

APPRAISAL AFFECT IN AMERICAN POLITICAL SPEECHES

Nguyen Thi Thanh Thanh*

The University of Danang - University of Foreign Languages Studies, Vietnam

*Corresponding author: tcethanh2@gmail.com

(Received: April 07, 2025; Revised: May 08, 2025; Accepted: May 21, 2025)

DOI: 10.31130/ud-jst.2025.23(6B).173

Abstract - This study applies Critical Discourse Analysis (CDA) and Appraisal Theory to explore the evaluative language used by Hillary Clinton in her 2016 U.S. presidential campaign speeches to persuade voters and assert her political power. Based on Fairclough's (1995, 2010) CDA model and Martin & White's (2005) Appraisal theory, the research focuses on analyzing the linguistic strategies employed by Hillary Clinton to construct her personal image and communicate her ideologies on key issues such as economy, healthcare, national security, and immigration. The findings not only clarify the role of evaluative language in political discourse but also contribute to the field of political language and communication research, offering valuable insights into the power dynamics and ideologies present in political debates.

Key words - Critical Discourse Analysis; Appraisal Theory; intertextuality; ideology; political power

1. Introduction

Political discourse is a crucial tool for politicians to shape public opinion, convey ideologies, and persuade voters. According to van Dijk [1], the analysis of political discourse not only helps to decode the linguistic strategies of leaders but also provides deep insights into the power and ideologies they express through political language. Fairclough [2] also affirms that political discourse is essentially a form of argumentation, utilizing language to build influence and promote important decision-making.

In the current political context, presidential campaigns serve as significant platforms where candidates not only present their proposed agendas upon election but also strategically employ language to garner voter support. The 2016 U.S. presidential election was one of the most notable political events, marked by intense competition between the two leading candidates: Donald Trump and Hillary Clinton. In particular, Hillary Clinton-the Democratic Party nominee and former U.S. Secretary of State-conducted a well-organized campaign with numerous speeches focusing on key issues such as the economy, healthcare, national security, and immigration. These speeches not only articulated her policy positions but also served as tools to persuade voters and construct the image of a strong and trustworthy leader.

This study applies Critical Discourse Analysis (CDA) to explore how Clinton uses affective language to influence the public and assert her political power. According to Fairclough [3], [4], CDA views language not merely as a means of communication but as a social practice, through which power and ideology are manifested. The study also employs Martin & White's [5] Appraisal Theory to analyze the affective elements in Clinton's speeches, thereby

clarifying how she expresses emotions, viewpoints, and ideological orientations to win voters' trust. Although there have been many studies on political discourse, most previous works have focused on analyzing individual speeches without delving into the system of discourses throughout an entire campaign. Moreover, few studies have combined both CDA and Appraisal Theory to explore the principles underlying the use of language with both positive and negative evaluative elements by politicians to consolidate their power and exert influence. Therefore, this study not only clarifies Clinton's linguistic strategies but also expands our understanding of the functioning of political discourse in a presidential election.

2. Theoretical framework

2.1. Political discourse

Political discourse refers to the use of language in political contexts to influence the public, shape perceptions, and impact decision-making. According to Fairclough [6], language not only reflects reality but also maintains and reinforces power. Van Dijk [1] emphasizes that political discourse reflects social structures and manifests the hierarchy of power. The characteristics of political discourse include persuasion, argumentation, ideological conflict, and the dominance of both power and policy.

2.1.1. Power in political discourse

Language is not merely a means of communication, but also a tool of power, determining who controls information and shapes public opinion. Fairclough [6] distinguishes between power in discourse-where political debates take place-and power behind discourse, where institutions and social norms control the content and manner of information dissemination.

Deborah Cameron [7] highlights that powerful organizations often manipulate language to maintain their dominance. In politics, discourse is a sharp weapon that helps leaders persuade voters and consolidate their positions. For example, in Clinton's campaign, she skillfully used language to build a strong image, convey her leadership experience, and call for public support.

