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A PRAGMATIC ANALYSIS OF DONALD TRUMP'S REMARKS AT WOMEN'S EMPOWERMENT PANEL

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ABSTRACT

This article has criticallyanalysed Donald Trump's remarksat women's empowerment panel (Whitehouse) in a Critical Discourse Analysis framework. The aim is to explore the speech, by drawing on Speech Acts Theory proposed by Austin (1962), Searle's taxonomy (1969), Leech's (1983) Politeness Principle, Grice's (1989) Conversational Principle and Levinson's and Brown's (1987) Face Threatening Acts (FTAs) to unveil and get more insight into Trump's emotions and attitudes towards the American women and the kind of policy he wants to implement for their empowerment. The results have revealed that most of the Gricean principles are respected whereas the Politeness principle of Leech and Levinson and Brown' FTAs are partly observed. Further, the preponderance of representative (39.78%) and expressive acts (35.22%) shows that Donald Trump simply wants to circumvent the American women folk to earn much more fame amidst them. The low occurrence of commissive (17.59%), and directive (7.7%) acts which normally denote the implementation of concrete acts to achieve one's goals and objectives, discloses that the President does not verily intend to empower the women as being suggested in the monologue.

KEYWORDS: *Women Empowerment, Illocutionary Forces, Political Discourse, Speech Act Theory, Politeness, Critical Discourse Analysis*

INTRODUCTION

Political speech constitutes one of the primary devices employed by politicians to persuade the electorate, establish their hegemony, manipulate and dominate people and institutions. It is also about practical argumentation, i.e., "argumentation for or against particular way of acting" (Fairclough and Fairclough, 2010: 1). Scholars from such diverse domains as political science, anthropology, sociology, psychology, semantics, stylistics, sociolinguistics, discourse analysis, and critical discourse analysis have profusely relied on political speeches to characterise and evaluate political figures.

This article, in the framework of pragmatics and Critical Discourse Analysis, explores the relationship between what is said (locutionary acts) in political discourses and the intended meanings or attitudes of the politicians (illocutionary acts) in their attempt to sharpen and orient people's views and attitudes towards their political strategies. More specifically, this paper seeks to contribute to Critical Discourse Analysis, which attempts to "emphasise the need for interdisciplinary work in order to gain a proper understanding of how language functions in construing knowledge, in organizing social institutions or in exercising power" (Wodak and Meyer, 2009:7) by focusing on speech acts and their illocutionary forces produced by trump in his remarks at the women's empowerment panel (2017).

Despite the fact that America is not well ranked amidst the countries which promote gender equality and women empowerment (Cardin, 2018) as it is required by the UN in the Sustainable Development Goals- goal number 5-, Donald Trump has delivered a speech on women empowerment and the policies that his administration is intended to implemented during his term of office.

In fact, the marginalization of women in most of political, cultural, economic, military, social, religious affairs and the sexual discrimination globally observed in many of the world countries have become so alarming and critical to the extent that certain organizations with the initiative of defending women start implementing diverse measures to accomplish their objectives. In this perspective, many prominent political figures are operating to empower and reinforce the women status in the global affairs. Donald Trump has also taken this initiative wherein he dedicates a special speech with the sole target of invigorating women.

This study provides a rationale for using Speech Act Theory as the basis for a Critical Discourse Analysis of political speeches by describing and analysing each of Trump's utterances in relation to their illocutionary forces to decipher the double entendre that might be in the speech as there is often a difference between the reality and what is said in Trump's declarations and speeches.

SUMMARY OF THE SPEECH.

Thespeechunder study is a monologue made by Donald Trump at women's empowerment panel (2017) in which he intends to empower American women. He starts this address dedicated to women's reinforcement by praising, lauding and vaunting their exploits and achievements. He then supports his view by giving some examples of some women's achievements and their will to reach men's standard. Moreover, he makes somepronouncements wherewith he commits himself to the implementation of some further actions whereby he envisages empowering the American women. He assures the women that his administration will contribute a lot to value the American women and work laboriously to elevate them to a higher position placing them to the same level as men. In this speech, Donald Trump shows a great respect for his audience particularly those to whom the speech is addressed to. However, Donald Trump makes certain utterances that devalue the face of his interlocutors.

