



International School of Economics

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“Comparative analysis of the migration policy of the administrations of Presidents

Barack Obama and Donald Trump: a discourse analysis of speeches”

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Abstract

Based on a qualitative approach, this paper is a comparative analysis of the immigration rhetoric and policies of two presidents, namely Barack Obama and Donald Trump, with focus on their speeches and the major strategies they employ to address the problem and influence the policy. Using Critical Discourse Analysis (CDA), the thesis examines the approaches of both presidents to immigration: while Obama often emphasized the contribution and humanitarian aspects of immigrants, Trump focused on threats to national security and issues of concern. This analysis reveals significant differences in their rhetorical approaches and the implementation of their policies, highlighting how these differences have influenced immigration discourse in the United States. The study also examines the effectiveness of the policies of the two presidents in reducing illegal immigration: it shows a significant decline during the Obama presidency and further growth under Trump, regardless of his harsh policies.

Introduction

The United States is one of the leading countries in welcoming people from various nations and cultural backgrounds for a long period of time. Over the years, immigration has become one of the significant aspects of the growth and development of the U.S as a nation, which also plays a role in shaping the country's identity. These consequences are caused by various economic reasons, such as poverty, unemployment, overpopulation, which affects the population and the economic situation of the country (Eshbaugh-Soha & Juenke, 2021). The president plays a crucial role in shaping immigration policy in the United States due to its exclusively federal jurisdiction, making his agenda-setting power and rhetoric significant in this area (Eshbaugh-Soha & Juenke, 2021). If presidents have special power to influence immigration policy events, hence, what strategies and rhetoric do they use

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when addressing this area, as well as what policies have they implemented to deal with illegal migration? Our study will focus on analyzing this question. Presidents Barack Obama and Donald Trump actively fight and mention the topic of migration in their speeches and election campaigns, expressing their opinions, but it is crucial how they express it (Ijlmh, 2019). It is important to understand how they formulated their ideas and what methods they used to persuade the public. In addition, we need to find out what each of them has an immigration policy, which we will find out in this study.

In this study, the main goal is to analyze and compare the rhetoric and policies used by the two presidents in their speeches on immigration policy. To do this, we selected one speech for each of them, namely: Trump's speech on January 8, 2019, and Obama's on November 20, 2014, in which the main topic was illegal migration. It is worth noting that the transcript of these speeches was taken from the official White House websites. Within this framework, it is widely believed that Donald Trump, as a Republican, has a clearly unfavorable stance towards migrants, which is reflected negatively in his discourse on migrants. Obama, in turn, is a Democrat and remains neutral, therefore, comparing the two presidents, it is interesting to analyze how they convey their thoughts. Their policies were also taken from their speeches, namely what they wanted to do and what they eventually took towards solving the problem.

In order to analyze the speeches in detail, terms, quotations, and rhetorical strategies that can be understood through the lens of Critical Discourse Analysis were used. Critical discourse analysis is a field of study that investigates the interrelationship of discourse and power (Fairclough, 2006). In this work, the speeches of presidents Obama and Trump will be analyzed with the aim of revealing the terminology used rhetorical strategies and the comparison of the approaches of the two heads of state to the immigration policy.

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Significance of the study

Although there is a wealth of available material on the rhetorical analysis of the two presidents' speeches, there is an absence of research that has specifically addressed the comparative features of immigration policies of two heads of state. This study conducts an in-depth analysis of the terminology, the language and the rhetoric used by the two presidents and ways they present the issue of migration in their speeches in order to assess and analyze Obama's and Trump's approaches to immigration policy. We selected and used the discourse analysis method to examine the rhetoric of these two speeches, focusing on language, formulations, tone to learn, analyze and provide insight in our study as the two presidents Barack Obama and Donald Trump addressed migration and framed their speech and issues concerning this issue. The importance of the ideologies of the presidents underlying and utilized in their rhetoric and political views provides a concept in this study about their political positions.

Additionally, we conducted a contextual analysis to provide an insight into the broader sociological, political, and economic background in which those speeches occurred to provide a comprehensive understanding of the motives and consequences of their rhetoric. We would like to point out that contextual analysis is subjective in this study as it does not examine causal question research. While this subjectivity in the analysis is a limitation, the contextual analysis and its findings in this research will provide insight on how the rhetoric and language used by President Obama and President Trump form political landscapes.

