vision as his in terms of the decision to choose life.

**Table 7.** Intended Meanings of Pronoun

No.	Intended Meaning	Pronoun
1.	Closeness, informality, no distance relationship	<i>I, You</i>
2.	Togetherness	<i>We, Us, Our</i>
3.	Shared responsibility	<i>We</i>
4.	Self confidence and self achievements	<i>I, My</i>
5.	Person with political power	<i>I</i>
6.	Person involvement	<i>I, My</i>

**Table 8.** Cluster of Intended Meanings

No.	Intended Meaning	Pronoun
1.	Closeness, informality, no social distance relationship and togetherness	<i>I, You, We, Us, Our</i>
2.	Shared responsibility	<i>We</i>
3.	Personal quality	<i>I, My</i>

To arrive at the essence of the intended meanings, drawing a diagram and naming each cluster of the intended meaning is necessary

By mere reading the transcription of his speech, one can infer that Trump identified

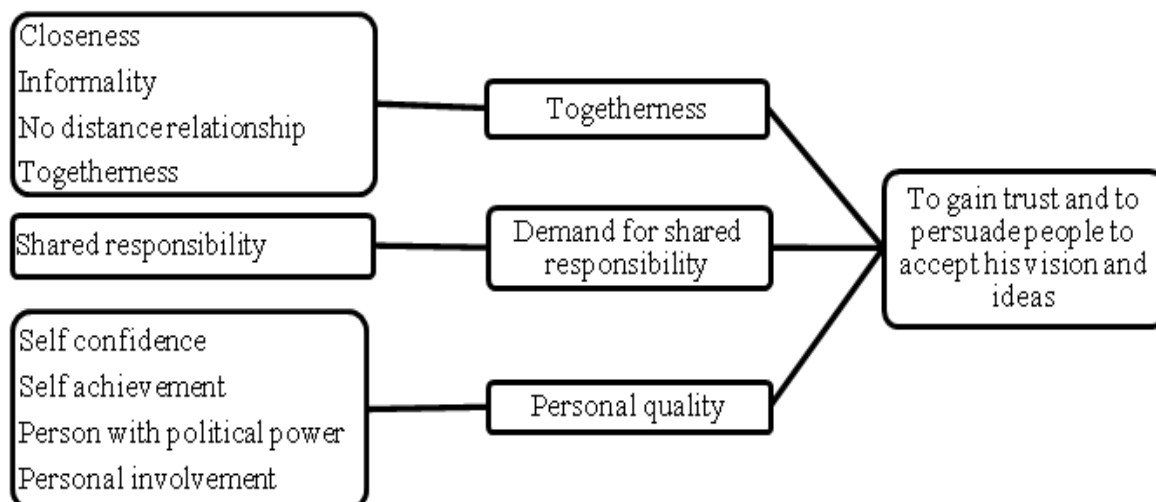
himself with the purpose of March for Life movement. However, the analysis of pronoun used in the speech reveals that he employed three strategies. To create the atmosphere of togetherness, to demand claim for shared responsibility, and to expose his personal qualities. The three strategies he employed are meant to gain trust from the participants and to persuade them to accept his vision and ideas.

### DISCUSSION

The frequent use of pronoun *I* by Trump was interpreted as representing his egocentric personality (Savoy, 2018) while this current study found that pronoun *I* was used to claim his superiority in order to show his self confidence, to emphasize his personal achievement, to describe himself as person with political power, to show his personal involvement, and also to create the sense of informal, and no distance relationship.

As for the use of pronoun *We*, Trump is identified to have relied on collective terminology in the use of pronoun *We, Our, and Us* (Aswad, 2019) to construct the sense of unity and no social distance with his potential voters but the subject referent of pronoun *We* remained ambiguous (Aswad, 2019; Savoy, 2018). In pronoun *We* was used to create the sense of shared responsibility, in the potentially controversial issues (Jones and Peccei,

**Diagram 1.** Essence of the intended meanings



2004). In this study, pronoun *We* was also used to create the sense of togetherness.

The use of pronoun *We* in this study also differs from Savoy's (2018) and Aswad's (2019). Pronoun *We* is used to mark the sense of unity and otherness in the previous studies. Pronoun *We* in this study is used to create the sense of togetherness and shared responsibility. Pronoun *You* was rarely used in Savoy (2018) and Aswad (2019). This current study shows that pronoun *You* was frequently used to create the sense of closeness, informality, and no distance relationship.

The differences found in the result of this study and that of Savoy's and Aswad's can be interpreted as resulting from the differences in the genre of the texts. Aswad's and Savoy's concern was put on the US 2016 presidential campaigns when Trump had to combat his rivals while the present study concerns political communication between Trump as a president of the US and the specific community of the people of the US, the pro-life movement.

## CONCLUSION AND SUGGESTION

This study results in the identification of six rhetorical devices of pronoun, comprising: *I*, *My*, *You*, *Our*, *We*, and *Us* in the US presidential speech addressed to March for Life. The intended meanings behind the use of pronoun in his political speech are (1) to create the sense of togetherness or unity, (2) to claim demand shared responsibility, and (3) to expose personal quality. The essence of the intended meanings is described as to gain trust and to persuade people to accept his vision and ideas.

To enrich the body of knowledge on the analysis of political speech, especially rhetorical devices of Trump's, it is suggested that further studies are conducted.

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