THEORETICAL FRAMEWORK

As said previously, political speech has been approached by a great deal of scholars from diverse domains. Regarding the current study, it is from the domain of pragmatics that the exploration of Trump's speech on women empowerment is done, taking into account the aspects of speech act and politeness.

In the area of Discourse Analysis, Austin (1962) and Searl (1969) developed prominent ideas about what happens when people use language as a means of exchange. Theymainly argued that language is used to do things other than just refer to the truth or falseness of particular statements (Paltridge, 2012: 40). In other words, one needs to grasp the context in which words are used before getting into their actual meaning. In this perspective, Pragmatics is the area of linguistics which offersinsights in how people use language in context. We can therefore define Pragmatics, following Paltridge (ibid.) as "the study of meaning in relation to the context in which a person speaking or writing." Since the meaning expressed by a sentence is beyond the fusion of linguistic-combined toolkits, pragmatics appears to be this linguistic subfield which helps to highlight the intent of the message expressed by the speaker.

On a theoretical consideration, Pragmatics include many concepts such as Speech Act Theory, politeness and face, cooperative principle, conversational implicature and many other linguistic toolkits available for the speaker using language in context. The focus in this study is especially on speech act theory and politeness as formulated by Austin (1962), Searl (1969) Leech (1983), and Levinson and Brown (1987). Austin (1962) in *How to do Things with Words*identified three aspects of everything we say: the locution, which stands for the actual words we utter, the illocution, which is the intention in uttering the words, and the perlocution, which is the effect that these words have on the thoughts or action of the hearer. Searl (1969) brushed up Austin's approach into five main categories of illocutionary acts on which this paper on Trump's speech draws on. These are:

Representatives

Representative speech acts are speech acts in which the speaker undertakes to represent a state of affairs. They are the acts that make words fit the world. They commit the speaker to the veracity of some utterances. These include speech function such as stating, claiming, concluding, predicting, hypothesizing, swearing, suggestion, etc. For instance, the sentence "It hardly rains in the desert" expresses the speaker's belief about the frequency or quantity of rain that falls in the desert.

Expressives

These are illocutionary acts in which the speaker expression his/her state of mind or psychological attitude towards a situation by congratulating, thanking, condoling, welcoming, greeting, etc.

Commissives

They are illocutionary acts through which a speaker commits himself/herself to some future actions. Examples of these include promising, threatening, vowing, offering, etc.

Directives

Directive speech acts are illocutionary acts through which the speaker attempts to get the hearer to do something. Examples of these include requesting, commanding, inviting, questioning, urging, etc.

Declaratives Acts

These speech acts operate a change in the state of affairs they refer to, such as blessing, firing, arresting, marrying, baptizing, etc.

LITERATURE REVIEW

The current work is an attempt to penetrate the intent of the speech dedicated to the empowerment of women by drawing on some pragmatic toolkits. In order to demystify the content of political speeches or checking whether what is said is in line with reality, many scholars from various fields have approached the issue according to their aspirations and objectives. This section reviews some of these scholarships, especially those whose theoretical bases are on pragmatics.

Ayeomoni and Akinkuolere (2012) conduct a pragmatic analysis of the victory and inaugural speeches of the Nigerian former and late President Umaru Musa Yar'Adua by using Austin's (1962) Speech Acts Theory and Searle's (1969) taxonomy. They aim to determine the global pattern of pragmatic moves of the selected political speeches. Their results reveal that the President relies more on the vindictives and directives to assert his authority and exercise his power as a president through the preponderance of assertive acts.

