

The Pragmatics of Deception in American Presidential Electoral Speeches

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Abstract

Language is used for influencing people. Various means, whether honest or dishonest, are appealed to for achieving this purpose. This means that people fulfill their goals either through telling their interlocutors the truth or through deceiving and misleading them. In this regard, deception is a key aspect of many strategic interactions including bargaining, military operations, and politics. However, in spite of the importance of this topic, it has not been pragmatically given enough research attention particularly in politics. Thus, this study sets itself the task of dealing with this issue in this genre from a pragmatic perspective. Precisely, the current work attempts to answer the following question: What is the pragmatics of deception in American presidential electoral speeches? Pragmatics, here, involves the speech acts used to issue deceptive utterances, deceptive strategies resulting in the violation of Grice's maxims, as well as cognitive strategies.

In other words, this study aims at finding out the answer to the question raised above. In accordance with this aim, it is hypothesized that American presidential candidates use certain deceptive/misleading strategies to achieve their goals. In this regard, they utilize certain strategies which violate Grice's maxims such as ostensible promise, equivocation, fabrication, and dissociation. Moreover, they make use of certain cognitive strategies like: metaphor, presupposition, and positive self-representation/ negative other representation.

In order to achieve the aim of the study and verify or reject its hypothesis, a model is developed for the analysis of the data under examination. Besides, a statistical means represented by the percentage equation is used to calculate the results. The most important finding arrived at by this study is that American presidential candidates most often resort to the strategies of giving an ostensible promise, equivocation, presupposition, and positive self/negative other representation to fulfill their goals.

Keywords: deception, insincere assertion, violation of quality and manner maxims, relevance theory, cognitive strategies, American presidential electoral speeches

1. Introduction

According to Carson (2010, p. 43), deception is a deliberate enterprise which is typically defined as causing another to be misled. One aspect of deception, as Carson (*ibid.*) asserts, is that it generates conversational implicatures by means of infringing one or more of Grice's four dimensions of cooperative discourse. This does not mean that deception is limited to the breaching of Grice's maxims. Rather, it includes other pragmatic issues like speech acts and cognitive strategies; they all represent the pragmatics of deception in this study.

As far as politics is concerned, it can be considered as a fertile area where politicians employ various strategies, whether honest or dishonest, to attain their aims. An election speech, for instance, is a powerful tool for the purpose of affecting the public. Through the use of specific strategies, including deceptive strategies, presidential candidates can accomplish their own political goals which are intended to mold people's thought, mislead them, and persuade them to act as they (i.e., politicians) wish. According to Wilson (1990, p. 50), politicians' language is designed to "make lies sound truthful and murder respectful and to give an appearance of solidarity to pure wind."

Investigating how presidential candidates try to deceive/mislead the public resides within the domain of pragmatics which is defined as the study of the speaker's intended meaning. In other words, it is not interested in language as such, but in what people do with language, its uses and users. Accordingly, the current study

attempts to shed light on some of the pragmatic aspects of deception employed by politicians, notably presidential candidates, in their attempt to fulfill their goals. In relation to this aim, it is hypothesized that American presidential candidates employ assertive and commissive speech acts alongside with cognitive strategies. Besides, they violate Grice's maxims, notably quality and manner. To achieve the aim of the study and test its hypothesis, a model is developed for the analysis of the data under preview. Besides, a statistical means typified by the percentage equation is used to calculate the results.

2. Deception: An Overview

According to Carson (2010, p. 47), deception is "intentionally causing someone to have a false belief that the deceiver believes to be false". This definition needs to be qualified to deal with cases such as the following. A intentionally causes B to believe statement X and X is false, but A neither believes that X is true nor believes that X is false. Thus, for Carson (ibid.), to deceive someone is "to cause him to have false beliefs."

There are pragmatic reasons to accept the view that deception must be intentional since in order to deceive someone, one must intentionally mislead him or intentionally cause him to have false beliefs (ibid.).

Following Isabel (2013, p. 15), deception is the act of deceiving others. It is the act of causing beliefs in things that are untrue or are not the whole true as in half-truths or omissions. It can include dissimulation, fabrication, camouflage, or concealment. Previously, Walters (2000, p. 6) argues that deception can be defined by reference to the following words: mislead, prevaricate, deceive, fabricate, equivocate, fib, invent, falsify, misrepresent, hedge, or lie.

Certain criteria like speaker interest, covertness, truth, power relationships and intention are put forth to describe the phenomenon of deception. In this regard, deception is necessarily covert, intentional, and purposeful. On the basis of all what has been discussed above, the operational definition which is adopted in this study is as follows "an utterance is deceptive if it is intentionally used as a means to attain a perlocutionary goal the speaker is covertly pursuing" (Oswald, 2014, p. 4).

Some consider deception as a phenomenon of perlocutionary interest because they take it to be a means to attain a goal. This brings to the forefront the idea that deception is a type of language use treated as a communicative phenomenon (ibid.).

2.1 Types of Deception

Deception involves various types of communication or omissions that deform or omit the truth. Cases of deception range from false statements to misleading claims in which relevant information is omitted leading the receiver to infer false conclusions. For instance, a claim that "*Sunflower oil is beneficial to brain health due to presence of omega 3 fatty acids*" may be misleading because it leads the hearer to believe that "sunflower oil" will benefit brain health more than other types of food. Actually, "sunflower oil" is low in omega 3 fatty acids and is not specifically good for brain health. This leads the hearer to infer false information (Web Resource 1).