2.1.2. Ideology and political language

Every discourse bears the imprint of a particular ideology. According to Nyako [8], political language not only reflects individual viewpoints but also represents the ideology of a collective. Van Dijk [9] analyzes how discourse helps maintain and propagate ideology in society. Fairclough [10] stresses that language is not

neutral; it is a means to shape public thinking and action. Destutt de Tracy introduced the concept of ideology in the 18th century, which has since become a central topic in political studies. According to Eagleton [11], there are many approaches to ideology, but the common feature is its influence on how people perceive and interpret reality. Ruling groups can manipulate ideology to protect their own interests through information control and adjustment of expression.

In American politics, ideological differences are clearly reflected in the discourse of the two major parties. Republican candidates often emphasize individual values and the maintenance of traditional social order, while the Democratic Party supports diversity of viewpoints and a more flexible approach [12]. Clinton used discourse in her campaign to construct the image of a strong leader, while skillfully tailoring her messages to attract support from various voter groups.

Thus, political discourse is not only a means of conveying information but also a strategic tool to gain power, shape ideology, and influence society.

2.2. Critical Discourse Analysis and Appraisal Theory

Critical Discourse Analysis (CDA) and Appraisal Theory are closely related in the study of political language. Appraisal Theory focuses on how speakers or writers express their opinions, attitudes, and stances, as well as the positivity or negativity of their messages. This system clarifies how political discourse builds connections with the audience, influencing their thinking and emotions. According to Martin & White [5], appraisal comprises three main systems: Affect, Judgement, and Appreciation (Figure 1). Affect relates to personal emotions; Judgement expresses evaluations of people’s ethics and abilities, while Appreciation concerns the value of things and events.

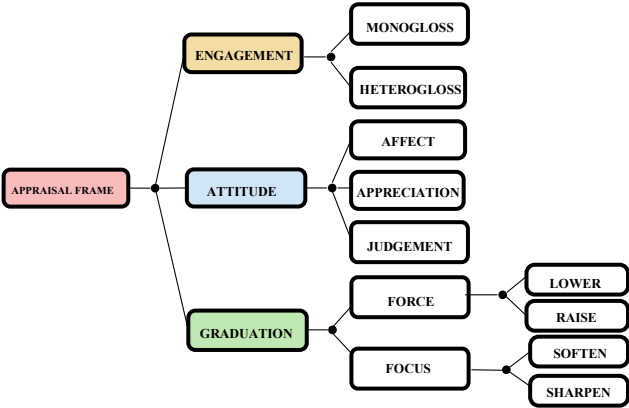


Figure 1. Main structure of the Appraisal framework, adapted from Martin and White [5]

In the context of the 2016 U.S. presidential campaign, Hillary Clinton employed affective language to shape political messages, attract support, and rebut opponents. This study applies Critical Discourse Analysis in combination with Appraisal Theory to explore how Clinton uses linguistic resources to express her power and ideology. Through this approach, the research not only clarifies linguistic strategies in politics but also expands our understanding of how language shapes perceptions and

influences the public. In this study, the affect system within attitudinal appraisal (Figure 2) is the primary focus, aiming to analyze the choice of language with positive and negative affective impacts in Clinton’s presidential campaign speeches.

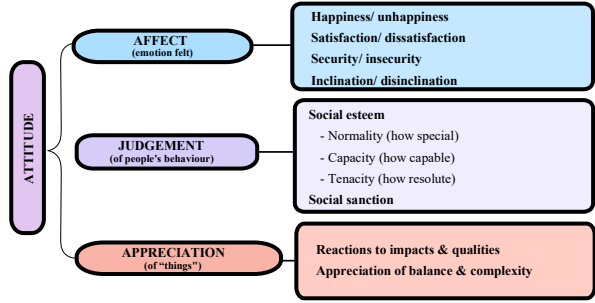


Figure 2. Subsystems of Attitudinal Appraisal according to [13]

3. Research methodology

3.1. Data collection

This study collects and analyzes utterances from Hillary Clinton’s campaign speeches, focusing on words and phrases that reflect positive or negative emotions. Data were extracted from YouTube videos and transcripts of Clinton’s political speeches in 2016, then subjected to analysis. The aim of the study is to clarify how language reflects Clinton’s ideology and power, thereby exploring the relationship between political discourse and the socio-cultural context. To ensure the reliability of the research data, samples were randomly selected using computer assistance with the Research Randomizer software (Figure 3), resulting in a selection of 25 of Clinton’s speeches from her 2016 presidential campaign. To ensure the data is relevant and representative, the study only includes official presidential campaign speeches delivered by Hillary Clinton after her nomination at the Democratic National Convention, while excluding interviews, press conferences, and debates.