In line with the preceding work, Okafor Virginia and Alabi Taofeek (2017) analyse circumstances of hate speeches made by political actors during the 2015 general election campaigns in Nigeria. Their findings show that the campaign speeches made prior to the 2015 general elections in Nigeria serve as weapons of intimidation, blackmail, incitement and coercion and thus generate an atmosphere of fear and anxiety throughout the country. Basing on these findings, they suggest enlightenment programs on the tenets of democracy and good governance for all citizens to protect Nigeria's nascent democracy.

Similarly, Akintowu (2013) carries out a significance study of the Acceptance of Nomination Speeches of Chief Obafemi Awolowo and Chief M.K.O Abiola using the same framework of Pragmaticsas elaborated by Austin (1962) and Searle (1969). His study pointsout that the acceptance of nomination speeches is characterized by illocutionary acts that are used to achieve persuasion. He notifies in his results the predominance of assertive, expressive and commissive acts that chiefly employed in mobilization strategies, principally in political campaigns, wherein politicians try their utmost to persuade their electorate to win elections.

Further, Koussouhon and Dadjo (2016) focus on Austin's (1962) Speech Acts Theory to conduct a critical and comparative analysis of political speeches of Concession and Acceptance delivered respectively by President Goodluck Jonathan and President Muhammadu Buhari. In their article, they reveal that the unity, stability, and progress of Nigeria depend on President Jonathan, who is very attached to peace, democracy and magnanimity. They further show how both Jonathan and Buhari have committed themselves to cling to the law and peace.

Still in the same framework, Koutchadé (2017) utilises Searle's (1969) taxonomy to analyse Buhari's Address at the 71st Session of the UN General Assembly. He unveils in his findings the preponderance of representative illocutionary acts which reveals the expression of Buhari's psychological state regarding the theme of the assembly and the priorities of the country. In this case, he concludes that speech acts constitute a controlling device that facilitates the comprehension of the political message delivered by the Nigerian president.

The Austin's (1962) theory has also served as the foundation for a political discourse analysis in Safwat (2015).In a paper entitled Speech "Acts in Political Speeches", Safwat (2015) conducts a study wherein he investigates the role of Linguistics in the communication and interpretation of intentions in John Kerry's presidential campaign (2014) and George Bush's inaugural address (2001) since both have the same purposes as pieces of discourse with specific goals. The study reveals through his results that John Kerry has committed himself to some future actions by the extensive use of commissive acts, whereas Bush uses more assertive speech acts that can enhance the effect of the asserted proposition. Thus, the preponderance of commissive, assertive and directive acts in the speeches displays that the politicians simply intend to mobilize, convince and persuade their electorate.

In the same perspective, Josiah (2012) exploits pragmatic toolkits to analyse the Inaugural Address of both Nigerian and American Presidents Goodluck Jonathan and Barack Obama. He bases the theoretical foundation of the study on Searle's taxonomy of illocutionary act and Politeness Principle of Face Acts according to Yule's (1996) contribution. His data analysis demonstrates the similitude existing between both speeches regardless of their political ideologies.

Finally, other scholars, besides the ones mentioned above, have conducted the same pragmatic analysis of certain speeches by the utilization of pragmatic toolkits. Amongst others are: Kuntsi (2012), Pariera (2006), Hedayat (2018), Baktir (2012), Pearson (1985), Hayder (2013).

When we mull over the above linguists' works, we realise that pragmatics remains an efficient linguistic device in the inquisitive analysis of political speeches.

DATA ANALYSIS

The analysis consists in identifying each utterance (locution) with its illocutionary force using Seal's taxonomy on the one hand, and exploring the degree of politeness displayed in the text as a whole on the other. So, five different speech acts such as representatives, expressives, commissives, directives and declarative are searched throughout the text, counted and tabulated. The percentages of occurrence of each type of speech act is also calculated so as to get more insight into the pragmatic contribution of each utterance made by the American President in his endeavour to present himself as a defender of women causes.

Exploration of Speech Acts in the Speech

Representative Acts

The following locutions are identified as having the illocutionary forces of representatives. They are in fact utterances whereby the President asserts and justifies his positions about women and their status in the modern American society. They include suggesting, asserting, stating, hypothesizing, predicting, etc. as presented as follows.