2.2 Motives of Deception

Ekman (1995, p. 63) argues that there are three primary motivations of deception in discourse:

First, deception is used to avoid harming the partner, to help the partner to enhance or maintain his self-esteem, to avoid worrying the partner, and to protect the partner's relationship with a third party. Deception with such motivation can sometimes be viewed as socially polite and relationally beneficial. This is, in fact, not the motive of deception intended in politics.

Second, deception is used to maintain or shield a self image to avoid embarrassment and criticism, and to fulfill an aim. Deception with this motivation is usually perceived as a more serious transgression than the former as the receiver is behaving selfishly to fulfill a personal aim. This motive of deception is evident in politics.

Third, deception is used to restrict relationship harm by avoiding conflict or an emotional wound leading to psychological injury. Deception with such motivation can be either profitable or harmful to relationships. This motive of deception is also intended in politics.

Elaborating on the issue, Ekman (1997, p. 6) suggests the following motives for deception:

- To win the admiration of others.
- To get out of an awkward social situation.
- To exercise power over others by controlling the information the target has.

Most cases of deception by public officials about matters of public policy fall into one or both of the following

categories: 1. Deception to manipulate public opinion and to generate support for actions, causes, policies, and political objectives that they want to promote, 2. Deception to promote one's personal interests to avoid impeachment or increase their chances of winning an election (van Dijk, 2002, p. 33).

2.3 Deception and Political Discourse

Van Dijk (1997, p. 12) mentions that each speech uttered by a politician is an indication of his intention, whether honest or dishonest. For Chilton & Schaffner (2002, p. 2), there are no political activities without the use of language because the doing of politics is constituted in language. The relationship between politics and language derives from the fact that language can be used to achieve socio-political goals. .

According to van Dijk (2002, p. 33) "political discourse" is not primarily defined by a topic or style, but rather by who speaks to whom, about what, on what occasion and with what goals. In other words, political discourse is especially "political" because of its functions in the political process. As such, political discourse is full of clashes and synergy, contestations and acquiescence, praise and dispraise, in addition to delicate criticism, unmitigated support and deception. Because of the tricky and risky nature of politics itself, political actors sometimes communicate in an obscure, semantically dense, vague, oblique, deceiving, and rather 'cautious' manner. In effect they communicate indirectly.

The kind of "political discourse" dealt with in this study is confined to election speeches. For Wilson (1990, p. 50), an election speech is an essential tool for the purpose of influencing the public. Through the use of specific linguistic means, politicians can fulfill their own political aims which are intended to shape people's thoughts and to persuade them to act as they want. Their language is designed "to make lies sound truthful and murder respectful and to give an appearance of solidarity to pure wind." In a similar vein, Wodak & Koller (2008, p. 249) assert that an election speech is one of the central subgenres employed in the field of political advertising. It is the most dissent-oriented and thus the most crude and emotionalizing in tone. It aggressively attacks the enemy more fiercely than other speeches since the vindication against the rival and the acquirement of power are its main purposes. Accordingly, politicians deceive the public in order to increase their chances of winning the election, to assert themselves against political opponents, and to advertise their own political position.

3. Deception from a Pragmatic Perspective

3.1 Deception as an Insincere Assertion

One of the widely accepted assumption in speech act theory is related to the fact that the speakers have certain intentions when uttering a speech act, and part of the understanding of a speech act is uncovering this intention. Deceiving is broadly construed as the causing of a false belief in someone else. Following Oswald (2014, p. 6), "deception is an act of insincere assertion". It does not constitute a separate type of speech act like promises, commands, or questions; rather, deceptions are always assertions. Oswald (ibid.) defines assertion as follows "A asserted at T that P if (a) A uttered at T the declarative sentence Q meaning P, (b) by uttering the declarative sentence Q, A asserted P as true."

In a prior attempt, Williams (2002, p. 74) defines an assertion as "a speech act in which something is claimed to hold". It is a judgement, where the term judgement is used to mean either a belief or an act by which a belief is formed or reinforced. In this view, assertion is the expression of belief (whether sincere or insincere). Williams (ibid.) adds that in an assertion, the speaker either gives a direct expression or belief or he intends the addressee to "take it" that he has the belief. The speaker may simply be stonewalling, reiterating an assertion without any hope of convincing the addressee of anything.

The main vehicle for making an assertion is the declarative sentence. Williams (ibid.) asserts that the point of assertion is persuasion; by asserting that P, S persuades his audience that P. Consequently, assertions have a word-to-world direction of fit.

In an antecedent work, Bach & Harnish (1979, p. 42) believe that in uttering an assertive utterance, S asserts that P if S expresses (1) the belief that P (2) the intention that H believes that P. They (ibid.) also state that assertive speech acts include: assert, conclude, affirm, announce, claim, deny, disagree, inform, insist, report, state, deny, and stipulate. This does not mean that deception is limited to assertive speech acts; rather, other speech acts are used including commissive speech acts. Commissives are speech acts in which the S commits himself to a future course of action. In other words, the S expresses the intention that he does the act A. These include: promise, threat, guarantee, and swear.

3.2 Deception as a Violation of Grice's Maxims

The foundation of conversation, as described by Grice (1975, p. 30) in his cooperative principle and four maxims,

is built on the theory that speakers are assumed by their communication partners to be truthful, clear, relevant, and unambiguous. Grice (ibid.) argues that the speaker is liable to mislead, that is, produce deceptive non-truthfulness when he violates a maxim. Thus, the violation of all the different maxims can produce deceptive effects. Yet, violations of the maxim of quality are perceived by addressees to be significantly more deceptive.