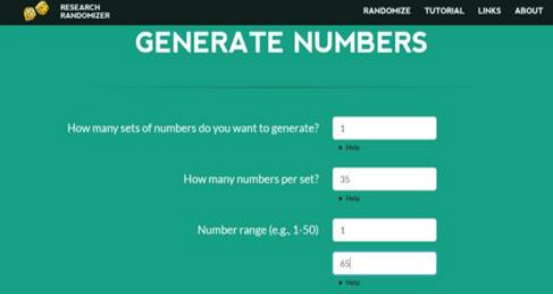


Figure 3. Screenshot of the Research Randomizer software

3.2. Data analysis

Based on Fairclough’s [4] three-dimensional model, the study analyzes Clinton’s speeches through three stages: Description, Interpretation, and Explanation. First, evaluative linguistic elements are identified and categorized into groups such as Desire/ Undesire, Happiness/ Unhappiness, Security/ Insecurity, Satisfaction/ Dissatisfaction. Next, the study analyzes both the explicit and implicit meanings of the utterances in specific contexts. Finally, the research evaluates how Hillary Clinton uses language to express emotion, social status, and her political strategy.

4. Research findings

4.1. Positive and negative affect in Hillary Clinton's campaign speeches

Hillary Clinton's campaign speeches exhibit all aspects of Affect, with Desire/Inclination dominating: 156 positive and 11 negative instances were identified. She also expressed positive satisfaction 62 times, reflecting her belief in a better future for America. Clinton not only presented numerous commitments and plans to change the country but also expressed admiration for the American people's contributions and sacrifices. Additionally, she showed gratitude for the support received during her campaign.

Table 1. Positive and Negative Affect Reflected in Hillary Clinton's Presidential Campaign Speeches

Affect Category	Happiness	Security	Satisfaction	Desire	Total
Positive	14	45	62	156	277
Negative	3	16	12	11	42

4.1.1. Positive affect

Hillary Clinton employed a variety of positive affective elements in her persuasive strategy, including desire, happiness, security, and satisfaction. Table 2 compiles the positive affective elements Clinton used in her presidential campaign speeches.

One of her key linguistic tools was the word "hope", which she used to create a strong image, convey her leadership experience, and call for public support. Clinton deployed the concept of "hope" in two ways. On one hand, she used it to express an expectation of a positive outlook, reflecting her belief that, under her leadership, America would see significant improvements in various areas. This is apparent in her statements emphasizing prospects for a stronger economy, broader job opportunities, and a more just society.

Table 2. Positive Affect Elements in Clinton's Speeches

Positive Affect		Instances	Total	%
Inclination (Desire)	will + verb (rise, work, help...)	52	156	56
	want to (+verb)	65		
	honor/ honored	9		
	committed	3		
	excited	7		
	admire	3		
	motivated	3		
	moved	3		
	engaged	1		
	interested	1		
Happiness	hope	9	14	6
	happy	3		
	love	7		
	like	3		
Security	glad	1	45	16
	protect	8		
	save	6		
	risk	2		
	slone	3		
	secure	1		

Positive Affect		Instances	Total	%
Satisfaction	safety	2	62	22
	security	2		
	peace	2		
	thrive	4		
	guarantee	3		
	justice	9		
	promise	3		
Satisfaction	thank	28	62	22
	good (good-paying jobs, good job, good living)	16		
	proud	8		
	satisfied	1		
	grateful	7		
	pleased	2		
Total			277	100

On the other hand, Clinton used "hope" to establish a connection between herself and a positive future, implying that she not only expected good outcomes but would play a vital role in achieving them. These messages both reflect Clinton's personal belief in positive change and help her gain voters' trust, encouraging support for her vision and commitment to America (H2, H1.1, H1.4, H8.8).

(H2) *Well, I hope [+affect: desire] to have a Democratic Congress next January. But no matter what, on my first day in office I will reach out to Republicans and say, this is your chance to help millions of families and show that your party, the party of Lincoln, is better than Donald Trump.*

(H1.1) *We will rise [+affect: desire] to the challenge just as we always have. We will not build a wall; instead, we will build an economy where everyone who wants a good [+affect: satisfaction] job can get one. And we'll build a path to citizenship for millions of immigrants who are already contributing to our economy. We will not ban [+affect: desire] a religion. We will work [+affect: desire] with all Americans and our allies to fight and defeat terrorism.*

(H1.4) *In my first 100 days, we will work [+affect: desire] with both parties to pass the biggest investment in new, good [+affect: satisfaction]-paying jobs since World War II. ... If we invest in infrastructure now, we'll not only create [+affect: desire] jobs today, but lay the foundation for the jobs of the future. And we will also transform [+affect: desire] the way we prepare our young people for those jobs.*

(H8.8) *Bernie Sanders and I will work [+affect: desire] together to make college tuition free for the middle class and debt free for all. We will also liberate [+affect: desire] millions of people who already have student debt. ... We will help [+affect: desire] more people learn a skill or practice a trade and make a good [+affect: satisfaction] living doing it. We will give [+affect: desire] small businesses, like my dad's, a boost, make it easier to get credit.*

(H5) *I want to [+affect: desire] have half a billion more solar panels deployed, the first four years. I want to have enough clean energy to power every home the next four years*

(H6) *I want to [+affect: desire] bring that precision manufacturing back to the United States*

(H11) *From my first day in office to my last, I want to [+affect: desire] make our economy work for everyone, not just those at the top.*

Additionally, Clinton actively engaged voters with promises of action plans and policy commitments that would be implemented immediately upon her election as President. The combination of “will” with verbs describing specific plans reflects a positive affect of future aspiration and is a linguistic strategy Clinton used to emphasize her strong commitment. In H1.1, Clinton pledged, “we will rise to the challenge just as we always have”, affirming the optimism and resilience of America. Rather than building discriminatory barriers (such as a border wall), she chose to “build an economy where everyone who wants a good job can get one”, along with a path to citizenship for millions of immigrants—a clear commitment to integration and social justice. Clinton also frequently used the structure “we will” to present concrete action commitments. In her first 100 days in office (H1.4), she promised to work across party lines to pass the largest investment since World War II in creating good-paying jobs. This not only demonstrates her desire to stimulate the economy but also aims for a sustainable economy focused on infrastructure development and workforce training for the future. Reforming how young people are prepared for the job market (H1.4) demonstrates a long-term strategic vision. Additionally, in cooperation with her party rival Bernie Sanders, Clinton pledged to make college tuition free for the middle class and eliminate student debt (H8.8). She also committed to supporting small businesses by increasing access to credit and supporting skills development, thus boosting economic growth (H8.8). These promises reflect a vision of a positive future, blending personal aspiration with community benefit, contributing to the image of a leader ready to act for an inclusive, sustainable, and humane America.

In speeches (H5), (H6), and (H11), Hillary Clinton used the structure “want to + verb” to express a strong personal will associated with specific actions, while also conveying a clear political message about her policy priorities. Clinton expressed clear goals in clean energy (H5). The repetition of “I want to” in two parallel clauses further emphasized her personal aspiration to implement sustainable energy policies. In (H6), Clinton continued to affirm her resolve to restore high-precision manufacturing in the United States. Semantically, “bring back” is not only a physical action but also implies a restoration of national pride. The structure “want to bring” here asserts agency in domestic economic policy, demonstrating Clinton’s effort to connect her personal desire with the collective expectations of American workers. Furthermore, “want to” not only expresses a wish but also functions as a rhetorical tool to construct the image of a leader responsible for the whole society (H11).

Clinton continued to show confidence by outlining major plans such as building an economy that ensures job opportunities for all, expanding paths to citizenship to

contribute to the American economy, and strengthening alliances to combat terrorism. These promises encompass important social, economic, and political issues, demonstrating Clinton’s deep concern for all aspects of American life. The use of “will” in her speeches not only conveys aspiration but also affirms her responsibility and duty in building America’s future. She consistently emphasized a bright outlook with strategic phrases such as “will begin to make our country stronger”, “I want it to be with us and it will be us”, and “that’s been the cause of my life – and it will be the mission of my presidency”.

Notably, when referring to future achievements, Clinton used the word “good” to highlight the positive value of her policies, such as “good jobs” for new graduates with more opportunities, “apprenticeship programs” (H23.2), “good living” when people have the opportunity to learn skills and make a living (H6.15), or “good schools” with “good teachers” to provide a world-class education (H21.1).

(H23.2) *Let's return technical education to high schools. Let's have more apprenticeship programs so that everybody has a chance at a good job [+affect: satisfaction].*

(H6.15) *People should be able to learn a skill, practice a trade, and making a good living [+affect: satisfaction] because of that.*

(H21.1) *And we want good schools [+affect: satisfaction] with good teachers in every zip code so that every kid gets a world class education. I want us to bring back technical education in high school. I think it was a mistake when we took it out of our high schools.*

In summary, Clinton prioritized the use of positive affective elements such as “hope” and “will” to construct the image of a leader with strong commitments, aiming for a better future for America. This linguistic strategy helped her build trust and attract voter support by presenting a vision of a developing, united, and prosperous nation.

4.1.2. Negative affect elements

In addition to positive affective elements, Hillary Clinton also employed various negative affect elements in her campaign speeches. The following is a compilation of the negative affective elements used by Clinton.

(H8) *I'm proud of this country. I want to be a leader who brings people together in our country, sets those goals, gets about the business of achieving them and proves once and for all that love Trumps hate [-affect: undesired].*

(H1) *Where you can get a good job and send your kids to a good school, no matter what ZIP code you live in. A country where all our children can dream and those dreams are within reach, where families are strong, communities are safe and, yes, where love Trumps hate [-affect: undesired]. That's the country we're fighting for.*

Hillary Clinton strategically used negative affect, particularly “hate”, in her speeches to create a contrast with Donald Trump. She often employed strong language to criticize her opponent while reinforcing her own image and values. Throughout the campaign, Clinton emphasized the

stark contrast between the two candidates: if Donald Trump was associated with hateful rhetoric, she advanced an opposing message, encapsulated in the meaningful phrase: “Love Trumps Hate” (H8). This phrase carries both literal and figurative meanings. In some card games, a “trump” card is the highest card that can beat others, and Clinton leveraged this wordplay to emphasize that love-representing unity and positivity-always triumphs over hate.

Table 3. Negative Affect Elements Reflected in Hillary Clinton's Campaign Speeches

Negative Affect		Instances	Total	%
Dis/Inclination	reject	1	11	26
	neglect	1		
	abandon	2		
	lower (<i>my opponent just goes lower and lower</i>)	6		
	forget	1		
Un/happiness	thrilled	1	3	7
	abuse	1		
	hate	1		
In/security	fear	1	16	38
	fail	1		
	doubt	4		
	terrible	1		
	dangerous	1		
	threat	4		
	threaten	2		
Dis/satisfaction	avoid	2	12	29
	down (<i>drag you down, knock down, win up and down</i>)	7		
	discouraged	1		
	angry	1		
	frustrated	3	42	100
	Total			

At the same time, she used Donald Trump's name as a noun, turning him into a symbol of division. “Love” thus represents the ideals pursued by the Democratic Party, while “hate” reflects the practices of Donald Trump and the conservative administration. Clinton depicted two different visions for America: she pledged to protect and advance a multicultural, multiethnic nation, while portraying Donald Trump as a promoter of division with his slogan “Make America Great Again” (MAGA). From Clinton's perspective, Trump's campaign slogan implied division because it evoked a past that was unequal for women, people of color, immigrants, and the LGBTQ community. The lack of a clear definition for “great again” led the slogan to be interpreted as a desire to return to an old order where many social groups were disadvantaged. Additionally, MAGA became associated with exclusionary policies and rhetoric, such as a hardline stance on immigration, making it a conservative symbol in direct

opposition to the progressive and inclusive values championed by Clinton. For this reason, she viewed MAGA as a symbol of division in modern American society.

(H10.1) *I have to tell you, I am really appalled by what we're hearing from my opponent. The rhetoric we're hearing on the other side has never been lower [-affect: undesired]. It's divisive, dangerous, and beneath the dignity of the presidency”.*

(H12.2) *It's easy to get discouraged by the political climate. But don't let anyone drag you down [-affect: undesired]. Don't let fear or cynicism take over. You are better than that. America is better than that”.*

(H12.4) *We need to break down [-affect: dissatisfied] barriers standing in the way of every American. Barriers of race, gender, and income. And we need to build ladders of opportunity.*

(H15) *This election isn't just about who becomes president. We need to win up and down [-affect: dissatisfied] the ballot - from Congress to city councils - to make real progress in this country.*

In her campaign speeches, Hillary Clinton frequently used negatively charged phrases such as “lower” and “down” (see Table 3). These appeared in expressions like “drag you down”, “knock down”, or “win up and down”. Such negative affect elements as “down” and “lower” clearly reflect Clinton's anger and frustration, and serve as sharp criticism of Donald Trump. For example, in H10.1, she explicitly expressed her view on the degradation of political conduct and language by Donald Trump. The phrase “drag you down” (H12.2) was used to advise voters not to let negative rhetoric discourage them, reflecting Clinton's opposition to the pessimism spread by Trump's campaign. While she did not directly use “knock down”, Clinton emphasized the need to “break down barriers” (H12.4) as a positive action against discrimination and social injustice. Furthermore, she demonstrated her determination to win comprehensively, showing seriousness and a long-term strategy (H15).

All these linguistic expressions reflect a clear political attitude: Clinton not only attacked Trump personally but also rejected the values and messages he represented, while reaffirming her commitment to equality, progress, and inclusivity in American society.

4.2. Hillary Clinton's beliefs and ideology as reflected through the use of affective elements

4.2.1. Social context

During her campaign, Hillary Clinton employed political discourse to reflect the historical, social, and cultural context of the United States, while simultaneously expressing the ideology of the Democratic Party. This ideology emphasizes values such as social justice, equal opportunity, and comprehensive protection of human rights, particularly for vulnerable groups in society such as women, immigrants, people of color, and the LGBTQ community. Within this framework, Clinton's commitment to advancing women's rights is not only a personal viewpoint but also

a continuation and realization of the core political orientation of the party she represents.

(H20) Donald Trump's campaign adds up to an ugly, dangerous message to America. A message that you should be afraid - afraid of people whose ethnicity is different or religious faith is different, or who were born in a different country or hold different political beliefs.

(H11) We need to defend Planned Parenthood against partisan attacks. If right-wing politicians actually cared as much about protecting women's health as they say they do, they'd join me in standing up for Planned Parenthood.

(T5) We are going to put America First, and we are going to Make America Great again.

Many speeches by Hillary Clinton and Donald Trump during the 2016 presidential campaign clearly reflected the opposition in political ideology, linguistic strategy, and national vision between the two candidates. In example H20, Clinton directly criticized Trump's campaign message as one that sows fear and divides society based on differences in race, religion, and political beliefs. This message positions Clinton as a defender of a multicultural, multiethnic America, reflecting the Democratic Party's ideology, which values inclusivity and social justice. In H11, Clinton further reinforced her image as a champion for women's rights, especially in reproductive health, aiming to ensure personal autonomy and gender equality. In contrast, Trump's statement (T5) represents a populist and conservative ideology, emphasizing isolationism and nostalgia for a "golden past". Thus, there is a clear ideological polarization between the two candidates: Hillary Clinton pursues a progressive, inclusive America, while Donald Trump represents a conservative and isolationist America.

4.2.2. The impact of political ideology on Hillary Clinton's use of affective elements

Through her use of both positive and negative affective elements, the beliefs and political ideology of Democratic candidate Hillary Clinton become increasingly clear. This linguistic approach reflects her democratic ideals in how she addresses economic, social, and public policy issues. At the situational level, she leverages her speeches to criticize policies that do not benefit the people and emphasizes the practicality of her proposals. At the institutional level, Clinton focuses on reforming healthcare, education, gun control, and tax equity, with the aim of improving quality of life and attracting the support of middle-class voters. According to statistics published from a CBS survey on voters' perceptions of the two candidates, Donald Trump and Hillary Clinton, the public expressed distinct opinions about the two presidential candidates (see Figure 4).

Clinton was evaluated as a candidate who brought significant value to society, thanks to both the messages she conveyed and her practical contributions to the American community. She was also seen as demonstrating more impressive leadership capabilities and possessing qualities better suited to the presidency compared to her opponent. Although she generated considerable impact

through the use of linguistic strategies in her campaign speeches and influenced voter perceptions in multiple ways, Clinton ultimately did not win the 2016 election. The election outcome was influenced by a multitude of other factors, including the specific campaign strategies of each candidate, the role of the media, and the broader political context in the United States at that time-all of which played a decisive role.

CANDIDATE QUALITIES

Among registered voters

SHARES YOUR VALUES	TRUMP	CLINTON
Yes	31%	37%
No	66%	60%
HONEST AND TRUSTWORTHY	TRUMP	CLINTON
Yes	31%	32%
No	64%	64%
STRONG QUALITIES OF LEADERSHIP	TRUMP	CLINTON
Yes	55%	64%
No	44%	44%
RIGHT TEMPERAMENT FOR PRESIDENT	TRUMP	CLINTON
Yes	27%	48%
No	70%	49%

CBS News/New York Times

Figure 4. Voter perceptions of Hillary Clinton and Donald Trump according to a CBS News survey

At the societal level, Clinton emphasized gender equality, the protection of immigrant rights, and support for vulnerable groups, thereby constructing the image of a humane, trustworthy leader with a long-term vision.

4.2.3. Hillary Clinton's use of intertextuality to optimize the selection of affective language in political discourse

Hillary Clinton employed intertextual elements to enhance the persuasiveness of her political discourse, allowing her messages to connect with American history and culture. She frequently referenced great leaders of the past to reinforce her own political stance and ideology, while using inclusive language to attract support from diverse groups of voters. Clinton also capitalized on significant historical events related to the women's movement and civil rights to emphasize her commitment to social equality. Through this intertextual strategy, she not only linked her policies to American political traditions but also encouraged voters to believe that she would inherit and further the nation's important democratic values.

As the representative of the Democratic Party, Clinton highlighted diversity and equality in her campaign. She leveraged her extensive political experience to demonstrate leadership and reliability, while promoting the spirit of unity and progress in America. One of the key highlights of her campaign was the promotion of women's roles in politics. She stressed the message of gender equality, asserting that America needed a female president to make historic progress. This strategy helped her attract support from female voters and those who advocate for social justice.

5. Conclusion

Hillary Clinton's 2016 presidential campaign was built on a foundation that combined both positive and negative emotions, aiming to foster trust and inspire voter support through persuasive language. She emphasized the concept of "hope" as a spiritual pillar, encouraging people to believe in a better future under her leadership. The repeated use of the verb "will" in her speeches demonstrated her determination and sense of responsibility to fulfill her commitments to voters on issues such as education, the economy, and clean energy. In addition to evoking hope, Clinton also employed a clear strategy of contrast with her opponent, Donald Trump, leveraging negative affective elements to highlight the differences between the two candidates. The slogan "Love Trumps Hate" is a prime example of how she used highly symbolic language to affirm the values of love, unity, and progress in the face of divisiveness. She spoke out in defense of vulnerable groups such as immigrants, women, minorities, and workers.

The ideology Clinton expressed in her campaign reflected the core values of the Democratic Party: promoting social justice, respecting cultural diversity, and building an inclusive economy to support the middle class. She also emphasized gender equality, asserting that America was ready for a female president—a symbol of progress and innovation. Although she did not win the election, Hillary Clinton's campaign remains a notable

example of how political language, media strategy, and ideology can be combined to construct the image of a leader with vision, commitment, and the capacity to promote sustainable national development.

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