Table 1

No	Locutions	Illocutionary Acts	Illocutionary Forces
1	So many young faces that represent the future of leadership in our country.	predicting	R
2	So as you know, Melania is a very highly accomplished woman and an inspiration to so many.	asserting	R
3	And she is doing some great job.	asserting	R
4	In fact I shouldn't say this but her poll numbers went through the roof last week.	stating	R
5	My Cabinet is full of really incredible women leaders.	asserting	R
6	She's done incredible job in business, by the way.	asserting	R
7	She's doing fantastically well.	asserting	R
8	Elaine Chao our Secretary of Transportation, who's real expert.	asserting	R
9	That's a real expertise, and she is doing incredibly.	asserting	R
10	She would have been here, but she's celebrating the 50th anniversary of the Department of Transportation right now as we speak.	stating	R
11	And so many others are announcing tremendous numbers of job.	stating	R
12	They are not leaving our country anymore, job.	stating	R
13	They are not leaving; they are staying and they are building right here.	asserting	R
14	So we really have these incredible strong and dedicated leaders, and they're with me and they're with us.	asserting	R
15	This week, as we conclude Women's History Month, we honourgreat women of American history.	stating	R
16	Since the very beginning women have driven and I mean each generation of Americans toward a more free and a more prosperous future.	asserting	R
17	Among these patriots are women like the legendary Abigail Adams.	asserting	R
18	She was very much a pioneer in that way.	asserting	R
19	We've been blessed with courageous heroes like Harriet Tubman, who escaped slavery and went on to deliver hundreds of others to freedom, first on the Underground Railroad, and then as a spy for the Union Army.	confirming	R
20	She was very, very, courageous, believe me.	asserting	R
21	And that's what happening more and more.	asserting	R
22	Tough competition out there, I want to tell you.	asserting	R

Table 1: Contd.,

23	From the untamed frontiers of the Western Plains to the Skyscrapers of Manhattan, American women in every generation have shown extraordinary grit, courage and devotion.	confirming	R
24	Our present generation stands on the shoulders of these titans.	asserting	R
25	That's what we want.	suggesting	R
26	Earlier this year, I met with a remarkable group of leaders.	stating	R
27	They were women entrepreneurs from all across the country.	stating	R
28	They started their business from absolutely nothing, and today have grown them into success enterprises that employ hundreds of people.	stating	R
29	So, as a man, I stand before you as a President.	stating	R
30	One of the business owners I met, Lisa Phillips, used to be homeless.	stating	R
31	She now is owner of an event-planning company, and she trains homeless youth in Baltimore for good playing jobs.	stating	R
32	Lisa had a message for all of us.	stating	R
33	And she means it, and she's become very successful.	asserting	R
34	In fact Melania said this is something I had just to be at.	stating	R
35	You have a big advantage over us.	stating	R

Expressive Acts

The following speech actsare the expression of the psychological state of Trump while speaking about women empowerment.

Table 2

No.	Locutions	Illocutionary Acts	Illocutionary Forces
1	Thank you very much.	thanking	E
2	What an amazing audience this is!	appraising	E
3	Any way I appreciate it very much.	appraising	E
4	She's done an incredible job in business, by the way.	congratulating	E
5	So I want to thank you, Pam.	thanking	E
6	Thank you.	thanking	E
7	And I want thank Ford.	thanking	E
8	And I'm very happy about it.	expressing attitude	E
9	And I want thank as being representative, very much, of our group.	thanking	E
10	Thank you all very much.	thanking	E
11	Thank you.	thanking	E
12	And I'm proud that the White House and our Administration is filled with so many women of such incredible talent.	praising	E
13	I'm shocked that you've heard of her.	expressing attitude	E
14	Thank you.	thanking	E
15	Thank you everybody.	thanking	E
16	Thank you.	thanking	E
17	It's been a lot of fun.	expressing attitude	E
18	But if I weren't, I wouldn't be happy to hear that statement.	attitude	E
19	That would be a very scary statement to me because there's no way we can compete with you.	appraising	E
20	So I would not be happy.	expressing attitude	E
21	Just wouldn't be happy.	expressing attitude	E
22	That's what I want for each and every one, and each and every one of our daughters and our granddaughters.	wishing	E
23	And we want a country that celebrates family, that celebrates community, and that celebrates a safe and loving home for every child---every child.	wishing	E
24	Lisa is right.	appraising	E
25	I want to thank you very much for being here.	thanking	E

