

CHAPTER I

INTRODUCTION

A.1 Background of the Research

This study focuses on the Ideology of Donald Trump's campaign speech 2024 through the modality system. Donald Trump, a polarizing figure in contemporary American politics, is known for his unique rhetorical style and ability to resonate with his audience through emotionally charged and persuasive discourse (Lakoff, 2016). This study focuses on two of his speeches: the one delivered in Butler, Pennsylvania, on October 5, 2024, and the other in Phoenix, Arizona, on August 24, 2024. In the Butler, Pennsylvania speech, Trump addressed a predominantly rural and working-class audience, emphasizing themes of economic nationalism, traditional values, and opposition to globalist policies. His rhetorical choices in this setting are likely to reflect a modality that underscores certainty and solidarity and aligns with the ideological frameworks that have historically resonated with this demographic.

Similarly, the Phoenix, Arizona speech targeted a more diverse audience, including suburban and Latino voters, focusing on themes such as border security, economic growth, and patriotism. In this context, Trump's use of modality may reveal strategic shifts to accommodate varying ideological leanings while maintaining his overarching political narrative. These shifts are indicative of

how political leaders tailor their rhetoric to address the unique concerns and identities of different audience groups (van Dijk, 2006).

Ideology is not just about power or control. It also covers ideas that matter to different groups, such as professionals, scientists, or cultural communities. These shared mental frameworks help group members make sense of the world, guide their behavior, and influence how they communicate and make decisions. For instance, professionals may share values related to ethics, expertise, and responsibility, while scientists may uphold principles such as objectivity, evidence, and rational inquiry. In this sense, ideology is more than just a tool for domination or political influence it reflects the collective understanding and worldview of a group. It shapes their identity, how they view others, and how they interpret social reality. Therefore, as Van Dijk (1998) explains, ideology plays a crucial role in maintaining group cohesion and guiding social practices, not only in power struggles but also in everyday interactions and institutional roles.

Badran (2002) also states that ideology can be understood as “a systems of ideas arranged from a specific viewpoint,” emphasizing the crucial role of individual or group perspective in shaping ideology. This viewpoint is not random it often emerges from social, cultural, political, or even personal experiences that influence how someone interprets the world. Although these perspectives may originate from broader systems such as education, religion, or political beliefs,

they are ultimately filtered through the speaker's own understanding and intentions. In other words, the speaker becomes the final point through which ideological meaning is organized and communicated. This highlights how ideology is not only a product of external structures but also of subjective interpretation. In this context, modality becomes a significant linguistic tool that helps the speaker's stance, judgment, or level certainty about what being said. Through the use of modality such as words that express obligation, possibility, or intention the speaker reveals their position, beliefs, and attitudes, making modality a key element in how ideology is constructed and conveyed in language.

Nuning (2019) reveal the ideology within a text can often be shaped by the use of modality, which reflects the writer's attitude or belief regarding what they describe. Dijk (2000) emphasizes that modality influences how we represent the world and its events by choosing certain words and grammatical structures to reflect our stance. The ideological perspective of the writer toward specific events, people, or groups. Modality, therefore, allows writers to subtly communicate how they interpret or feel about a subject, helping readers understand the underlying ideological message. Dijk (1998) suggests that through carefully selected words and structures, a writer can frame events or situations in a way that aligns with their beliefs, making modality a key tool for expressing personal or social viewpoints.

Halliday explains that modality is the meaning that falls between "yes" and "no." It is the middle ground between something being completely positive or negative. Modality shows the speaker's opinion and perspective. He also says that modality reflects the speaker's view on whether a statement is true or on whether an action is right or wrong. In Systemic Functional Linguistics (SFL), modality is divided into four types: probability, usuality, obligation, and inclination. Political leaders use modality carefully to match their speeches with their goals and beliefs. For instance, strong modal words like "will" or "shall" are used to show confidence and certainty about future plans, making their vision seem reliable. In contrast, weaker modal words like "may" or "might" are used to create uncertainty, which can help avoid taking full responsibility (Halliday & Matthiessen, 2014).

Studies on ideology through modality have been done by other researchers with various sources and approaches. A study (Nuning et al, 2019) analyzed the application modality reflects the ideology of Dale Carnegie, the author of "How to Win and Influence People" and how this conveyed in the Indonesian translation. The researcher also used socio-cognitive by Teun A Van Dijk to identify ideological perspective and Simpson's framework on Language, Ideology and Point of View to analyze modality, she explore how ideological expressions are rendered through modalities in both the original text and it's Indonesian translation. This research found the modalities are epistemic, boulomaic, adjective, evaluative adverb and deontic. The researcher used 10

techniques by Molina & Albir (2002), these techniques that lead to good translation quality are equivalence, transposition, amplification, modulation and compensation.

The second research (Badran Dany, 2001) this paper investigates the interplay between modality and ideology in a political text by comparing original Arabic version with its English translation. Badran highlights the intricacies of translating modal expressions, where imprecision can lead to significantly divergent ideological interpretations. Employing a semantic-pragmatic framework, the study categorizes modality into deontic and epistemic systems, each linked to the speaker's authority and certainty. Through a detailed analysis of modal expressions in a politically sensitive letter by Gibran Tueni, the paper demonstrates how variations in translation can manifest different ideological stances, potentially altering the intended political message.

The last research was conducted by (Pionery et al, 2016) who examined ideology through modality with a stylistic approach. The data used Melania Trump and Ivanka Trump's campaign speeches. From the analysis of this research, Melania uses 4 types of modality, namely, tendency, obligation, potential, and ability and probability. Ivanka Trump uses 5 types of modality, namely inclination, habit, potential and ability, probability and obligation. The ideologies in both speeches are quite similar. They are commitment and self-promotion.

Those kinds of studies provide insights into how the researcher uses modality in a similar way as a useful tool to analyze other issues in the speech. The researcher uses a recommendation from Isti'anah (2016), which uses different speech. The researcher uses a modality approach to analyze the speech with theory from Halliday. This study focuses on a speech's modality system to reveal how ideology is reflected in speech.

A.2 Problem of the Research

The research problem is the specific issue, gap, or challenge the study wants to tackle. It points out what is unknown, what needs to be fixed, or what needs more exploration in a certain area. This research focuses on answering the following question:

- 1) What are the types of modality used in Donald Trump's speeches?
- 2) How are the modality types used to reflect the ideology of Donald Trump's speeches?

A.3 Objective of the Research

The research objective explains the specific goals or results the study wants to reach. It describes what the researcher plans to achieve by doing the study. This research aims to achieve the following objective :

- 1) To identify the types of modality systems in Donald Trump's speeches.
- 2) To reveal the ideology in Donald Trump's speeches.

A.4 Significance of the Research

This study uses practical and theoretical.

Practically: This study is intended to serve as a useful reference and to offer in depth knowledge for readers interested in learning more about the modality system

Theoretically: This research is hoped to be useful for studies, especially for linguistics students who plan to conduct similar research, helping them deepen their understanding of modality theory.

A.5 Limitation of the Research

This research is limited only to Modality theory, particularly modalization and modulation and the value of modality. This study also aims to find the Ideologies from the speeches. The objects of the research are the speeches of Donald Trump. The text from the speech would be analyzed based on the modality system. The modality theory that is applied on this study is the framework by Halliday & Matthiessen and Van Dijk. The speech and statement from both candidate presidential have an important function to convey meanings.

A.6 Definition of the Key Terms

The section in a research paper or thesis serves to clarify how important concepts or terms are used in the context of the study. This ensures clarity and consistency for readers, especially when terms could have multiple meanings.

A.6.1 Modality

Halliday (2014) states modality can be seen as how a speaker understands a situation, feeling, or attitude toward their intentions, showing how sure or unsure they are about their understanding of something. He divides the modality into two types, modalization and modulation.

A.6.2 Modalization

Halliday (2014) explains modalization is about how valid and reliable someone's attitudes is towards something. He classified into two types probability and usuality.

A.6.3 Probability

Halliday (2014) defines probability refers to how likely or unlike something is to happen or be true.

A.6.4 Usuality

According to the Halliday (2014) the usuality refers to how often something happens or how typical it is.

A.6.5 Modulation

Modulation is a type of modality that refers to the speaker's judgment about actions and events, particularly concerning into two types obligation and inclination.(Halliday,2014)

A.6.6 Obligation

(Halliday & Matthiessen, 2004) states an obligation is something you have to do. It shows that it is necessary to do something and means that someone needs to or must do it.

A.6.7 Inclination

Inclination means someone wants to do something or is willing to do it because they choose to. (Halliday & Matthiessen, 2004)

A.6.7 Value

According to Halliday's (2014) statement, the speakers' opinions and judgments on issues using different levels and degrees. He categorizes these levels of modality into low, medium, and high value.

A.6.8 Ideology

Ideology is a set of beliefs, values, and rules that writers or speakers hold, shown through their choice of words, grammar, and text structure. It can be created and expressed through different types of texts, styles, and ways of communication, forming a connected system of meaning (Van Dijk, 2006)

A.7 Organization of the Research Report

For the order of the sequence, the researcher organizes the report in the following way:

1. Chapter I: INTRODUCTION

The first chapter provides the introduction. It points the research background, the research objectives, the research problem, the limitations of research, the definitions of the key terms on the research, and the organization of the research.

2. Chapter II: REVIEW OF LITERATURE

The second chapter indicates theoretical framework and literary reviews. This chapter is constructed by the review of the related studies which contains of the research that have the similarity. The theoretical framework consists the definition and the classification of the theory used.

3. Chapter III: RESEARCH METHOD

The third chapter covers the research design. It deals with the method, this part of the research is formed by the shorts of the study, the data and sources of the data and the technique and method of collecting the data.

4. Chapter IV: DATA ANALYSIS

This chapter deals with the data description, the data analysis, and the discussion.

5. Chapter V: CONCLUSION

This chapter is the final component of the research, which conducts the conclusion and suggestions for the next research.