Carson (2010, p. 25) states that violation of all the different maxims can produce deceptive effects. The “oath of truthfulness” itself, committing one to say the truth, involves not only the maxim of quality, but also the various sub-maxims in the quantity, manner, and relation categories. However, the current study limits itself to the deceptive strategies resulting from the violation of the maxims of quality and manner.

In connection with this, one may refer back again to Grice (1975, p. 46) who explains that violating the maxim of quality is called lying or deceiving. Quality violation is more deceitful than the violation of other maxims. It is fulfilled by avoiding falsehoods and that for which the speaker lacks adequate evidence. The maxim of manner, on the other hand, is fulfilled by being perspicuous. In this regard, there are two kinds of clarity. One kind involves making unambiguous use of the syntax of language in order to construct a clear text. The other type involves framing a clear message, i.e., a message which is perspicuous or intelligible in the sense of conveying the intended illocutionary goal to the addressee. Perspicuity in this sense favours “the most direct communication of one's illocutionary point.”

This means that conversational implicatures are cancelable either by context or by an addition of cancelling material. There is no way to explain deception without recursion to notions like truth and truthfulness. Accordingly, deception is portrayed as an insincere speech act of asserting aiming at influencing the hearer's beliefs. More precisely, it is a speech act connected with implicature (Oswald, 2014, p. 6).

3.3 Deception: A Relevance Theoretic View

Sperber and Wilson's Relevance Theory is an attempt to work out in details one of central claims of Grice: the claim that the expression and recognition of intentions is a crucial feature of most human communication. The core of the theory is the “communicative principle of relevance” which states that by the act of making an utterance, the speaker is conveying that what he has just said is worth listening to, i.e., it provides cognitive effects worth of the processing effort required to find the meaning. In this regard, every act of communication will look something like this: the speaker expresses his intention to the hearer in a purposeful manner (Web resource 2).

Within relevance theory, deception is characterized as a double cognitive constraint taking advantage of the inherent fallibility of information processing mechanisms. Specifically, it implements cognitive constraints in order to make sure that certain information sets are processed at the expense of other information sets, the mobilization of which would be required to defeat the attempt to deceive. More precisely, deception is a strategy in which certain information is made less accessible and epistemically weaker, while favourable information is rendered more accessible and epistemically stronger. The same cognitive operations can constrain the perceived relevance of information by maximizing or minimizing it alongside with epistemic strength and accessibility variation. Such a model postulates a principle of informational (ir)relevance to explain how information sets can be backgrounded or foregrounded (Oswald, 2014, pp. 8-9).

Consequently, deception can be construed as a cognitive constraint on informational attention: it works by driving people's attention away from information that would defeat it and by focusing their attention on information that will not. This is done through the following phenomena and strategies: metaphor, presupposition, and positive self-representation and negative other representation (ibid.).

4. Strategies of Expressing Deception

4.1 Deceptive Strategies Resulting from the Violation of Grice's Maxims

4.1.1 Fabrication

Fabrication is something made up like a lie. It involves saying something which the speaker himself believes to be false or for which he lacks adequate evidence. Therefore it results from the violation of the quality maxim. It is the deliberate act of deviating from the truth. It is a type of falsification and misrepresentation; a willful perversion of facts (Leech, 1983, p. 178).

Fabrication involves prevarication. It is when someone tells something like “a lie, especially in a sneaky way”. For example, a boy might use prevarication to avoid telling the whole truth about how the kitchen window got broken. It can mean “striking around the truth, being vague about the truth, or even delaying giving someone an answer, especially to avoid telling the whole truth”. As such, it is an intentional vagueness or ambiguity.

Traditionally, the word fabrication or prevarication was used to mean “going astray” or “stepping out of line” (Web resource 1).

4.1.2 Dissociation/ Depersonalization

Among the other strategies used in deceptive interaction is the use of dissociation/depersonalization. Deceivers dissociate themselves from responsibility for or connection with the lie. In this communication style, deceivers provide impersonal information, preferring to refer to a third party’s experience instead of their own, increasingly relying on impersonal pronouns such as “one” and “we” in order to avoid taking responsibility for their own statement and to reduce their personal liability by sharing responsibility for the information. Thus, deceptive statements contain a lower rate of first person singular pronouns than truthful statements (Isabel, 2013, p. 32).

Dissociation/depersonalization results in the violation of the manner maxim (be clear: make an unambiguous use of the syntax of language) (ibid).

4.1.3 Equivocation

Equivocation is another strategy resorted to for the sake of deceiving. It is defined as making an indirect, ambiguous or contradictory statement. In other words, it is the use of equivocal (indeterminate) or ambiguous expressions, especially in order to mislead or hedge. It results in the violation of manner maxim (that is, avoid ambiguity: don’t use an expression with no clear reference) (ibid.).

Equivocation is often used by dishonest politicians who make indirect statements and talk around something without directly mentioning it. The two essential elements of equivocation are: ambiguous language and an effort to deceive others (Web resource 3). An example of equivocation is the following utterances said by Obama in his inaugural speech 2012. The italicized expressions are equivocal since their references are not directly stated.

“Our nation is at war, against a *far-reaching network of violence and hatred*. Our economy is badly weakened, a consequence of greed and irresponsibility *on the part of some*.”