Implication of the study

This study's implications cover numerous areas, including immigration policy, political discourse, public perception, and scholarly investigation. The study illuminates key aspects of

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immigration administration and discourse in the U.S. through contrasting the immigration strategies of Presidents Barack Obama and Donald Trump. This study provides an understanding of how political language affects topics related to immigration. Stakeholders such as media organizations are able to resist preconceptions through studying the rhetoric employed by political leaders.

Literature review

Discourse analysis

Discourse analysis is a methodological approach that is often utilized to examine use of language and its consequences (Hodges et al., 2008). This involves the investigation and assessment of the use of discourse in a number of different situations, such as organizational processes and scientific discussions (Hodges et al., 2008). According to Hodges et al. (2008), discourse analysis looks at language patterns, fundamental significance, and structure of language to shed insight on how individuals and organizations negotiate and assess the dynamics of power and social relationships. When conducting discourse analysis, scholars use a variety of information sources, including published literature, interviews, focus groups, and media, with the goal of revealing underlying assumptions, social norms, and ideologies in language (Hodges et al., 2008). It is separated into three primary methodologies, including one which is critical discourse analysis, enabling academics to investigate the intricacies of language.

Critical discourse analysis

Fairclough (2006) proposes that Critical Discourse Analysis (CDA) is a comprehensive approach that investigates how power influences discourse, revealing how power dynamics, domination, and societal inequalities are upheld and perpetuated through both written and spoken

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language. Through the analysis of discourse, CDA seeks to expose the underlying social and cultural beliefs and norms that are ingrained in our everyday language usage. Chilton (2002) argues that political discourse analysis is familiar to the research field. He also notes that Western rhetorical traditions have codified how speakers use language to persuade listeners (p. 4-5). As defined by T. van Dijk (2001), critical discourse analysis is a form of discourse analysis, which examines how abuse of power, dominance and inequality are established through verbal speech in political and social contexts (p. 468).

By Wodak and Meyer (2001) critical discourse analysis is an analytical framework which exposes the concept of power. Dominance, control, and ideology are used in a test in order to eliminate opacity and make it understandable to listeners (p. 9). According to Xin (2002), CDA reveals the content behind the linguistic representation and improves people's awareness by enhancing their ability to evaluate the situation critically (p. 34). Thus, T. Van Dijk (1997) explains how CDA reveals speakers' real intentions to people. In other research works, critical discourse analysis reveals ideology and power impositions that people do not usually notice (Tehrani and Yeganeh, 1999).

Dilaimi et al. (2022, p. 4) also note that one of the key elements in CDA is power, which is at the heart of analyzing how language is used to mark inequalities at social, political and economic levels. Fairclough (1995, p. 1-3) argues that power is not just about unequal power dynamics between individuals within a specific discourse. On the contrary, it includes various forms of control using different kinds of discourses that contribute to the difference from person to person. The ideology within this framework pertains to people's beliefs and perspectives, shaped by ideological hegemony, influencing how they see the world (Fairclough, 1995, p. 1-3). Power dynamics often dictate ideology, closely linked to the dominance exerted by authorities within a community.

Wodak & Meyer (2001) argues that Critical Discourse Analysis is defined by several principles that challenge existing power structures. All CDA approaches focus on addressing problems and are

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diverse in nature. CDA examines semiotic data to expose ideologies and power dynamics, all while considering common interests. Despite their intellectual focus, critical discourse analysts maintain scientific methodologies and engage in self-reflective research processes.

Lafiandra (2020, p. 13) discusses how metaphors serve a didactic function that can be observed in political speeches, emphasizing the role of manipulation in conveying messages. It can be used to simplify complex concepts and explain them to those who have little experience in this field. Osenga (2013, p. 31) highlights the significance of participants' understanding of both science and politics and the relationship between them for the best discourse community. In addition, metaphors can be an effective way to inform the public about science by articulating it in different ways within debate.

Regarding immigration policy, Hutchison (2020, p. 84-85) contends that there is a great deal of consistency between the strategies used by the Trump and Obama administrations despite obvious ideological differences. The securitization of immigration is a widespread phenomenon in American governance that preceded the presidency of Donald Trump for over a decade (Hutchison, 2020, p. 92-95). According to Hutchison (2020, p. 87-89), the securitization of migration grew prevalent following the events of September 11, 2001, with immigration being highlighted as a national security concern. This narrative has shaped immigration policy decisions and public discourse, normalizing compliance as the standard option for action.

