

## **TYPES OF COMMUNICATION STYLES IN DONALD TRUMP SPEECH**

Andi Khalil Ridwan<sup>1</sup>, Iskandar<sup>2\*</sup>

*Universitas Negeri Makassar*

\*Corresponding Email: [iskandar@unm.ac.id](mailto:iskandar@unm.ac.id)

### **Abstract**

In this study, the researchers discussed the communication styles Donald Trump used when delivering his speech. The three speeches studied were Israel's capital is now Jerusalem, Coronavirus news conference and Radical Islamic terrorism speech. This study aims to determine how the communication style is applied to Donald Trump's speech and what types of communication styles are most often used by Donald Trump. In determining this, researchers used the theory of Tubbs and Moss (1996). There are six types of communication styles in Tubbs and Moss theory, namely Equalitarian, Structuring, Controlling, Dynamic, Relinquishing and Withdrawal. Qualitative content analysis is a method of researching problems in this study. Researchers found only four types of the six types of communication styles that have been proposed, the four types are Structuring, Controlling, Dynamic and Relinquishing. Dynamic style is the least used type of communication style, which is only found in the second speech. While the other three types dominate in every speech, especially the Controlling style which is the type of communication style most often used by Donald Trump.

**Keyword:** communication styles, speech, presidential speech

### **INTRODUCTION**

We as humans carry out daily activities that sometimes keep repeating themselves. One of them is communication we have been communicating since childhood. Communication is the most important thing in life because communication is the way people interact with each other. According to Paul Copley (2008) The Latin root of "communication" is *communicare* which means "to share" or "relate to.". Also According to Lunenberg (2010), he concurs with them that the Latin word *communicare* is the origin of the word "communication" (*communis*). Therefore, this communication is made by humans as material to share information with others which usually becomes an interaction between others. So that good communication will be established when we can communicate with other people who have the same understanding as us when sharing information in the communication.

We always communicate and become part of our lives, but we need to know that apart from that, communication is also very important for us. The importance of communication in human life is how people express their feelings, thoughts, knowledge, ideas and expressions. According to (Bunglowala & Bunglowala, 2015, p.371) communication is the basis of all human contact, which is central to human life. Communication is something that cannot be separated in life because from communication humans can interact which is to fulfill their nature as social beings. In communication there usually has at least one speaker or sender and receiver to make some conversation.

Everyone has a different way and type of communication, so the information they convey can be understood. There are two different sorts of communication in daily life: verbal communication and nonverbal communication. Non-verbal communication is the processes that transfer information in the form of non-linguistic representations, verbal communication is the spoken or written transmission of a message. While verbal communication is a system of human communication in a large size. Another meaning is that verbal communication is the tool of human language that represents the world and

passes information. Apart from these two types of communication, communication also has a style. Humans have a different communication or the different style to communicate their word. The difference between human communication is called communication style.

Communication style is a behavior that only takes place under specified conditions. Style can be expressed verbally or nonverbally through body language, the use of time, and the use of place or distance. Communication style is the "distinctive way a person sends verbal, paraverbal, and nonverbal signals in social interactions denoting, who he or she is or wants to appear to be, how he or she tends to relate to people with whom he or she interacts, and in what way his or her messages should usually be interpreted," stated in De Vries et al. (2009, p.179). Every individual has a tendency to a certain style of communication, and this tendency can sometimes cause the person to be unaware of how other people communicate. Someone often uses different communication styles so that people who still don't understand the existence of this communication style result in misunderstandings between one individual and another.

The style of human communication is growing every year, this development occurs due to heredity and environment and everyone creates these habits based on the behavior they pass down when they grow up. We refer to that communication behavior as a communication style. Numerous elements, including voice patterns, eye movements, facial expressions, and posture, combine to form our communication style. We all have aspects of communication style within us that are usually different and can be a hallmark of communication styles. Behavioral or communication style refers to the patterns of conduct that we see in other individuals. The will focus on types of the communication style. Like controlling style, egalitarian style, structuring style, dynamic style, relinquishing style, and withdrawal style are some of the categories under which a person's communication style can be categorized.

There are still many who understand that this communication only occurs when we are talking to other people but in fact there is also communication that does not have to occur when someone else chimes in on us. There is also a type of communication in which this one person is the actor in communication, one of which is speech. After explaining communication style, here the researchers will talk about speech that is one of the forms of communication. Speech is an activity or act of speaking in public to convey thoughts, ideas, statements etc. Speech are sometimes made at formal or informal events, examples of formal events are presidential speech or speech at an institution while non-formal speech at parties that occur spontaneously or unplanned. Usually the speech consists of only one speaker and the listener consists of a group of people. Purpose of a speech is often to attract the audience by presenting intriguing concepts, facts, or information in order to motivate and invite them to act in a way that will make them believe in what is being said. Speech sometimes tries to impress or satisfy the audience.