4.1.4 Ostensible Promise

Speakers, particularly politicians, give long- term promises without sureness of fulfilling them in order to deceive others for the sake of supporting the objectives they intend to promote. Giving an ostensible promise leads to the violation of the quality maxim because the speaker says something for which he lacks adequate evidence. The following extract by Obama (in his inaugural speech 2012) is an example of a long-term promise in which he promises that all the challenges that face America will be met

“Today I say to you that the challenges we face are real. They are serious and they are many. They will not be met easily or in a short span of time. *But know this America-they will be met*.”

4.2 Cognitive Strategies

4.2.1 Positive Self-representation/Negative Other-representation

The strategies of positive-self representation and negative other representation are amenable to cognitive pragmatic explorations. These strategies are successful when they are able to conceal their illegitimacy, i.e., when these could be perceived as epistemically strong, while the critical reasons that could undermine them go unnoticed (Oswald, 2014, p. 10).

4.2.2 Presupposition

According to Levinson (1983, p. 179), a presupposition is something the speaker assumes to be the case prior to making an utterance. Presuppositions are classified into various types: existential, lexical, structural, factive, non-factive, and counterfactual. Existential and lexical presuppositions will be defined here because they are evident in the data under scrutiny. Thus, existential presupposition is the assumption that the entity related to the mentioned expression exists, while lexical presupposition is the use of one form with its asserted meaning to presuppose that another non-asserted meaning is understood as in (David’s car is new) which presupposes that David exists and he has a car) and (You are late again) which presupposes (You were late before) respectively.

For Oswald (2014, p. 10), presupposition is among the pragmatic phenomena that have been taken to fulfill strategic functions in discourse and which can be cognitively represented. Presuppositions might lead addressees to take for granted or simply fail to question information that should be questioned, which cognitively amounts to managing to decrease the perceived relevance of said information.

4.2.3 Metaphor

Lakoff & Johnson (1980, pp. 11, 32) argue that metaphors are ways of thinking and ways of shaping the thoughts of others. Thus, for them, metaphor is something conceptual. They state that metaphors are not merely stylistic but are cognitively important as well. Consequently, metaphor is pervasive not just in language, but also in thought and action. It can be described as a comparison that shows how two things that are not alike in most ways are similar in another important way. One special kind of metaphor is personification; it animates the non-human world.

Accordingly, metaphor is regarded as a cognitive and discursively exploited phenomenon whose persuasive, deceptive, and manipulative potential has been discussed at length in cognitive linguistics. Metaphor can be argumentatively exploited to confer epistemic strength to specific propositions because they provide ideal discursive structures that can be used for argumentative purposes (Oswald, 2014, p. 11). An example of metaphor is “Hope is the thing with feathers” (Web resource 4).

5. Model of Analysis

The model of analysis, which is intended to be developed by this study, is based on the pragmatic issues discussed in the previous sections. It is basically divided into three basic components: speech acts, implicature, and relevance theory. Speech act theory is represented by macro sub-acts as assertives (including the micro sub-acts of asserting, claiming, announcing, and confirming) and commissives (including promising).

As far as implicature is concerned, the violation of the quality maxim (that is, saying something the speaker believes to be false or saying something for which the speaker lacks adequate evidence) results in two deceptive strategies: fabrication and giving an ostensible promise. The violation of the manner maxim (that is, being clear and avoiding ambiguity) results in the following deceptive strategy: equivocation and dissociation/depersonalization. The violation of the quantity maxim is not considered by this study because it does not exist in the data under scrutiny. Concerning the maxim of relevance, it is given a separate node in the model which justifies why it is not considered within the node of breaching conversational maxims.

As far as relevance itself is concerned, certain cognitive strategies are considered. These include: metaphor, presupposition, and positive self-representation/negative other representation. Figure (1) below summarizes this model wherein each arrow is read as “by means of”:

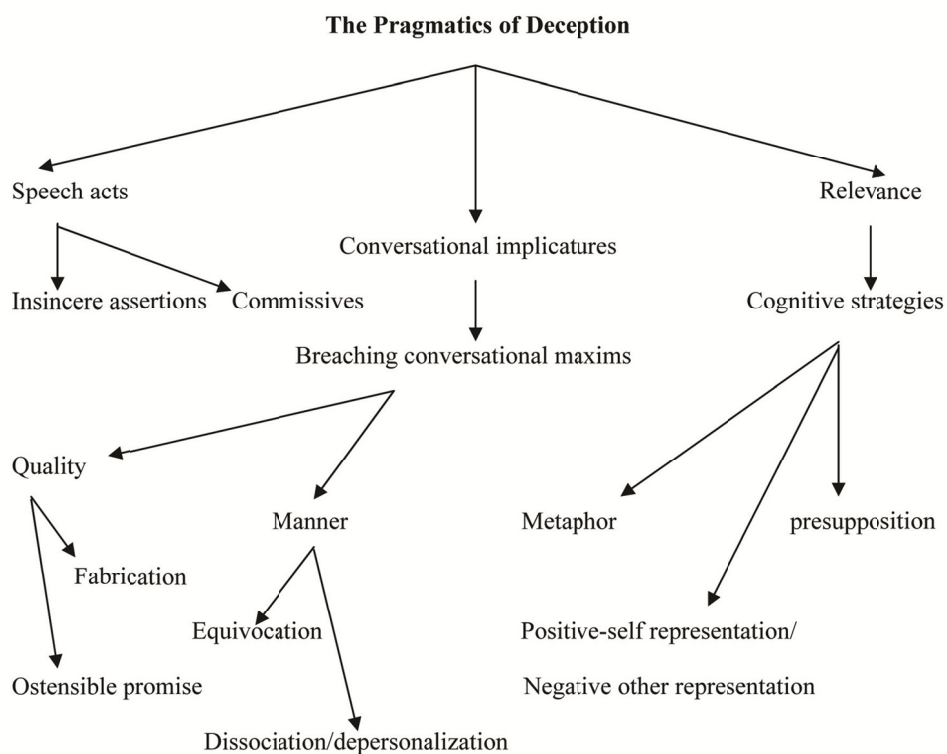


Figure 1. The pragmatic analytical framework of deception

6. Data and Analysis

6.1 Data

6.1.1 Data Collection and Description

The data of analysis are collected from a certain website (See web resource 5 and 6) and are represented by (10) situations selected from two election speeches delivered by Donald Trump and Hillary Clinton during the first electoral stage (2016). The collected data are characterized by the following features:

A. Genre

The data to be analyzed in this work are American presidential electoral speeches; each is delivered by a presidential candidate, namely Donald Trump and Hillary Clinton.

B. Length

The two speeches under study are nearly of the same length. Trump's speech is about six pages length, while Clinton's speech is about five pages.

C. Theme

The main theme of the two speeches under scrutiny is election. This does not exclude dealing with other themes. For example, while the candidate is trying to convince the audience to support him in election, he may discuss various issues including the current economic circumstances, the social system and how he will try his best to improve people's living situations.

D. Form

The two political speeches are scripted and video-recorded. In the current study, only the scripted forms are considered.

6.2 Analysis

6.2.1 Methods of Analysis

The eclectic model developed in Section (5) is the apparatus of analyzing the pragmatic aspects of deception in the speeches under investigation. In order to quantitatively support the findings of the pragmatic analysis and verify or reject the hypothesis of the study, a statistical analysis is conducted by means of the percentage equation.

6.2.2 Pragmatic Analysis

6.2.2.1 Trump's Election Speech

A. *"They are killing us, but you don't hear that from anyone else. They will never make America great again. They don't even have a chance. They are controlled fully; they are controlled fully by the lobbyists, by the donors and by the special interests. Fully, they control them"*

In the above text, Trump resorts to equivocation for the sake of misleading the public and convincing them to elect him. He violates the maxim of manner by making use of an expression with no clear reference. He utilizes the pronoun "they" four times without specifying its referent as in "*They are killing us*", "*They will never make America great again*", "*They don't even have a chance*", and "*They are controlled fully*". In the previous utterances, Trump resorts to the ambiguous use of pronouns. He uses the pronoun "they" with no specified reference to issue his tendentious utterances. Thus, his utterances are misleading

The speech act that has been resorted to in the aforementioned text is that of assertion (precisely, insincere assertion) because Trump asserts things from his point of views with the aim of attacking others for the sake of advertising himself. According to Williams (2002, p. 74), an assertion is the expression of a belief whose main point is persuasion: by uttering P, S persuades his audience that p.

Moreover, Trump utilizes the cognitive strategy of negative other representation by criticizing others (i.e., Obama and his government) for the sake of positively representing himself. Also, existential and lexical presuppositions are exploited in the text: by utilizing the pronoun "they" as in "*They are killing us*", Trump presupposes the existence of a referent referred to by this pronoun and at the same time presupposes that the audience know the reference of this pronoun. Iterative lexical presupposition is evident in "*They will never make America great again*", where "again" presupposes that America was great before.

B. *"So, ladies and gentlemen, I am officially running for President of United States and we are going to make our country great again"*

Trump utilizes the deceptive strategy of depersonalization in the aforementioned text. Although, he begins his statement with the personal pronoun “I”, he, then, shifts to the inclusive pronoun “we”. By using such a strategy, Trump tries to avoid taking responsibility for what he says so he dissociates himself from his message shifting the focus to aspects of the external context. He intends to reduce his liability by sharing the responsibility with others. This elusion is misleading. Accordingly, Trump violates the maxim of manner by not being clear. By doing so, Trump intends to shuffle off affording the whole responsibility for making America great again.

Concerning the speech act utilized in the foregoing text, it is that of assertion, particularly announcing. Trump announces that he is officially running for President of the United States. Moreover, he employs the cognitive strategy of positive self-representation by saying “*we are going to make our country great again*”. He intends to say that if he is elected, he will make America great again. Another cognitive strategy is that of lexical presupposition. Iterative lexical presupposition is evident in “*we are going to make our country great again*”, where “again” is used here to presuppose that America was great before.

C. “*I will be the greatest job president that god ever created, I tell you that. I’ll bring back our jobs, and I’ll bring back our money*”

Trump is giving ostensible promises, that is, long-term promises which he himself is not sure whether he will be able to fulfill or not. By saying “*I will be the greatest job president that god ever created*” and “*I’ll bring back our jobs*”, he is deceiving the public in the hope of being elected. Thus, he violates the maxim of quality; he says something which he is not sure of its fulfillment in the future.

Trump uses a commissive speech act, particularly, the speech act of promising; he promises the public to end unemployment by providing jobs. He also promises them to bring back their money “*I’ll bring back our money*”. Furthermore, Trump makes use of the cognitive strategy of positive self-representation. He magnifies himself by saying that he will be the greatest job president that god ever created. In a similar vein, he utilizes a metaphor-an extended conceptual metaphor- by saying that he will be the “greatest job president”.

D. “*Sadly, the American dream is dead. But if I get elected President, we will bring it back bigger and better and stronger than ever before and we will make America great again*”

Trump resorts to fabrication, depersonalization, and ostensible promises to formulate his misleading statements. In an attempt to strengthen his chance of winning the election, he fabricates his statement arguing that the American dream is dead and if he is elected, America will be great again. According to Leech (1983, p. 178), fabrication is something made up like a lie; it involves saying something the speaker himself believes to be false, thus, fabrication results from the violation of the quality maxim. By using the depersonalization style, Trump aims to avoid taking the responsibility for what he is saying by shifting the focus to aspects of the external context. He first says “*If I get elected President*”, then he shifts from the first person singular pronoun “I” to the first person plural pronoun “we” in “*we will bring it.*” Moreover, Trump gives ostensible promises by saying “*the American dream is dead. We will bring it.*” and “*We will make America great again*”. Thus, he issues his deceptive statements by violating the maxims of manner and quality.

The speech acts utilized in the previous texts are assertive (insincere assertion) and commissive (promising) respectively. At the beginning of the text, Trump asserts that the American dream is dead to give credibility to his promises. Then, he promises to bring it back bigger and better as in “*Sadly, the American dream is dead*” and “*We will bring it back bigger.*” respectively.

Cognitively, Trump resorts to the strategy of positive self-representation. He intends to show himself as the protector and savor of the American dream. Further, he makes use of personification which is viewed as a special type of metaphor “*The American dream is dead*”. Here, “dream” which is a non-animate object is given an animate property “dead”. Another cognitive strategy is that of presupposition, precisely lexical iterative presupposition as in “*The American dream is dead*” and “*We will make America great again*” where Trump is respectively presupposing that the American dream was alive before and that America was great before.

E. “*They are ripping us. We are rebuilding many countries. We have all the cards, but we don’t know how to use them. We don’t even know that we have the cards because our leaders don’t understand the game*”

Trump resorts to equivocation by using the pronoun “they” without specifying its referent in “*they are ripping us*”. Accordingly, his statement is misleading. He violates the maxim of manner by using an expression with no clear reference. He continues by fabricating his statements claiming that they are rebuilding many countries, while, in fact, they are destroying countries. He argues that they have all the cards, but they do not know how to use them because, as he claims, their leaders do not understand the game. He violates the maxim of quality because he says what he believes to be false or for which he lacks adequate evidence.

The speech acts that are utilized in the previous texts are those of insincere assertion (asserting and claiming). Moreover, Trump resorts to the cognitive strategy of negative other representation to positively represent himself as in *"because our leaders don't understand the game"*. Presupposition is another cognitive strategy utilized by Trump. Existential presupposition is evident in *"They are ripping us"* and *"because our leaders don't understand the game"*; in both these utterances, Trump presupposes the existence of the entity related to the mentioned expression and at the same time presupposes that the public know the reference of "they" and "our leaders".

6.2.2.2 Clinton's Election Speech

A. *"When President Clinton honored the bargain, we had the longest peacetime expansion in history, a balanced budget, and the first time in decades we all grew together, with the bottom 20 percent of workers increasing their incomes by the same percentage as the top 5 percent. When President Obama honored the bargain, we pulled back from the brink of depression, saved the auto industry, provided health care to 16 million working people, and replaced the jobs we lost faster than after a financial crash. We face new challenges in our economy and our democracy. We're still working our way back from a crisis that happened because time-tested values were replaced by false promises"*

In the previous text, Hillary resorts to fabrication to issue her deceptive utterances. According to Leech (1983, p. 178), fabrication is something made up like a lie. It involves the violation of the quality maxim (Do not say what you believe to be false). This involves prevarication. Hillary claims that when President Clinton, her husband, honored the bargain, Americans had the longest peacetime expansion in history, a balanced budget, etc. Then, she claims that when President Obama, who belongs to the same party as hers, honored the bargain, they pulled back from the brink of depression, saved the auto industry, etc. Furthermore, she resorts to equivocation by saying *"We're still working our way back from a crisis that happened because time-tested values were replaced by false promises"*. She violates the maxim of manner because she does not specify on whose part time-tested values were replaced by false promises.

The speech acts utilized in the prior text are those of insincere assertion (notably claiming). Hillary makes various claims *"When President Clinton"*, *"When President Obama"* and *"We face new challenges"*. As regards to the cognitive strategy employed, it is that of presupposition. Existential presupposition is manifested in *"When President Clinton"*, *"When President Obama"*, and *"We face new challenges in our economy"* where Hillary presupposes the existence of persons called Clinton and Obama who worked as Presidents of the United States. Further, she presupposes the existence of new challenges that face people in America. These existential presuppositions are based on the assumption that the hearers are already aware of the presupposed information.

B. *"I say now: America can't succeed unless you succeed. That is why I am running for President of the United States. I am running to make our economy work for you and for every American. For the successful and the struggling. For the innovators and inventors. For the nurses who work the night shift. For everyone who's ever been knocked down, but refused to be knocked out. I'm not running for some American but for all Americans. And together we can break down the barriers that face working class families across America"*

Hillary Clinton utilizes the misleading strategy of depersonalization to fulfill her deceitful purposes. She announces that she is running for President of the United States and claims that she is running to improve economy for every American. Then, in an attempt to lessen her liability towards what she says, Hillary shifts to the pronoun "we" saying *"Together we can break down the barriers that face working class families across America"*. She wants to share responsibility with others. This shift in the use of pronouns violates the maxim of manner (be clear).