Based on Van Dijk (2015), the micro-level consists of language usage, discourse, verbal interaction, and communication, whereas the macro-level is associated with power dynamics, dominance, and social inequality among different groups. Kayvan Shakuri and Veronika Makarova (2021) note that in Critical Discourse Analysis (CDA), the analysis at a micro-level often focuses on syntax, local semantics, vocabulary, themes, and schematic structures. Van Dijk (2005) in his books talks about 25 discourse devices for micro-level research, namely: actor description, authority, burden, categorization, comparison, consensus, counterfactuals, disclaimers, euphemism, evidentiality,

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example/illustration, generalization, hyperbole, implication, irony, lexicalization, metaphor, national self-glorification, norm expression, number game, polarization, Us-Them categorization, populism, presupposition, vagueness, and victimization (pp. 735-736).

Discourse analysis of Donald Trump's rhetoric

Kazemian and Hashemi (2014, p. 1180) point out the significance of language in political activities, stating that it is carefully crafted and utilized. According to Kazemian and Hashemi (2014, p. 1184) media plays a vital role in shaping political discourse, with Trump utilizing various linguistic devices such as slogans, strong language, and rhetorical strategies (Kazemian and Hashemi, 2014, p. 1180). The manipulation of meaning is a common tactic in politics, where speakers often attempt to shape public perception and political realities. In political speech, politicians usually use language to achieve their goals by employing various manipulative strategies.

Analyzing electoral addresses requires understanding the discourse and linguistics used in modern political discourse (Kadim, 2022, p. 2). Kadim (2022) reveals and investigates the language tactics, rhetorical techniques, and discourse tendencies that Trump used in his presidential bid through this critical discourse analysis (CDA). In addition to discussing the broader political and social consequences of Donald Trump's rhetorical analysis, Kadim (2022) provides examples of how Trump's addresses employed language that appealed to specific population demographics, constructs political identities, as well as encourage assistance (p. 5). J. Kaba (2019) analyzes and assesses immigration legislation that has taken effect under Donald Trump's administration (p. 339). Examining the numerous adjustments and modifications to immigration law, enforcement tactics, and border protection programs under Trump's presidency is the most important objective in the work of A. J. Kaba (2019). Moreover, the author evaluated how these policies affected immigration trends, laws regarding immigration, and more significant social circumstances in the U.S.

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Aperocho et al. (2022, p. 261) point out the linguistic trends in Donald Trump's anti-immigrant political speeches, and he relies on five key rhetorical techniques in his speech: hyperbole, denotation, emotional appeal, imagery, and eulogy. In addition, he loudly described and embellished details and events about illegal immigration in order to persuade the audience of the significance of eliminating illicit immigration in the United States, through manipulating them.

Quinonez (2018, p. 24) illustrates that metaphors in politics serve as connection points, which is why they have a crucial role in appeals. A data-based analysis of Santana's metaphor in 1991 on immigrants' construction in political discourse, indicates signs of racism, where immigrants are dehumanized, and subordinated to the role of animals. In this context, he is referring to the speech of President Donald Trump concerning illegal migrants, which vividly uses metaphors in a negative sense.

Eigi Sitompul, Bambang Cipto delved into the effects of Trump's immigration policy on Latino migrants and foreigners in the United States in his 2022 article. The study scrutinized how Trump's securitization strategies influenced federal and local immigration and law enforcement agencies, using Ole Wæver's Hourglass Security Model for analysis. According to the study, this model fits best with Donald Trump's technique (Sitompul & Cipto, 2022).

According to Ole Wæver, the term securitization is defined as a political process that treats the political process as a security issue without cutting off involvement in military processes, while providing a criterion to distinguish security from other policy subjects (Ulrik Pram Gad, 2011).

Ole Wever introduced the idea of securitization alongside a model that examines how the process of securitization is linked to the domestic affairs of a state. Wever developed the "Hourglass Security Model" to illustrate the centralization of securitization at the national/state level, in line with Barry Buzan's arguments. In this framework, the process of making decisions about securitization is

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carried out on a national or state level without considering the level of threat (Sitompul & Cipto, 2022 p. 157).