Related to the previous paragraph which discusses speech. The researchers use speech as a material for analysis. Speech can be used as material for linguistic research. One of the articles that examines speech is Intyaswati, Juned, Abdullah (2018) that uses the theory Tubbs & Moss (1996). In that article they analyzed communication style and divided it into 6 types of communication style: equalitarian style, structuring style, controlling style, dynamic style, relinquishing style, and withdrawal style based on Jokowi's speech. They analyzed Jokowi's speech with the six types and explained what

types Jokowi used during his speech. So the researchers will examine Trump's speech with the same type of communication style. In addition to that, all the speeches chosen were speeches from a president of the United States with tenure 2017-2021 who had a big influence during his tenure, namely Donald Trump, he gave many controversial speeches. This is the choice taken by the researchers as research material. One of the reasons why the researchers chose these speeches was because during his tenure, Donald Trump issued a lot of controversial opinions and decisions .

Based on the background above, the researchers display the question as:

1. What types of communication style are most used in Donald Trump speech?
2. How are communication styles applied in Donald Trump's speech?

## **Review of Literature**

### ***Communication***

Many academics have attempted to define communication's significance. They are correct, according to Lunenberg (2010), that the Latin word *communis* serves as the origin of communication. He claims that it actually means "common," which implies that the source and the listener must share the same interpretation of the content being delivered. The typical understanding of communication is that it involves social contact. There is often a sender (source) and a receiver in communication. It entails the exchange of signals between the participants. These cues could be gesture or visual, verbal or graphic (photographic). Fundamentally, communication involves the usage of codes that are produced by the eyes, movements of the body, or vocalizations. No matter how it is done, there is always a process where someone creates a meaning that is given to the other person (receiver). Giffin & Patten (1976) defined communication as the activity of both creating and attributing meaning. It involves group members interacting and exchanging ideas. The Oxford Advanced Learner's Dictionary of Current English (2004) defines communication as the act or process of communicating thoughts and feelings or imparting knowledge to others.

Communication can be defined as the act of transmitting information and messages from one location to another, as well as from one person to another. Communication is also described as a two-way process by the Online Business Dictionary. It entails more than just encoding and decoding information, news, ideas, and sentiments; it also entails individuals developing a shared understanding. It is critical that they additionally generate and disseminate the message's meaning content (Daniel, 2013). Furthermore, communication is viewed as a technique of connecting people and locations. Due to the fact that a business cannot function without communication across levels, departments, and personnel, it is also seen as a crucial managerial position (Online Business Dictionary, 2010 & Okenimpkpe, 2010). Communication, as defined by Bovee and John (2000, p. 4), is the act of sending and receiving messages. Successful communication takes place and a new way of thinking develops when the one receiving the information has the same understanding as the one delivering it. The ability of a person to communicate effectively can boost productivity, both individually and as a team. It also improves understanding and ability to respond to claimants' and stakeholders' needs and desires. There are certain crucial factors that go into being a good communicator for someone who aspires to be one. Most key, regardless of whether you find the topic uninteresting or unimportant, you must show genuine interest in what others have to say. Because a language user's communication objectives are likely to differ greatly depending on the circumstances, the idea of communicative efficacy is far from simple.

Three characteristics of communicative effectiveness, though, can be considered to broadly reflect the objectives of the majority of language learners. "Ease of comprehension" is the first consideration. Most of the time, the primary goal of language learners is to be understood by their interlocutor. The second factor has to do with how fashionable the language is. This entertaining language can serve a vital relationship-building purpose. For many language students, passing an oral exam meant to gauge their level of linguistic skill is a third, far more concrete goal. As a result, readability, style, and perceived student skill were the three criteria on which the judges in this study were asked to evaluate the students' work. The correlation between these scores and indications of strategy use followed. A more thorough version of a taxonomy that Poulisse had previously presented was used to classify the strategies.

## ***Communication styles***

### ***Definition***

Every person has a natural proclivity for a particular communication style, and this proclivity can lead to a lack of awareness of other people's communication styles. Communication styles are psychological forms that influence individuals to express their feelings, needs, and experiences as an alternative to direct and open communication. During the first several years of our lives, our communication style evolves. It is a result of a combination of hereditary and environmental influences, and each individual develops their habits as a result of the behaviors that bear down on them as they grow older. Communication style refers to a person's communication habits. Many factors influence our communication style, including voice patterns, eye movements, facial expression, and posture. Behavioral or communication style refers to the patterns of conduct that we perceive in others. Communication is also a method of thinking and doing, and it is more of a personality trait than a skill. The manner someone prefers to do something is referred to as style. The term "ability" refers to a person's ability to perform a task. We all have different features of style. Some of us can simply switch from one style to another, adapting our approach to the necessities of the situation.

### ***Factor Influence Communication Styles***

Apart from the definition of communication style above, there are also several factors that influence communication style. Some of these factors are divided into six:

1. Physical Condition, communication activities will be more effective if carried out directly or face to face, if this does not happen it will result in distrust between the sender and the recipient. Therefore, the physical condition greatly affects the communication style when someone communicates.
2. Role, the role referred to here is the role of the communicator (customers, bosses, friends, etc.). Each of these roles affects the way we interact, having different expectations for their own roles and those of others.
3. The Historical Context, every background from history influences every interaction, whether the history of the nation, tradition, company and community. This history can easily influence communication styles because of the way we view each other.
4. Chronology, events that have occurred affect future interactions. This communication style will look different when someone for the first time or has interacted with something the same or different for the first time, if the interaction about events that have occurred is pleasant or not, it will make a difference to the person's communication style.

5. Language, the language used will affect the communication style, especially our fluency in using the language. For example, the Aussie, English or American English versions all play a role in a person's communication style. An example of a case is people who use English will have difficulty and cannot understand people who speak Japanese, they will find it difficult to participate fully and influence the direction of the conversation.

6. Relationships, depending on how we relate to someone, how much we know, trust or like them, all will affect the way we communicate. Constraints is the communication mode a person prefers (for example, some people despise email or phone calls) and the amount of time we have available to only interact with that medium. The manner we communicate will be influenced by type limitations.

## ***Theories of Communication styles***

### **a. Tubbs & Moss**

Based on the theory Tubbs & Moss (1996) that stated in Ruliana (2014) in their work, they are divided into six types of communication style; there are equalitarian style, structuring style, controlling style, dynamic style, relinquishing style, and withdrawal style.

#### **1. Equalitarian Style**

The current deployment of verbal messaging spoken and written two-way communication marks the equalitarian style of communication (two-way traffic of communication). An important aspect of this communication style is their commonality. This means that any member of the organization or group can express their ideas and opinions in a relaxed and unrestricted atmosphere. In such an atmosphere, all members of the organization can reach consensus and mutual understanding. Individuals who adopt the Equalitarian style are individuals with a caring attitude and the ability to maintain good relationships with others in both personal and professional situations. An equal style facilitates communication within an organization as it is effective in maintaining empathy and collaboration, especially in situations where decisions need to be made about complex issues. These communication styles ensure the exchange of information between members of the organization.

#### **2. Structuring Style**

This structured communication approach involves using written or spoken communications to form a command to be carried out, as well as scheduling tasks and duties and the organizational structure. Message senders are more aware of their desire to influence others by sharing information about their organization's goals, work plans, policies, and procedures that apply to their organization. The Ohio State University Office of Business Research has discovered a dimension of effective leadership that they call initiation or initiation structure. They explained that the originator of an effective structure is someone who can plan verbal messages to further reinforce organizational goals.

#### **3. Controlling Style**

One-way communicators or one-way communications are those who use this communication technique. Parties are adopting a commanding communication style, focusing more on message delivery than on their efforts to anticipate a message. They are uninterested and unconcerned in spreading the message. Unless comments or input is used for their personal purposes, they do not show interest or pay attention to it. One-way communicators are unconcerned about other people's negative opinions,

preferring to utilize their influence and strength to force others to agree with their own. The communications came from the one-way communicator, who was attempting to explain what it accomplishes to others rather than trying to sell the concept to be debated together. The dominating style is frequently utilized in the form of criticism to urge people to work and act more successfully.

#### 4. Dynamic Style

Fourth is dynamic style, because the sender recognizes that the working environment is action-oriented, this dynamic communication style includes aggressive tendencies (action-oriented). Dynamic communication styles are often used by activists and supervisors who bring in sales people. The main purpose of this aggressive style of communication is to encourage workers and employees to work faster and better. This is an effective communication style used to address important issues, but requires that the employee or subordinate has sufficient skills to address those important issues.

#### 5. Relinquishing Style

Relinquishing style, though the presenter of the message has the authority to command and control others, this communication style reflects a readiness to receive suggestions, thoughts, or ideas from others rather than a desire to give instructions, even though the sender of the message has the right to direct and control others. This communication style of messaging works best when the sender is working with people who are knowledgeable, experienced, conscientious, and willing to take responsibility for any task or task.

#### 6. Withdrawal Style

The last type of communication style is withdrawal, which has a greater impact when expressed through the use of clean energy and lessens contact with the meaning that there is no fascination from the person to take advantage of want to mode expression and other human cause that could pose a minor issue or cause the broadcaster other civil trouble.

#### b. David G. Jensen (2000)

The theory of David G. Jensen suggests how to know someone's communication style with two questions: are you open or reserved and are you direct or indirect.

##### 1. Are you open or reserved

Open person is someone who easily expresses emotions, thoughts and feelings without restraint in any way. They are so simple to comprehend that they can astonish a more reticent individual. Even in the first chat, open people aren't afraid to share some of their most intimate thoughts and sentiments. To communicate, they make a lot of eye contact and facial expressions. For them, developing strong interpersonal ties is a top goal.

It takes some time to get to know someone who is reserved. This person tends to withhold information about them. They appear to feel most at ease when maintaining a certain level of distance in their interpersonal interactions. Everyone lies halfway between being open and being reserved.

##### 2. Are you direct or indirect

Direct people make quick decisions and move quickly. Direct individuals frequently perceive them as domineering and competitive. In a meeting, the direct person will probably show empathy for others and discuss the issue clearly. They may also speak a little louder than the other participants. They are sometimes highly contentious, and usually defend their stance in an argument far longer than most individuals.

The indirect people are cautious and move slowly. They tend to prefer interactions with close friends and are less combative. These people can typically provide extremely accurate and well-considered results. They typically wait the longest to engage in politics of any type or seek out rivalry.

c. Philip L. Hunsaker (2001)

This theory is designed to determine the communication style of a person in action in everyday life. communication style in this theory is divided into four types, namely the Supporter/Relater, Promoter/Socializer, Analyzer/Thinker and Controller/Director.

#### 1. The Supporter/Relater

A person with this style is very easy to deal with, very cooperative. When personal stuff like photos, plants, and other items that foster a relaxed atmosphere are present, you can spot someone who works in this style. A Supporter role as team leader appears to focus more on the participants' emotions than the task at hand. Remember to keep returning to the main point of contention when speaking with the other person and to avoid being forceful or confrontational.

#### 2. The Promoter/Socializer

This type of personality is always a little playful. In contrast to being a loner, their broad curiosity encourages engagement with others. If they find themselves stuck on tedious work or find themselves alone, they will practically leave the office. They often have a lot to say, but they get along with others and speak up promptly. Nonetheless, they might switch between activities more frequently than the boss would prefer. Be mindful of a Promoter's demand for respect and acceptance when speaking with them. These people frequently act impulsively and on what they or others may interpret as intuition.

#### 3. The Analyzer/Thinker

Thinkers pride themselves on being comprehensive, exact, and effective. Typically, their workspace is incredibly organized and well-kept. They approach their work with a rigorous analytical approach and seek to tackle issues slowly and methodically. Some view them as being excessively dependent on computers since they are typically computer-oriented and enjoy organizing data on their terminals, which causes them to be "slow in adapting" to changing decisions. Good communication with Thinkers, should move more slowly, with a good ideal emphasis on proof. The modification must be supported by facts and statistics before being presented to the person.

#### 4. The Controller/Director

Noted for being aggressive and competitive. This design favors an office with a decent corner. The Controller is someone who can be counted on to get things done in an organization, but who may also come under fire for not caring enough about how those outcomes could affect other people's feelings. They are quite self-sufficient. The ideal way to communicate with the director is quickly, with a focus on being direct. Avoid talking and always consider things from their perspective.

From the three theories above, the researchers chose the theory of Tubbs and Moss (1996) as the grand theory of this study. The reason researchers use this theory is because the division of types of communication styles of this theory is very complex and more complete. Moreover, this theory is easily understood by other researchers who want to use it.

### **Speech**

#### Definition

Speech is an activity or act of speaking in public to convey thoughts, ideas, statements etc. This activity is usually done to give an opinion or confirm about something that is being discussed a lot. People who usually make speeches are people who are considered important or have positions that can influence the listeners. Basically the purpose of speech is to give ideas to influence the listener to follow the idea. According to Raras (2019) speech is a way for someone to present themselves in front of an audience in order to communicate thoughts or messages in the form of a string of words with certain purposes and goals.

## ***Types of speech***

a. Bahar (cited in Sabila 2015) claimed that there are seven different types of speech.

### 1. Informative/instructive

Informative speech is in accordance with nanabya, namely information, this type of speech aims to provide reports, knowledge, or something useful for listeners, namely conveying information to listeners. The information is usually like an educational speech or a speech on the topic of how we can recycle waste.

### 2. Persuasive

A persuasive speech attempts to persuade, inspire, and motivate the audience to behave in a particular way.

### 3. Argumentative

Argumentative speech aims to convince the listener.

### 4. Descriptive

The main objective of descriptive speech is to describe a situation. The ideal theme symbolizes the celebration's atmosphere for the youth oath.

### 5. Recreation

The goal of recreation speech is to amuse the audience. Typically seen at festivities, gatherings, or banquets.

### 6. Educational

Efforts are being made to emphasize various aspects of education, such as the value of healthy living, family planning, and coexisting peacefully with different religious communities.

### 7. Entertainment

Aims to rehydrate the more relaxed audience.

b. While cited in Raras (2019) divided types of speech into four:

1. Impromptu speech, or speech without a script, is typically done without prior planning, such as when we are unexpectedly asked to give a speech at a party.

2. Manuscript is the opposite of an impromptu. In light of the fact that impromptu speeches do not follow a script, it may be said that speeches that follow a text do so after considerable planning.

### 3. Memoriter

Speech that has been memorized word for word after being written down. The preparation time for the memoriter is lengthier because they need to write down and memorize the speech's substance. A common error is the speech interpreter forgetting a word that needs to be stated, which might lead to losing the rest of the speech.

4. Extemporaneous speech is a speech that only uses the main points or outlines of a topic. So that someone who will make a speech does not need to make a script and memorize it word for word. Therefore, this speech is considered the best method of speech.

## **METHOD**



## Research Design

The method that researchers used for this study is a qualitative content analysis to analyze the types of communication style in Donald Trump's speech on Youtube. The reason researchers chose this method is because it help researchers explain the purpose of research. Content analysis is a research method that focuses on knowing the symbols of communication, interactions that occur during communication and the content of communication along with their meanings. The data analysis method used in this study by the researchers is qualitative research. The Fraenkel and Wallen theory is the one employed for qualitative content analysis (2009). The content analysis technique is referred to as the coding category. The pre-coded text served as research material for the qualitative content analysis. Then, the researchers structured the steps used to code the research data. As part of the last processing step, researchers review and then condense their findings into narrative conclusions. So, researchers made a script to use as data to analyze the types of communication style of the Donald Trump speech on Youtube. This research focuses on the theory of Tubbs & Moss (1996).

## Sources of Data

In this study, researchers take data from three speeches of Donald Trump. First speech at the White House, Wednesday (6/12) US time, President Donald Trump officially announced the recognition of Jerusalem as the capital of Israel. US President Donald Trump signed the document as a sign of the United States' recognition of Jerusalem as Israel's capital. The content of the speech was to agree on Jerusalem as the capital of Israel and Trump wants to move the US embassy to Jerusalem with the excuse of making it easier for the state of Palestine and Israel to negotiate peace. The second speech was taken by researchers at Donald Trump's speech in Youngstown, Ohio. Donald Trump delivered remarks detailing his plan to combat terrorism and to stop the spread of radical Islam. The third speech that researchers chose is when President Donald Trump speaks in the Rose Garden of the White House on March 13, 2020, talking about the ongoing global coronavirus pandemic. Trump declared a state of emergency to deal with the coronavirus crisis on Friday, as cases rise alarmingly and criticism mounts over his handling of the situation. The researchers chose three videos to analyze the communication style, separated into six types. One of the types is the controlling style as an example. When speaking to others or in public, those with power typically employ a controlling style. This style is meant to command compliance from listeners.

## Procedures of Collecting Data

The activity that the researchers does to collect data in this study is to read all the data references that used for this research related to the topic. Then the researchers downloads the videos of Donald Trump's speech on the Youtube platform. When the researchers watches the videos, the researchers does the transcript. After the transcript, the researchers took notes that are relevant to the study. Also, researchers identified data taken from videos and transcripts of Donald Trump's speeches. In addition, the researchers classified the data that can be found and collects all of them into topic categories, then analyzes the data. The last step is to make a conclusion based on the findings.

## Techniques of Analyzing Data

This research uses techniques of analyzing data based on Miles, Huberman and Saldana (2014) method as follows:

Data Condensation

Data Condensation is the process of sorting, simplifying, abstracting and presenting visual data into written data. The purpose of data condensation is that the data that be collected from the video be made into a transcript or textual data. researchers transcript videos from Donald Trump's speech into written data. After that researchers separate the textual data based on the findings. Then the data categorized into research that is relevant to the researchers's research based on Tubbs & Moss (1996).

## Data Display

View data is data created after data condensation. Display Data is a visual format that presents information systematically so that users can draw conclusions and take action (Miles & Huberman & Saldana, p. 108). The data of this research will explain the data related to the theory of Tubbs & Moss (1996) to focus on the types of communication style and conclude the data. Data created in the form of written data in the form of an abstract.

## Drawing Conclusion

The last stage is Drawing Conclusion. This is the last step the researchers takes to reach the final conclusion from all the data obtained and the research questions fully answered. Also analyze and interpret data based on Tubbs & Moss (1996) theory. Then the last one is to make a conclusion based on the findings.

## FINDINGS AND DISCUSSION

### Findings

#### ***1. Types of communication Style in Donald Trump Speech***

Based on the idea of Tubbs and Moss (1996), which classifies communication styles into six categories: equalitarian, structuring, controlling, dynamic, relinquishing, and withdrawal. The explanation below details how many communication styles that Trump uses in his three speeches and what the most communication styles are used in her speech. The first of which is about recognizing Jerusalem as Israel's capital, the second of which is about coronavirus, and the third of which is about the terrorists.

##### a. Types in first speech

In this first speech 'Recognition Jerusalem as Israel capital' the researchers found three types of styles that are divided into several results, including:

The first type is Structuring style. One example, when this type appears is when Trump stated that he would move the US embassy along with the move of the Israeli capital for peace reasons.

The second style is the Controlling style. This type appeared or was discovered by researchers when Donald Trump said the moving of the Israeli capital to Jerusalem was the right thing to do, Trump also signed the recognition of the Israeli capital.

Third type in this speech is the Relinquishing style, an example of this type is when Donald Trump reiterated that the solution he provided was only an input for both countries, he also appealed to all parties to maintain the status quo. Trump continues to seek approval, advice and possibly other solutions from Palestinians and Israelis

##### b. Types in second speech

In this second speech 'Coronavirus News Conference' the researchers found fourth types of styles that are divided into several results, including:

First type is Structuring style. researchers found this type at a time when Trump was discussing the latest policies related to screening and isolation to the community who just came from abroad.

Controlling is the second type, an example of this type is when Trump warns everyone that no one should go to a designated red zone country.

Third type is Dynamic style, this type appears when Trump said that in order for hospital services to be improved, he pushed for medical workers to work more agile.

Fourth type in this speech is Relinquishing style, Trump hopes that pharmacies and retailers can work together to create drive thru tests so that citizens do not have to get out of the car for corona tests

c. Types in third speech

In this third speech 'Radical Islamic Terrorism' the researchers found three types of styles that are divided into several results, including:

First type is Structuring style, this type was discovered at a time when Trump revealed that he wanted to implement new policies that would allow the growth of terrorism to be prevented

Second type is Controlling style, one example is when Trump made a statement that NATO's policy is very weak against terrorism and NATO then changed the policy and tightened it even more

Last type is the Relinquishing style. Trump said that if he were elected president, he would set up a radical islam Commission to work together and listen to their voices.

In the three speeches above, four types of communication styles were found including Structuring, Controlling, Dynamic, and Relinquishing. The researchers found thirty one styles. Nine Structuring styles, three styles in the first speech, two styles in the second speech and four in the third speech. Controlling styles are eleven styles, consisting of three styles in the first video, four in the second video and four also in the third video. While the Dynamic style is three, which is only obtained in the second speech. And the last Relinquishing style which amounts to eight styles, consisting of two styles in the first speech, three styles in the second speech and three also in the third speech.

## **2. The Applied Communication Style in Donald Trump Speech**

### *Speech 1*

#### a. Structuring Style

##### Extract 1

Trump: "Vice president pence will travel to the region in the coming days to reaffirm our commitment to work with partners throughout the Middle East to defeat radicalism that threatens the hopes and rhymes of future generations" (Minutes 8:41)

Donald trump through his speech again gave his influence as the leader of a superpower by saying "to reaffirm our commitment to work with partners across the Middle East to defeat the radicalism that threatens the hope and rhyme of future generations", Trump assumed that with the establishment of cooperation between Middle Eastern countries with the United States it will be less the influence.

#### b. Controlling style

##### Extract 2

Trump: "Security for the region there will of course be disagreement and dissent regarding this announcement but we are confident that ultimately as we work through these disagreements we will arrive at a peace and a place far greater in understanding and cooperation" (Minutes 7:02)

From Trump's speech above it can be said that Donald Trump uses a controlling style when he says "but we are confident that ultimately as we work through these disagreements we will arrive at a peace and a place far greater in understanding and

cooperation”, Trump is directly confident in his words and policies even though he knows that many others do not share his views or opinions, and Trump does not care about it.

### c. Relinquishing style

#### Extract 3

Trump: “Most sensitive issues in those talks the United States would support a two-state solution if agreed to by both sides in the meantime I call on all parties to maintain the status quo at Jerusalem's holy sites including the Temple Mount also known as Haram al-sharif” (Minutes 6:17)

Donald Trump reiterated that the solution he provided was only an input for both countries, he also appealed to all parties to maintain the status quo. Trump continues to seek approval, advice and possibly other solutions from Palestinians and Israelis. Here Trump shows a Relinquishing Style where he is ready to accept the idea of suggestions from others.

#### *Speech 2*

### a. Structuring style

#### Extract 4

Trump: “most effective weapon right now is to limit the damage to our people and our country and slow the spread of the virus itself the choice we make the precautions we put into place are critical to overcoming the virus reducing its spread and shortening the duration of the pandemic” (Minutes 29:39)

The dialogue above Donald is planning a program to overcome corona. In this case the dialogue above is categorized as a structuring style where this type of speaker explains the work program or work arrangement plan that will be implemented one of them in the sentence “slow the spread of the virus itself the choice we make the precautions”

### b. Controlling style

#### Extract 5

Trump: “We'll be changing a lot of the rules regulations for future should this happen in the future which we hope it never does but it will I guess” (Minutes 19:53)

Donald wants to make changes to the rules for the future, here he uses the type of controlling which is categorized as the type because the sentence “we'll be changing” which he tells that he will change a lot for the future because of his opinion this Coronavirus will be worse and therefore as a solution he confirms many things that must be changed.

### c. Dynamic style

#### Extract 6

Trump: “I've also instructed the Secretary of Energy to purchase that a very good price large quantities of crude oil for storage in the US strategic reserve we're going to fill it right up to the top saving the American taxpayer billions and billions of dollars helping our oil industry and making us even further toward that wonderful goal” (Minutes 22:18)

Donald above discussed the price of oil that is able to help the income of the state treasury. This is categorized as dynamic style because the dialogue above discusses oil trading. The dynamic style of dialogue is “Secretary of Energy to purchase at a very good price large quantities of crude oil for storage in the US.”

### d. Relinquishing style

## Extract 7

Trump: "I doubt we'll need anywhere near that at the same time we've been in discussions with pharmacies and retailers to make drive-through tests available in the critical locations identified by public health professionals the goal is for individuals to be able to drive up and be swamped without having to leave your car" (Minutes 7:29)

This type of relinquishing style is the type where the speaker engages others to listen to the suggestions and thoughts of the person. One of the sentences that are categorized as relinquishing style is found in the sentence above, when Donald says "we've been in discussion with pharmacies and retails" with the sentence Donald wants to hear advice and thoughts from the pharmacy.

## Speech 3

### a. Structuring style

## Extract 8

Trump: "I was saying this constantly and consistently to whoever would listen I said keep the oil keep the oil keep the oil don't let somebody else get it if they had listened to me then we would have had the economic benefits of the oil which I wanted to use to help take care of the wounded soldiers and families of those who died in the war" (Minutes 20:53)

The structuring style that Donald Trump showed when he said "if they had listened to me then we would have had the economic benefits of the oil which I wanted to use to help take care of the wounded soldiers and families of those who died in the war", here he shows his desire to help the soldiers who have fallen in the war. According to him, the current government does not listen to Trump regarding oil storage. Indirectly he argued that if he held the current government, he would save oil and would get a lot of economic benefits.

### b. Controlling style

## Extract 9

Trump: "but we will not we will not remember this defeated with closed eyes or silenced voices we have a president that doesn't want to say the words anyone who cannot name our enemy is not fit to lead our country anyone who cannot condemn the hatred" (Minutes 6:32)

When Trump said "we will not, we will not remember this defeat with closing eyes" he repeated the words "we will not" as if to affirm that the United States as a superpower will not lose and not keep silent from the enemies they face. He also added that anyone who cannot name their enemy is unfit to lead the United States. So from this speech Trump gave his influence by saying condemning radical Islamic violence that occurred.

### c. Relinquishing style

## Extract 10

Trump: "thank you, a new approach which must be shared by both parties in America by our allies overseas and by our friends in the Middle East must be to halt the spread of radical Islam all actions" (Minutes 22:50)

In the dialogue above Donald explained his cooperation between the Middle East against Islamic radicalism where the word "approach" is categorized as relinquishing. Why cooperation because the meaning in the word cooperate occurs whose name is the exchange of thoughts and therefore the above sentence is categorized as a relinquishing type.

## Discussion

### ***1. Types of communication Style in Donald Trump Speech***

The next section is Discussion, in this section the researchers will discuss the results of research questions that identify what types of communication styles are most widely used by Donald Trump during a speech, identifying these types of communication styles according to The Theory of Tubbs and Moss (1996) which explains and divides the types of communication styles into six, namely Equalitarian, Structuring, Controlling, Dynamic, Relinquishing and Withdrawal.

The first type is Equalitarian, a two-way communication style that is equality in nature. The meaning of equality here is their similarity which means that each member of the organizational group can express their ideas or ideas that are relaxed without pressure from others. Of the Three Donald Trump speeches that have been studied, the three speeches do not have an Equalitarian type of communication style, because basically the speech is included in one-way communication, where one-way communication is communication that the speaker only involves one person while Equalitarian is two-way communication that is usually used by someone in an organization or group that is reciprocal to other group members.

The second type of Tubbs and Moss theory is the Structuring style, a communication style whose purpose is to form task-related commands and organizational structures. Usually the sender of the message or the person who uses this communication style is more willing to introduce or promote the organization under their auspices. This style of communication also influences others by sharing information about the sender's goals, work plans, ideas, organizational policies and procedures. The three speeches that have been studied there are nine Structuring styles used by Donald Trump, researchers get three Structuring styles in the first speech, two in the second speech and four in the third speech

The third type of communication style is the Controlling style, a one-way communication style that is coercive, called forcing because the user of this communication style is not worried about the opinions or views of others, but he tries to use his power to force others to follow his views. In this study, researchers obtained eleven controlling styles contained in the three speeches of Donald Trump. The eleven styles consist of three styles in the first video, four in the second video and four also in the third video. From the study of Donald Trump's three speeches above, the Controlling style is the most frequently used communication style by Trump when he delivers his speech.

Dynamic style is the fourth of six styles proposed by Tubbs and Moss (1996). Dynamic style is a type of communication in which the speaker encourages workers and employees to work faster and better. Based on this understanding, researchers get the type in the second video related to Coronavirus. In the second video, a dialogue that is categorized as a dynamic type, namely "health care providers maximum flexibility to respond to the virus" here he explains how to control the Coronavirus by making health care work to the maximum. Then the next dialogue is "Secretary of Energy to purchase at a very good price large quantities of crude oil for storage in the US." Donald is here to talk about the sale of oil, where he is using the sale to help the economy.

The next type is the type of relinquishing style based on the theory of Tubbs & Moss (1996) which explains that this type of relinquishing style is a type of communication in which the speaker has the power to give orders and control but in this type of speaker

still receives suggestions, thoughts, or ideas from others rather than giving instructions, even though the speaker has the right to direct and control others.

The last type proposed by Tubbs and Moss is the Withdrawal style, a communication style in which the user experiences a sense of unwillingness to communicate or a weakening of the Communication Act that means there is no desire to communicate with others because there are some interpersonal problems or difficulties that the communicator faces. For example: "I don't want to get involved in this matter". Statements like this indicate the speaker does not want to engage more deeply with the issue or topic being discussed. In all three of Trump's speeches that have been examined, researchers found no Withdrawal style in them. While in Intyaswati, Juned and Abdullah's (2018) research speech on President Jokowi's speech, Jokowi also did not use Withdrawal style when he delivered his speech just like Trump.

## **2. The Applied Communication Style in Donald Trump Speech**

It can be said that the Controlling style occupies the first position as the most frequently used communication style by President Donald Trump with eleven times the number of uses, the reason why Controlling style is most often used is because this communication style is intended for people who have authority or power, just like Trump who has influence on US politics especially after he was elected president. The second position is occupied by the Structuring style with nine times the number of uses, the Relinquishing style in the third position with eight times the number of uses and the last position is the Dynamic style with three times the number of uses.

## **CONCLUSION**

The result of which the researchers found out about communication styles in three speeches of Donald the first was about the transfer of the capital of Israel to Jerusalem, the second about Coronavirus, and the third was about terrorists. It can be concluded that the three speeches use communication styles described by Tubbs & Moss (1996) which categorizes communication styles in six types, namely Equalitarian, Structuring, Controlling, Dynamic, Relinquishing and Withdrawal. But in the three speeches, only four types are found, namely Structuring, Controlling, Dynamic and Relinquishing.

The researchers found thirty one communication styles in all of the speeches studied. Consisting of nine Structuring styles, three styles in the first speech, two styles in the second speech and four in the third speech. The Controlling styles are eleven styles, consisting of three styles in the first video, four in the second video and four also in the third video. While the Dynamic style is three, which is only obtained in the second speech. And the last Relinquishing style which amounts to eight styles, consisting of two styles in the first speech, three styles in the second speech and three also in the third speech. From the above conclusions, it can be said that the Controlling style occupies the first position as the most frequently used communication style by President Donald Trump with eleven times the number of uses, the reason why Controlling style is most often used is because this communication style is intended for people who have authority or power, just like Trump who has influence on US politics especially after he was elected president. The second position is occupied by the Structuring style with nine times the number of uses, the Relinquishing style in the third position with eight times the number of uses and the last position is the Dynamic style with three times the number of uses.

## **REFERENCE**

## Journal of English Literature and Linguistic Studies

Vol 2 (2) 2024

E-ISSN: 2548-4575

- Bovee, Courtland L. and John V. Thill. (2000). *Business Communication Today* (6th ed.) New Jersey: Prentice-Hall, Inc.
- Bunglowala, A & Bunglowala, A. (2015). *Non verbal communication: An integral part of teaching learning process*. International Journal of Research in Advent Technology Special Issue 1st International Conference on Advent Trends in Engineering. Science and Technology "ICATEST 2015", 371-375.
- Daniel, I.O.A. (2013). *Communication as socio-cultural meaning exchange*. The example of Richard Wright's Black Boy. International Journal of Applied Linguistics and English Literature, 173-177.
- De Vries, R.E., Bakker-Pieper, A., Robert, A.S., Kim, V. G., and Martijn, V. (2009). *The content and dimensionality of communication styles*. Communication Research, 36(2), 178-206.
- Fraenkel, Jack R, and Norman E. Wallen. (2009). *How to Design and Evaluate Research in Education*. New York: McGraw-Hill Companies.
- Giffin, K. & B. R. Patten. (1976). *Basic Readings in Interpersonal Communication: Theory and application*. New York: Harper & Row.
- Hunsaker, Philip L. (2001). *Training in Management Skills*. New Jersey: Prentice-Hall, Inc.
- Intyaswati, D., Juned, M., Abdullah, A. Z. (2018). *Communication style and communication competence of President Jokowi*. International Journal of Engineering & Technology, 527-534.
- Jensen, David G. (2000). *Communication Styles*. [http://www.kellyglobal.net/eprise/main/web/us/smi/en/candidates\\_career\\_dev\\_commun\\_styles](http://www.kellyglobal.net/eprise/main/web/us/smi/en/candidates_career_dev_commun_styles)
- Jordain, Kathy. (2004). *Communication Styles and Conflict*. [http://www.teamchrysalis.com/AC/V4/AC46\\_Communication\\_Styles.htm](http://www.teamchrysalis.com/AC/V4/AC46_Communication_Styles.htm)
- L. Tubbs, Steward & Sylvia Moss (editor; Deddy Mulyana). *Human Communication*. Prinsip-prinsip Dasar. (Bandung; P.T. Remaja Rosdakarya; 1996)
- Lunenberg, F. C. (2010). *Communication: The process, barriers and improving effectiveness*. Schooling, 1-11.
- Miles, M., Huberman, A., & Saldana, J. (2014). *Qualitative data analysis: A method sourcebook* (3rd ed.) SAGE.
- Okenimkpe, M.N. (2010). *Communication for Business*. Lagos. National Open University of Nigeria.