As for the utilized speech acts, they include those of asserting, notably, announcing *"I am running for President of"*, and claiming *"I am running to make our economy work for you....I'm not running for some American but for all Americans"*.

Cognitively, the strategy of positive self-representation is made use of to fulfill a certain purpose, mainly that of the assertion against the opponent and the acquisition of power. For Wodak & Koller (2008, p. 249), the main aim of such a strategy is to advertise one's own political position and to increase the chance of winning the election. Another utilized cognitive strategy is that of presupposition, more particularly existential presupposition, as in *"America can't succeed unless you succeed"* and *"We can break down the barriers that face"*. In both these utterances, what is presupposed is the existence of America and barriers that face working class families across America. Hillary assumes that the presupposed information is already known by the hearers.

C. *"Our next President must work with congress and every other willing partner across our entire country."*

And I will do just that-to turn the tide so these currents start working for us more than against us. We're problem solvers, not deniers. We don't hide from change, we harness it. But we can't do that if we go back to the top-down economic policies that failed us before"

In the prior text, Hillary makes use of the deceptive strategy of depersonalization by relying on the impersonal pronoun "we" to share responsibility with others. According to Isabel (2013, p. 32), "deceptive statements contain a lower rate of first person singular pronouns than truthful statements". Hillary first confirms that the next President must work with congress and every other willing partner across the entire country. She promises to do that (i.e., work with congress and) to turn the tide and make a change. Then, she shifts to the pronoun "we" saying "*we are problem solvers, not deniers. We don't hide from change, we harness it*". Further, she utilizes equivocation by making an indirect, ambiguous reference in "*The top-down economic policies that failed us before*". In this statement, the referent is not clear, thus, Hillary violates the maxim of manner by not being clear.

The main speech acts that have been observed are assertives (asserting/confirming). The commissive speech act of promising is evident in "*I'll do just that-to turn the tide so these currents start working for us than against us*".

The cognitive strategy of positive self-representation as in "*We're problem solvers, not deniers. We don't...*" and that of negative other representation in "*The top-down economic policies that failed us before*" have been resorted to by Hillary for the sake of showing herself as the best electoral nominee. Another cognitive strategy is that of existential presupposition which is evident in "*The top-down economic policies that failed us before*" to presuppose the existence of prior economic policies that failed Americans before. Metaphor is exploited cognitively in "*We are problem solvers*" as a way of shaping the thoughts of others. It is used here to describe a personal meaning.

D. "Now, there may be some new voices in the presidential republican choir, but they're all singing the same old song. A song called yesterday. They believe in yesterday. And you are lucky I didn't try singing that, too, I'll tell you! These republicans trip over themselves promising lower taxes for the wealthy and fewer rules for the biggest corporations without regard for how that will make income inequality even worse. They shame and blame women. They want to put immigrants, who work hard and pay taxes, at risk of deportation. And they turn their backs on gay people who love each other"

In the above speech, Hillary resorts to equivocation to issue her prejudiced utterances with the aim of attacking the opposite party "*These republicans trip over themselves*", notably Trump by making an indirect reference to him "*They shame and blame women*", "*They want to put immigrants who work hard*". In these utterances, Hillary intends Trump because he declares in his speeches that he is against women and with immigrants' deportation. Accordingly, Hillary violates the maxim of manner by not being clear in specifying her referent. She criticizes the Republican Party saying "*They're all singing the same old song. A song called yesterday. They believe in yesterday*" in order to commend herself "*And you are lucky I didn't try singing that, too*".

As regards the speech acts employed in the text, they are all insincere assertion because Hillary is expressing her beliefs and these beliefs may not be shared by others. Following Williams (2002, p. 74), an assertion is an outward sign of judgement, whether sincere or not.

To fulfill her aim (i.e., eulogizing herself by criticizing the rivals), Hillary utilizes the cognitive strategy of negative other representation and positive self representation. She negatively represents the Republicans trying to show that they are a failure because they are not after change in singing the same song "*a song called yesterday*", they shame women and blame them, etc. She positively represents herself saying that she did not and will not sing the old song (i.e., she is after change).

E. "As your President, I'll do whatever it takes to keep America safe. I'll always seek common ground with friend and opponent alike. But I'll also stand my ground when I must. It's no secret that we're going up against some pretty powerful forces that will do and spend whatever it takes to advance a very different vision for America. We have to stop the endless flow of secret, uncountable money that is distorting our election, corrupting our political process, and drowning out the voices of our people"

In the foregoing text, Hillary Clinton uses the deceptive strategy of giving ostensible promises. She gives long-term promises which she herself is not sure whether she will be able to fulfill or not as in "*I'll do whatever it takes to keep America safe*", "*I'll always seek common ground with friend and opponent alike*" and "*I'll also stand my ground when I must*". By giving such promises, she is trying to mislead the public in the hope of being elected. Then, Hillary resorts to equivocation by making an indirect, ambiguous statement through violating the maxim of manner as in "*we're going up against some pretty powerful forces that will do and spend whatever it*

takes to advance a very different vision for America. We have to stop the endless flow of secret". In the previous utterances, Hillary, by using "some", intends Trump and his republican party.

Concerning the speech acts used, they include assertive (asserting/confirming) and commissive (promising). Cognitively, Hillary uses the strategy of negative other representation "*pretty powerful forces that will do and spend whatever it takes to advance a very different vision of America*" and positive self-representation in showing the reforms that she will make if she is elected as a President. Further, existential presupposition is cognitively exploited in "*we have to stop the endless flow of secret, uncountable money that is distorting our election*" where Hillary presupposes that there was endless flow of secret, uncountable money that is distorting the American election. Personification, as a type of metaphor, is manifested in "*drowning out the voices of our people*" where the use of "drowning out" with "voices" is metaphorical.

6.2.3 Statistical Analysis

The following tables show the statistical analysis of the aforementioned pragmatic analysis:

Table 1. Frequencies and percentages of Speech Acts (SAs)

SAs	Appendix 1	Percentage	Appendix 2	Percentage
	Trump's Speech		Hillary's Speech	
Insincerely Asserting	8	38%	4	18%
Claiming	3	14%	6	27%
Announcing	2	10%	2	9%
confirming	3	14%	3	14%
Promising	5	24%	7	32%
		100%		100%

Table 1 shows that in Trump's analyzed texts, the speech acts of assertion (i.e., insincerely asserting, claiming, announcing, and confirming) occupy the highest percentage. They all occupy (76%), whereas commissive speech acts (i.e., those of promising) occupy (24%). Precisely, the speech act of insincerely asserting comes at the top of all the speech acts employed with (38%). This asserts that deception is mainly defined as an act of insincere assertion. The speech act of promising comes second with (24%) because politicians always try to deceive people by giving them promises about what they will do. Claiming and confirming speech acts come in the third level, each occupying (14%), while the speech act of announcing comes in the fourth level with (10%).

Concerning Clinton's analyzed texts, the table demonstrates that the speech act of promising occupies the highest percentage (32%), followed by that of claiming (27%), insincerely asserting (18%), confirming (14%), and announcing (9%).

Table 2. Frequencies and percentages of Deceptive Strategies (DS) resulting from the violation of Grice's maxims

DS	Appendix 1	Percentage	Appendix 2	Percentage
	Trump's Speech		Hillary's Speech	
Fabrication	2	17%	2	14%
Ostensible promise	4	33%	6	43%
Equivocation	3	25%	4	29%
Depersonalization	3	25%	2	14%
		100%		100%

Table 2 accentuates the main kinds of DS resulting from the violation of Grice's quality and manner maxims. As it has been shown, the highest percentages in both speeches are occupied by the DS of giving ostensible promises (long-term promises) with (33%) and (43%) respectively. This shows that presidential candidates are fond of giving promises even if they are not sure whether they will be able to fulfill them in the future.

Table 3. Frequencies and percentages of Cognitive Strategies (CS) utilized in deceiving

CS		Appendix 1 Trump's Speech	Percentage	Appendix 2 Hillary's Speech	Percentage
Presupposition	Existential	4	25%	7	41%
	Lexical	4	25%	---	---
Metaphor		2	13%	2	12%
Positive self-representation		3	18.5%	5	29%
Negative other representation		3	18.5%	3	18%
			100%		100%

Table 3 elucidates the frequency and the percentage of each of the CSs used in each of the two analyzed speeches. The table shows that the numbers and the percentages of the CS of presupposition occupies the highest percentage in the analyzed texts from Trump's speech, while the CSs of positive self-representation and negative other representation together occupy the highest percentages in the analyzed texts from Hillary's speech with (50%) and (47%) respectively. This indicates that presidential candidates always presuppose and try to positively represent themselves and negatively represent others to advertise themselves and persuade the public to elect them.

All these results stand in accordance with the hypothesis of the study that American presidential candidates resort to various deceptive strategies to fulfill their goals and shape people's minds. These include equivocation, ostensible promise, fabrication, and depersonalization. Similarly, they utilize certain cognitive strategies like presupposition, metaphor, positive self-representation, and negative other representation.

7. Conclusions

On the basis of the findings of the analysis, this study has come up with the following conclusions:

- 1). The findings of the pragmatic and statistical analyses verify the hypothesis set at the beginning of the study. Precisely, the American presidential candidates in question utilize certain deceptive strategies to achieve their goals. These include strategies violating Grice's maxims like: equivocation, fabrication, ostensible promise, and depersonalization; cognitive strategies such as: metaphor, presupposition, and positive-self representation and negative other representation. Moreover, they exploit assertive and commissive speech acts.
- 2). As far as speech acts are concerned, the pragmatic and statistical analyses have shown that deception in the data under scrutiny is mainly defined as an insincere assertion whose main point is that of persuasion. Moreover, the commissive speech act of promising is also evident in the act of deception, notably in political deception. The results of the statistical analysis support this view where insincerely asserting occupies the highest percentage in the first speech (38%), and promising occupies the highest percentage in the second speech (32%).
- 3). Deception in the current study is seen as a violation of Grice's maxims, particularly, those of quality and manner. This results in such strategies as equivocation, depersonalization, fabrication, and ostensible promise. The results of the statistical analysis have shown that the DS of giving an ostensible promise occupies the highest percentage in both speeches, (33%) and (43%) respectively.
- 4). American presidential candidates utilize certain cognitive strategies such as metaphor, presupposition, positive self-representation and negative other representation to fulfill certain goals. The CSs of presupposition and positive self-representation and negative other representation are extensively used. They occupy the highest percentages in both speeches, that is (50%) and (47%) respectively. This indicates that presidential candidates try to convince the public to elect them by presupposing and by positively representing themselves and show that their rivals are a failure by negatively representing them. In other words, they try to increase their chances of winning the election, assert themselves against political opponents, and advertise their own political position.

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