Discourse analysis of Barack Obama's rhetoric

Kienpointner (2013) analyzes how Obama's discourse combines conventional political language with a focus on agreement and general principles, in addition to a readiness for participation in introspection (p. 360). Based on new forms of strategic maneuvering, Kienpointner notes that Obama has tried to counteract divisive and harmful elements of political discourse (2013, p. 367). In assessing President Obama's rhetoric's ability to balance discourse principles for effective argumentation with normative standards of rational discussions, Kienpointer (2013) shows that Obama's strategy might prevail over a significant percentage of the electorate, including his political opponents (p. 363-364).

Harris (2019) explores the idea that Donald Trump and President Barack Obama were seen as opposites, looking at their strategies and relationships to identify similarities and differences (p. 31). In the article, Harris discusses six key communication strategies: branding, public involvement, personality emphasis, message autonomy, social media strategy, and rhetoric. He draws comparisons between the president's communication strategies throughout his campaign and his administration, comparing them to those of the politicians they encountered in competition (2019, p.15).

In the study, the author concludes that despite clear distinctions in political party affiliations, policy ideas, and personal styles, Presidents Trump and Obama shared many common communication techniques. Considering that they were both the first two presidents to utilize social networks, they both highlighted the significance of interacting with people directly. Despite the differences in their rhetorical approaches — most notably in the way, they employed language and tone—the general communication techniques they employed over their political careers stayed mostly the same (Harris, 2019).

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Harris's (2019) research also concludes that the persistent influence of social media on political dialogue, as evidenced by the use of Twitter and other platforms by both Trump and Obama to interact with the audiences and avoid established media avenues. Presidents continue to communicate on Twitter despite the negative press and controversy regarding Trump's usage of the platform as it works well for interacting with the electorate.

The research findings of Tinshe and Junaid (2019) conclude that both presidents depicted immigration as a problem in America, employing language with negative implications to describe immigrants while portraying “Americans” in a more positive light. According to Tinche and Junaid (2019) in his speeches, Obama's discourse embraced inclusivity, recognizing that immigrants are part of American community and highlighting shared values of compassion and opportunity. To the contrary, Trump's discourse was characterized by a focus on the threats to security and the economy from illegal immigration, which perpetuated the perception of the immigrant population as “anti-American” and outsiders.

Theoretical framework

The theoretical framework for this study is socio-cognitive theory, which was developed for media and political discourse (Van Dijk's, 2006, 2016). This term could be described as a multifaceted communicative occurrence that occurs within a social setting, involving participants and their belongings (Van Dijk, 1988, p. 2).

Socio-cognitive theory

Discourse is viewed as a form of social interaction within society that shapes social comprehension. The impact of discourse is mediated by collective knowledge, beliefs, and individual mental frameworks influenced by both local and global social structures (Van Dijk, 2014, p. 12). Many critical discourse scholars favor socio-cognitive approach (SCA) for its inclusive perspective.

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As Van Dijk (2014, p. 10) notes SCA does not have rigorous methods, it does not establish specific steps for analysis. Rather than considering itself as something distinct, SCA sees itself as a specialized form of the social constructionist approach within social theory. According to Van Dijk (2014), it is not the social setting itself that shapes discourse (or is shaped by it), but how participants interpret and define that setting (p. 10).

The socio-cognitive approach highlights the link between discourse, how the listener perceives it, and its relation to society. Van Dijk's (2018) work describes the sociocognitive approach as “the shared social knowledge as well as attitudes and ideologies of language users as participants in a communicative situation and as members of social groups and communities” (p. 28). Van Dijk (2016) suggests that although discourse structures and social structures are inherently different, they can be interconnected through the mental representations of an individual's speech or a society's member (p. 64).

Socio-cognitive analysis aims to explore the knowledge structures of beliefs, attitudes, and prejudices that individuals employ when interpreting or generating discourse. It also seeks to explain how these mental processes create the structure and meaning of discourse (in our case, speeches) in different situations (Gyollai, 2020, p. 540).

Macro-Micro level

T. van Dijk argues that in the study of political discourse, it is possible to study political views at micro and macro-levels: the micro-level usually covers personal opinions of politicians about society, while the macro-level indicates the ideology, philosophy and political orientation of the whole party to which they belong (Van Dijk, 1993).

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The analysis at the micro-level involves examining how language, discourse, and verbal interactions are utilized, while the macro-level looks at concepts such as power dynamics and disparities among social groups. According to Van Dijk, