

**The Effect of the Usage of Buzzwords and Tag
Lines on the Public:
The Case of Donald Trump's President
Candidacy Speeches**

Anfal Sabeeh Hamood
**Department of Journalism, College of Mass
Communication,**
University of Baghdad, 10001-Baghdad, Iraq.
ORCID: 0000-0003-2444-6202-, email:
anfaltamimi@comc.uobaghdad.edu.iq

تأثير استخدام العبارات الرنانة والشعارات على الجمهور
حالة خطابات ترشح دونالد ترامب للرئاسة

م . أنفال صبيح حمود
قسم الصحافة، كلية الإعلام

تعتمد عملية التواصل والقدرة على تمييز لغة عن لغة أخرى على جودة خطابها، لذا فمن المهم جدا بالنسبة للمرشحين السياسيين استخدام اللغة بفعالية لإقناع الناس. من هنا جاء هدف هذه الدراسة، إلى تحديد كيفية تأثير لغة دونالد ترامب على انطباع الجمهور باستخدام العبارات الرنانة والشعارات في ضوء خطاباته السياسية كما هو موضح في خطب ترشحه. تم جمع جميع خطابات ترامب من قنوات اليوتيوب و كتابتها طبقت الدراسة التحليل الوصفي النوعي لست خطابات كاملة وأصلية ، حيث أشار التحليل إلى قوة تقنيات السرد والعبارات الرنانة والشعارات في الخطابات العامة الضخمة. كما يلاحظ القوة النفوذية والتغيير المغلوط على انطباعات ومعتقدات الجمهور. توصلت الدراسة إلى أن استخدام العبارات الرنانة والشعارات في خطابات ترامب وهجوماته الكلامية شكلت تأثيراً هائلاً على انطباع الجمهور، حيث خدمت ترامب في إنشاء هوية قوية ومشهورة وجمع أنصاره والسيطرة على السرد في فترة رئاسته. قدّم تأثير العبارات الرنانة إشارة سلبية على أساس عالمي. فقد عكست التطرف والنقاش غير المنطقي في الموضوعات المعقدة. كما أشار استخدام ترامب لاستراتيجية الخوف إلى نجاحه وشعبيته وقيادته. أعطته استخدام هذه العبارات القوة في عودته السياسية للجمهور و سلطة عليا وتوقفاً بين الجمهور

الكلمات المفتاحية : العبارات الرنانة ، الشعارات ، تقنية السرد ، الجمهور ، الخطابات ، التحليل النقدي ، القوة النفوذية

Abstract

Communication and the ability to distinguish one language from another depend on the quality of its discourse. Therefore, it is crucial for political candidates to use language effectively in order to persuade people. The current study is to determine how Donald Trump's language affects audience perception by utilising buzzwords and taglines in light of his political discourses as seen in his Candidature Speeches. The written text of all of Trump's speeches that were taken from YouTube and transcribed. The design of the study followed the qualitative descriptive analysis for six full-length original speeches. The discussion of this study is useful for the descriptive analysis of the 6 public speeches. It indicates the power of narrative techniques and buzzwords and tag lines in massive public speeches. It also notes the influential power and manipulative change on the public perceptions and beliefs. The finding conducted that the use of buzzwords and tag lines in Trump's speeches could shape massively the public perception. These buzzwords and tag lines served Trump in establishing a strong renowned identity, gather his supporters, and control the narratives surrounding his presidency. The influence of buzzwords was signaled negative on the universal basis. They reflected polarization and illogical discussion on complex topics. The fear strategy used by Trump indicated his success, popularity, and leadership. His use of powerful buzzwords in his political promises to the public has given him a supreme power and superiority between the public

Keywords: buzzwords, tag lines, narrative techniques, audience, public speeches, critical discourse, influential power.

Introduction

Language serves as a medium for interpersonal exchange. It serves numerous communicative purposes when employed. Bennett (1976) argues that the main reasons humans interact are to share information and request assistance. The buzzwords language defines the world in the making process and including interventions in the current existing world (Clinton, 2004). Development surpasses the global socio-economic issues. It is a perception of modeling reality and comforting societies in a mythical frame overwhelmed with sentiments. Buzzwords play as unavoidable passwords to funding and public influencers that tomorrow will be better (Cornwall, 2010). The usage of buzzwords and tag lines in public speeches can have an important impact on the audience, shaping their perceptions and manipulating their understanding of the message conveyed (Cornwall, 2010; Lamont, Park, & Ayala-Hurtado, 2017). In the case of former president Trump, he was famous for his unique style of communication, often employing catchy phrases and slogans to gather his supporters and reinforce his political agenda (Page, 2018). Trump has mastered certain narrative techniques in which he succeeded in front of both his lovers and his haters, bringing a lot of those narrative techniques from superhero fiction (Mohan, 2019). Not only does Trump consider societal issues in his popularity, but he also magnificently exploited those issues and targeted his audience. Some of Trump's well-considered and successfully used narrative techniques are the development of buzzwords and tag lines (Page, 2018). The buzzwords and tag lines let Trump control the narrative and frame the topics according to his agenda (Mohan, 2019). They served as shortcut for complex ideas and policies, making them more accessible to a broader audience. The linguistic professor George Lakoff (as cited in Page, 2018, p. 74) points out that buzzwords, as used to repeat and frame ideas, have

absolute power and train the public minds to think. Trump uses this combination of power and mind-thinking to reinforce his position and thoughts in front of the public (Page, 2018). The current research conducted to reveal and describe the effect of buzzwords and tag lines usage in Trumpian speeches on the target audience. The CDA method was used by the researcher to deconstruct these usage. In our investigation, the researcher opted for a qualitative methodology. In order to provide a thorough comprehension of the word choice and to explain their underlying meaning.

Critical Discourse Analysis in the Social and Cognitive Theory

The critical discourse analysis derives from the social theory and relates to cognition and society. Social issues are understood through discourse analysis (Ali, 2018). Critical discourse analysis deals with speech patterns using the linguistics of the language to form acceptable statements in a specific community who shares the same speech conventions (Dakowska, 2001, as cited in Hamuddin, 2012). Discourse represents the social dominance in terms of the speaker and the audience. It is a form of "practices that systemically form the objects of which they speak" (Foucault, 2002, p. 54). This power of speech has a main cognitive dimension which includes the influence of beliefs, plans, knowledge, attitude, norms, ideologies, and values (Clinton, 2004). Social cognition navigate between different levels of society, particularly between discourse and action, and individuals and the community (Ali, 2018). Social cognitive context are indicated as social operations because they control social interactions between the community members. Social cognitive context also trigger the cultural and social organizations (Resnick, 1991) through their interpretations, inferring and thinking process (Ali, 2018). According to Widdowson (2004), written or spoken texts are to be described according to their linguistic terms and their intended meaning. There is a disconnection between the speaker's meaning of discourse and the audience's interpretation of this meaning. It is not the type of text or speech that matters, but the function of discourse as it relates to the audience's assumptions of their own beliefs and prior knowledge (Widdowson, 2004). Therefore, contextual discourse is defined by its influence as "the pragmatic process of meaning negotiation" (p. 8) and text is the product (Widdowson, 2004). Coherence of contextual discourse relies massively on the cohesion of text (Tenorio, 2011). The critical discourse analysis is a discipline to examine and analyze performances of power as delivered in private and public speeches or discourses (Ali, 2018). This critique is not judgmental, and it "does not make claims to absolute truth" (Jager & Maier, 2009, p. 36), but rather explicit as it considers values and norms. The design of the study followed the qualitative descriptive analysis. The use of buzzwords and tag lines in 6 public speeches of President Donald Trump, during his candidacy for president of the United States, were studied and examined indicating their influential power on the public. The data were discussed and analyzed.

The choices speeches of President Donald Trump

The current study covered six full-length original speeches of President Donald Trump for his candidacy for presidency of the United States. His first speech was held on 16 June 2015. The second speech was held on 22 June 2016 in New York City. Whereas His third speech was held on 12 August 2016 in Pennsylvania. As well as the fourth one was held on 17 August 2016 in Wisconsin. Plus his fifth speech was held on 18 August 2016 at the Charlotte Convention Center in Charlotte. And the sixth speech was held on 31 August 2016 at the Phoenix Convention Center in Phoenix Arizona, and his seventh speech was held on 21 July 2017 in Cleveland.

Procedure

Each public speech was studied for Trump's narrative techniques in his speeches, the use of buzzwords and tag lines, the power of buzzwords and tag lines, their effect on the audience, the opposition of the audience, and Trump's choice of audience.

Discussion

Trump combines both the stylistically questionable technique and the ethically questionable technique leading to inaccuracy in his speech (Page, 2018) such as his condemnation of the influence of globalization on the working conditions (Lamont, Park, & Ayala-Hurtado, 2017) and the nation's incapability of beating ISIS (Mohan, 2019). Trump excessively repeated his preference to the working people than the wealthy executives (Clinton, 2004). This was noted in his speech in Pennsylvania on 12 August 2016, "I feel more comfortable around blue collar workers than Wall Street executives" (Lamont, Park, & Ayala-Hurtado, 2017). According to Page (2018), Trump's four-categorized narrative techniques (largely universally successful and ethically acceptable; ethically questionable; stylistically questionable techniques; and

mistakes satirized by opponents and laughed by supporters) immersed in his narratives have some characteristics which, in turn, have their own effects.

Trump's Choice of Audience

Trump varies his storytelling techniques and chooses his audience effectively. He wavers from melodrama and fiction to questionable techniques that could fit any genre, resulting in ridiculing him or laughing with him. This was noted in his public speeches in New York City on 22 June 2016 and at the Charlotte Convention Center in Charlotte on 18 August 2016. Characteristics of these genres often include buzzwords and tag lines. Indeed, Trump could opt and create his targeted audience through the playing on the "deep frames" the audience holds (Page, 2018, p.68). Immigrants are the mostly-targeted audience in Trump's speech referred as "illegal immigrants" in addition to refugees and Latinos (Lamont, Park, & Ayala-Hurtado, 2017). Page (2018) clarifies that each type of audience holds certain deep frames that cater their beliefs and norms, and categorizes Trump's speech in regard to these beliefs, norms and common sense, and seals his narratives with realistic and concrete details (Ali, 2018). This use of graphic visualization of violence, fear, death, and others instills in the public certain feelings of insecure upcoming events (Mohan, 2019). Thus, Trump either chooses audience with deep frames who agrees with his message, or he successfully adapts his speech ideas which support his message to align with the audience's deep frame of belief. In fact, Trump depends on his audience's preconceptions (Page, 2018) and his use of "illegal" immigration more frequently than "legal" immigration instills in the public that all kinds of immigration are unfavorable for the country and its citizenry, especially by using buzzwords like "fundamental problem", "low-skilled", "reduce jobs" and "reform" (Mohan, 2019, p. 24). According to Cornwall (2010), "poverty" which is relevant to other buzzwords in Trump's speech has been a current buzzword and its reduction is challenge of the moral status of development. Moreover, Trump gives attention and credit to African-American community as his targeted audience category whom he appraises for their hard work for the country such as "the African-American community has given much to this country ... fought and died ... lifted up the conscience of our nation ... they've sacrificed ..." (Lamont, Park, & Ayala-Hurtado, 2017, p. 27). This positive discourse would deeply impact the public voices for Trump's support. His supporters devote themselves to him by claiming to be the only one that can resolve the country's security, economic, and social problems (Mohan, 2019). In addition, the ethically questionable techniques in Trump's speech are those referring to stereotypes and developing inaccuracy and illogic in the flow of ideas such as the undocumented Mexican immigrants as "bad hombres" and "drug lords", and the Muslim problem as "radical Islamic terrorists" and "terror nations" (Page, 2018, p. 74). Not only does Trump succeed in developing melodrama and fiction as a comic book, but he also uses embedded buzzwords and tag lines in simple language that successfully address his universal audience. The political purpose of such a language design serves much his voting elections in a way that all his voters, regardless of their educational background, can comprehend Trump's thoughts effortlessly (Page, 2018; Clinton, 2004)). The impact of the audience comprehension is massive and twists their thoughts. One of Trump's supporters called for "no more political correctness" i.e. no more freedom of speech. Many working class voters for Trump believe that they can be heard through him as he can challenge the worldviews (Lamont, Park, & Ayala-Hurtado, 2017).

Opposition in Trump's Audience

The effect of buzzwords and tag lines in Trump's speech varied among different groups of audience. Trump's supporters found, in his concise messages, comfort and support in what they hear, and they embraced Trump's words wholeheartedly. Nevertheless, Trump's opponents claim these buzzwords as divisive and manipulative, and that they were moved to develop fear and increase his population (Mohan, 2019). Even though some critics might claim that narrative simple language reflects short-sight and simple-mind, "the lack of complexity is ... easy to follow and comfortably concrete" (Page, 2018, p. 75), and it was evident in the six public speeches of Trump. In addition to that, critics claimed that the simplicity of statements and the repetition of buzzwords and tag lines resulted in oversimplification of complex topics and lack of fundamental policy discussions (Mohan, 2019). Furthermore, Trump's buzzwords and tag lines fall into the category of black and white, good and evil in which he creates strong opponents in his narratives. This successful narrative strength creates strong one-dimensional opponents. This raises the stylistic technique problem, creates inaccuracy, and leads to ethical questions (Page, 2018). Through the use of implicit equations, Trump could create meaning beyond what is communicated to the public, but he is unconscious of many public members' negative interpretations. Similar to fictional superheroes who

fight evil and super villains with super powers, Trump's strong opponents are those who bring evil such as the illegal immigrants who will rape American women and take American jobs, and the Muslim antagonists who hate the westerns and fight them (Page, 2018). In his speeches, Trump always tries to spotlight on the working class's dignity and recognition through the use of repeated words and buzzwords "[I will] respect the dignity of work and the dignity of working people" in his speech in Cleveland on 21 July 2017 (Lamont, Park, & Ayala-Hurtado, 2017).

The Power of Buzzwords and Tag lines

Trump resorts to the tactic of repeating key words in stating his ideas in a contextual frame for his audience. To illustrate, the linguistics professor George Lakoff (as cited in Page, 2018) explains Trump's statement in his discussion of immigration, "I want security for this country, okay? I want security" (Page, 2018) and "jobs, jobs, jobs!" as Trump promised workers in his speech on 16 June 2015 (Lamont, Park, & Ayala-Hurtado, 2017), that the public brains will be trained to focus on the repeated terms. (Page, 2018). Trump also could combine both repeated words and intensifiers to be more appealing to his targeted audience. The use of intensifiers direct Trump's audience how to feel and appeals to them such as "we have to be very vigilant. We have to be very careful." (Page, 2018). According to the linguistics professor George Lakoff (as cited in Page, 2018), these intensifiers provide the audience with a view to see an event on their own without any supportive details from authority figures (Widdowson, 2004). Trump taps on his audience's fear and excludes his oppositions by creating a realm of super villains and their names (Mohan, 2019). Trump's speeches were also considered by the use of certain buzzwords that became accompanied with Trump's political name such as "fake news", "America first", and "drain the swamp". These buzzwords and phrases were powerful and influential because they appointed existing thoughts and created a clear opposition between Trump's perceived opponents and his vision for the country (Mohan, 2019). Besides, the repetition of the word "enforcement" has been enormously noted in Trump's speech on immigration. This repetition symbolizes Trump's will and priority to hold control of the situation and win back the nation for his audience, or part of it, who believe they cannot do it. Instead of saying, "interconnectedness", Trump intentionally used the buzzwords and phrase to focus on his political "competition as about domination and submission" (Mohan, 2019, p. 22). For further convincing of this audience, Trump fuses language-as-a-tool method and symbolic meaning (Lamont, Park, & Ayala-Hurtado, 2017). He uses buzzwords to keep his audience engaged with his message and enchanted with his message that he can effectively take control of the complex issues and solve them. Buzzwords like "immigrants", "walls", and "malicious politicians" can have an impact on the public especially with his minor relevant topics, which other politicians hadn't discussed (Hamuddin, 2012), and that Trump feeds them with the strong-man answers and confident assertions that he's their survivor. These creeds are what brought his success (Mohan, 2019). In addition, politics depend on a standard of ambiguity to assure the endorsement of their public audience (Clinton, 2004). Buzzwords serve this strategy by providing the public concepts and topics that don't relate to concrete referents, so that politicians can fill in easily with the desired meaning. Therefore, buzzwords shelter multiple agendas and provide space for change and adjustment (Cornwall, 2010). Trump uses a successful strategy upon his finishing his speech when he numbers his discussed points as to organize and qualify them. The impact is huge on the public, for this symbolizes Trump's extensive and organized plan and statistically considerable numbers whose results will be efficacious (Mohan, 2019). One of the influential tag lines that Trump uses is the red "Make America Great Again" cap. This tag line resounded with his supporters who thought their country needed a change. He wants to notify his working class voters that he has always been one of them and will return to their class once he leaves presidency (Page, 2018) and the only presidential candidate who truly cared for their rights (Lamont, Park, & Ayala-Hurtado, 2017). The simplicity and the repetition of this tag line served in solidifying his message and creating a sense of unity among his supporters as it correlates with the discourse of language interpretations in the Social and Cognitive Theory (Ali, 2018). Trump also plays on ethnic competition which he could highly influence the public that immigrants "stole" jobs from Americans "I will secure our border, protect, our workers, and improve jobs and wages in your community" (Lamont, Park, & Ayala-Hurtado, 2017) in his campaign speech in Wisconsin on 17 August 2016. Another example could be about calling mothers of killed children by undocumented immigrants as "Angel Moms". This adds to Trump's credit and they endorsed his presidential candidacy (Mohan, 2019). On the contrary, the unclarity of Trump's sentences and the spacing he forms between them promotes the public audience to differently comprehend and interpret his ideas (Mohan, 2019). Such buzzwords represent words in vogue

and those out of fashion for decades (Cornwall, 2010). For example, the fragmentation of the sentences on “immigration” and “fundamental problem” will be heard by a public member as “immigration” and “reform” and “will be enforced”, and will be comprehended that despite of the illegality of immigration, it is still an issue to be managed by the law (Mohan, 2019, p. 25) In addition, Trump delivered a strong tag line in his speech on 16 June 2015 “Our country is in serious trouble” after he keenly scanned the size of his audience and praise it as “no crowd like this”. He accompanied his statement by an illogical prediction to his opponents that they cannot beat ISIS. This complex issue raised fear in his audience who resorted to Trump as their mere remedy (Mohan, 2019). This correlates with the social cognitive context as they control social interactions between the community members and trigger the cultural and social perceptions (Resnick, 1991) The use of visual figures and metaphors is a way Trump uses in his mythical speech to reassure his unstable audience that he can defeat these super villains (Page, 2018). Also, Trump’s figurative language seemed sometimes to be void and lack substance. For example, when he was asked about policy particulars, he struggled and shifted the question to talk about the ambiguous threats including immigration rates, email scandals, and others. Another point to highlight is Trump’s tendency to emphasize the significance of mastery and control when discussing policy, instead of explaining the reason of having the strongest policy. In fact, the public could see and hear strength in which they find security and comfort in spite of uncomprehending the complexities of his discussed points (Mohan, 2019). Trump’s communication techniques during his two-year campaign took primarily the offensive against his opponents in his use of Hilary Clinton’s email scandal to raise his opponents’ fear of “corruption” to his benefit. In following this strategy, Trump could success) fully prove that he is the information provider, and he could convince his audience that his platform is the most superior and his opponents’ platform is invalidated. This polarization technique against his political opponents is contributed to external sources of information such as the press and polling agencies developing more divisions between the public and their sources of information (Mohan, 2019). Trump’s buzzwords and tag lines are countless in his speeches along with a tone of authority and threat. His use of “can’t obtain legal status”, “terror cases inside”, and “friendship between Mexico”, while referring to the United States, asserts the public audience’s patriotism and national pride and threatens them if shifting against the country’s values, lifestyle, and livelihood. This combination of Trump’s speech-making draws a message to confirm quickly to change or the country fades (Mohan, 2019).

The “American” in Trump’s Speeches

The use of the buzzword the “American” or the “American people” has had a significant impact on the public and resonated with his supporters due to the nationalistic appeal, mainstream rhetoric, us vs. them mentality, and emotional connection (Page, 2018). This was clearly noticed in his public speeches in New York City on 22 June 2016, in Charlotte, North Carolina, on 18 August 2016, and in Phoenix, Arizona, on 31 August 2016. Firstly, Trump’s assertion on the “American” created a sense of pride and nationalism among his audience. it symbolizes the notion if exceptionalism and that they are unique and their nation is a superior nation (Lamont, Park, & Ayala-Hurtado, 2017). Trump also positioned himself in a powerful position by forming a strong bond with his supporters (Mohan, 2019). Secondly, the mainstream rhetoric matches Trump’s communication with the public. He pictured himself as a political outsider who is fighting against a perceived disconnected establishment from the problems of ordinary citizens, and a representative of the public who understood their struggles and will fight for their rights (Lamont, Park, & Ayala-Hurtado, 2017) Thirdly, the buzzwords “us” and “them” were also in Trump’s mentality, creating a divisive mentality. Trump has given priority to the Americans and showed interest in their concerns and their livelihood (Cornwall, 2012). This kind of remedy Trump’s supporters hadn’t witnessed before with any of the American presidents who never neglected the global interests in favor of their American citizens (Page, 2018) Fourthly, the use of the buzzword “American” denotes an emotional connection in terms of identity and sense of belonging (Mohan, 2019). Trump’s repetition of this buzzword developed an emotional connection, loyalty, and trust between him and his supporters. Trump succeeded in turning his speeches personal and appealing to the public values and aspirations (Page, 2018) On the other hand, the buzzword “American” raised different connotations to a segment of the audience who felt excluded and marginalized in his speech. Some public understood Trump’s words as divisive and prioritizing one group over another (Cornwall, 2010). The rhetorical technique in Trump’s speech about the “American” contrasts the prevalent concept of the public. This term is connected to the public with the “American Dream” and its beauty, positivism, protection, and pride. However, Trump refers to it as “security for life”, “vulnerable”,

“future”, and “safety of” (Lamont, Park, & Ayala-Hurtado, 2017). Trump threatens the American lifestyle as it is threatened by the immigrants’ violence. At the same time, this creation of a threatening connotation on immigration is to send a message that it is not the citizens’ responsibility but the government (Mohan, 2019).

Conclusion

To sum up, the use of buzzwords and tag lines in Trump’s speeches played an important role in shaping the public perception. These buzzwords and tag lines served Trump in establishing a strong renowned identity, gather his supporters, and control the narratives surrounding his presidency (Lamont, Park, & Ayala-Hurtado, 2017). On the other hand, the influence of buzzwords was signaled negative on the universal basis. They also reflected polarization and illogical discussion on complex topics (Resnick, 1991). Trump used intentionally fear for which he was well-known and criticized by many public audiences (Page, 2018). This fear strategy has been the reason of his success, popularity, and leadership. His use of powerful buzzwords in his political promises to the public has given him a supreme power and superiority between the public (Mohan, 2019). Trump’s use of the buzzword “American” and others in his speeches contributed to his political appeal by pointing on the nationalistic sentiments, mainstream communication, and emotional connections (Clinton, 2004; Resnick, 1991). The impact of these buzzwords varied on the public as they depended on individual perspectives and political preferences (Cornwall, 2010).

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