Table 2: Contd.,

26	It is my great honour, I will tell you to be here.	expressing attitude	E
27	I want every young person in audience today, and watching from home and they're all over the place, those cameras are all over to know that the future belongs to you.	wishing	E
28	She feels so strongly about it.	appraising	E
29	So thank you, God bless you, and God bless America.	thanking and praising	E
30	Thank you very much.	thanking	E
31	Thank you.	thanking	E

Commissive Acts

In these acts, Trump commits him/herself to some future actions including promising, offering, undertaking, guaranteeing, etc.

Table 3

No.	Locutions	Illocutionary Acts	Illocutionary Forces
1	But she said I really wanted to be Secretary of Transportation.	promising	C
2	And we're going to work on infrastructure and we're going to put up one of the big and great infrastructure bills of all time.	promising	C
3	We're going to get our infrastructure fixed in our country, and we're going to rebuild our country and that is what we need.	promising	C
4	I want to tell you.	promising	C
5	Only by enlisting the poll potential of women in our society we will be truly able to---you have heard this expression before make America great again.	guaranteeing	C
6	My administration will work every day, to ensure that our economy is a place where women can work, succeed, and thrive like never before.	guaranteeing	C
7	In fact Melania said this something I just have to be at.	commitment	C
8	We want every daughter in America to grow up in a country where she can believe in herself, believe in her future, and follow her heart and realize her dream.	promising	C
9	And we want a country that celebrates family, that celebrates community, and that celebrates a safe and loving home for every child.	promising	C
10	That's what we want.	promising	C
11	But we have to fight to ensure that more people have the chance to succeed.	volunteering	C
12	To do that, we must believe in each other, and we must dare to dream of a better, brighter, and more prosperous future of all future of all our citizens.	promising	C
13	That's what we have to do.	promising	C
14	And I know, together we will get there.	guaranteeing	C
15	We are Americans, and we will not stop until we achieved our dreams.	guaranteeing	C

Directive Acts

In this speech act, the speaker attempts to have someone do something.

Table 4

No.	Locutions	Illocutionary Acts	Illocutionary Forces
1	She has to give us the secret, Mike, right?	requesting	D
2	And we didn't get that one from Madison Avenue, right?	questioning	D
3	You know why?	questioning	D
4	There's a lot of truth to that, Mike, right?	questioning	D
5	Just think of what our country could achieve if we unleashed the power of women entrepreneurs nationwide.	inviting	D
6	Think of that.	inviting	D
7	It's my great honour, I will tell you, to be here.	Ordering	D

Table 5: Statistic Table of Illocutionary Forces

Illocutionary Forces	Numbers	Percentages
Representatives (R)	35	39.78
Expressives (E)	31	35.22
Commissives (C)	15	17.04
Directives (D)	7	7.96
Total	88	100

Table 5 displays the statistics of distribution of the different speech acts as they occur in the monologue to really fulfil Trump's intentions about women empowerment. There is in fact an inconsistent distribution of the speech acts with their illocutionary forces as elaborated by Searle (1969). The number of representative speech acts in the speech is thirty-five (35) and the proportion of representatives to the total speech acts is 39.78 %. The number of expressive speech acts is thirty-one (31) and the proportion of expressive speech acts to the total speech acts is 35.22%. The numbers of commissive speech acts and directive speech acts are respectively fifteen (15) and seven (07) and their proportions to the total speech acts in the speech are 17.04 and 6.96, respectively. One can notice that the representative speech acts and expressive speech acts are preponderant than any other speech acts in the speech. Thisdominance denotes that Donald Trump is more preoccupied with the expression of his political ideology and emotions towards the American women than implementing concrete and tangible actions to ameliorate theirsocial and political status. The low occurrence of commissive acts (17.04%) followed by directive acts (7.96%) corroborates the above viewpoint that stipulates that no real action is really taken to fulfil the content of the speech. In this case, the speech is meretricious, distant from being trustworthy.

Exploration of Politeness Principle in the Speech

Politeness principleconstitutes one of the central features of human interactive communication. Politeness concerns the expression of courtesy, moral behaviour and human position. It relates to the appropriate exploitation of language in conformity with socio-cultural norms. Politeness is often governed by customs, social norm, cultural and mutual relationship among different people.

Whenever a conversation takes place, there is co-operative principle existing between the speaker and hearer which is also completed by politeness principle (Grice, 1989). This principle creates a mutual understanding between the speaker and hearer. It involves four distinct maxims: the maxim of quantity (the speaker must make his/her contribution as informative as required), quality (the speaker must be true), of relevance (the speaker's information must be relevant or relative) and manner (here, the speaker should avoid obscurity, ambiguity or disorderliness).

In addition to the Gricean principle, the linguist Leech (1993) has also introduced other politeness principle in which he clarifies six maxims that deal with the maximization and minimization of the praise of the speaker or hearer. They are the tact maxim (minimizing cost to other and maximizing benefit to other), generosity maxim (minimizing benefit to self and maximizing benefit to the hearer), approbation maxim (minimizing dispraise of other and maximizing praise of other), modesty maxim (minimization of praise of self and maximization of dispraise of self), agreement maxim (maximize agreement between self and other people and minimizing disagreement between self and other), sympathy maxim (minimizing antipathy between self and other).

Drawing on the above tools, we explore the politeness principle adopted in the speech.Suffice it to say that the speech is designed to empower American women and help them fulfil their dreams. Trump has used a conversational language in the speech to deliver his political message to his fellow citizens. He commences his speech by showing respect

to his listeners and respecting their *face* and this polite behaviour is expressed by the *expressive act* "Thank you very much, what an amazing audience this is!" He vaunts a lot the exploits of the American women and their achievements. He does not debase or undermine them in his speech but he lauds and compliments them whereas he dispraises the men folk including himself. In this case, it is worth noting that Trump has invested some noble efforts to be obsequies, modest, humble, straightforward and considerate with his audience which involves people with diverse cultural backgrounds. These features adopted by Trump in his speech are in perfect consonant with the core meaning of the concept of politeness principle. These attitudes reveal the respect that is accorded to Leech's maxims especially the maxims of approbation (minimizing dispraise of other and maximizing praise of other) and modesty (minimizing praise of self and maximizing praise of other) and to the Gricean conversational principle. Trump seems to be outspoken and honest in thisaddress by really telling the audience what women have been doing and realizing in different domains. This attitude complies with the maxims of quantity and relevance which require respectively the speaker to be informative and relevant and purport to the purpose of the exchange. His mention of certain women such as Linda McMahon, Nikki Haley, Pam Bondi, Harriet Tubman, and Susan B. Anthony whom he has qualified a lot in his speech really shows that the above maxims are highly respected. Moreover, the other remaining two are also observed and not flouted in the speech. When we mull over the speech, we realize that Trump does not prattle or blabber a lot but he seems brief and concise in the speech as compared to other presidents' speeches. He uses a very plain and simple language that is comprehensible to everyone and avoids turgid, complicated, incongruous and ambiguous language. So far, the utterances he makes concerning women and their exploits are verifiable because these women are currently serving in the cabinet, administration and in government. This behaviour reveals the maxims of manner and quality. His utterance "And to be honest, whether you're a woman or whether you're a man, you have that same dream: you want to able to dream" corroborates the presence of the maxim of quality.

However, a close reading analysis of some utterances made by Trump tend not to comply with the maxims and therefore threaten and devalue the face of his audience. These utterances do not take into account the status or backgrounds of his listeners. In other words, the *face* of the audience is threatened and not considered. In relation to Leech's (1993) maxims, the modesty one which consists of the minimization of praise of self and maximization of the praise of other is flouted in and not observed in some utterances of the speech. This violation is distinctly expressed in his utterances "So as a man, I stand before you as a President". Here, he makes a clear distinction between himself, the audience and the womenfolk. When we ponder over the statement, it results that it is a self-praising and self-exhibiting sentence revealing the hegemonic position and the status of the President. In this case, we can posit that certain requirements of Leech's maxims are flouted.

DISCUSSION

In this monologue, the President talks at length about the different achievements made by the womenfolk especially the American women. He celebrates the record-breakers among them, eulogizes and pays tribute to their remarkable achievements and jobs completed. In this context, he begins his women encouraging speech by thanking the public, particularly the women's panel.

Further, Donald Trump expresses his psychological state and desires in various ways by using different linguistic strategies. For instance, the utilization of the exclamatory sentence "what an amazing audience this is!" denotes a speech act of praising and compliment, which further reveals how jovial, cheerful and jubilant he is with his compatriots especially the women due to their realizations. His utterance "And I'm so proud that the White House and our

Administration is filled with so many women of such incredible talent" shows the love Donald Trump has for the American women otherwise he could have enacted some strategies to exclude or discourage them from filling the White House and the Administration.

In this perspective, he has promised to empower the women by rendering America a place where women can have opportunities to fulfil their dreams. His utterances "My administration will work every day to ensure that our economy is a place where women can work, succeed, and thrive like never before. That includes fighting to make sure that all mothers and all families have access to affordable child care", having the illocutionary force of commissive speech act, really display that he is committed to empower them.

However, the speech remains questionable and controversial as compared to the situation de facto of the American women. This implies that the language used to construct and deliver the speech is a sheer political one which embodies equivocality, ambiguity and double entendre preventing the rank-and-file from really discerning the content of the message. When we revert to the speech, it gives the impression that it credibly aims at the empowering of women but it is simply meretricious. To show that Donald Trump does not really want to reinvigorate the American women and that the speech is verily far from the real situation of women in America, his utterance "My Cabinet is full of really incredible women leaders" is in contradiction with the reality of his Cabinet. His Cabinet does surely contain women but is not full of women because, out of twenty-four members serving in his Cabinet, only five are women (Cardin, 2018).

All in all, it can undoubtedly be said that there is a gap between what is said in the speech and the president's policy and ideology about women's empowerment, and thence it is meretricious.

CONCLUSIONS

This article has dealt with an analysisof the political language used by Donald Trump in his remarks at women's empowerment panel from a Pragmatics perspective. The main objective was to explore the president linguistic and rhetorical strategies to convey his ideological positioning about women in general and about American women in particular. To reach this objective, the different speech acts that make the speech as a semantic unit and their illocutionary forces have been identified and counted in the light of Austin (1962) Speech Act Theory and Searle's (1969)taxonomy. Moreover, Grice (1989) and Leech (1983) have also been of great interest to decipher politeness and face saving and threatening in the speech. The results shows an exhibition of how much Trump cares for the situation of women in his country and the sort of politics he desires to implement so as to have them involved in the political affairs of the country like never before. The analysis has also foregrounded his determination, firmness, and commitment to implement certain actions or strategies that may enable him to reach this goal, which is to socially and politically reinforce women. The dominance of representativeand expressive followed by commissive illocutionary acts supports this idea.

Although the speech is designed to empower the American women, it has not operated any great change in the political affairs of the women. Women are said to be empowered, but this communication about their empowerment is far from been concrete and a reality. This once more confirm the argument that there always a gap between what is said and Trump's declarations.

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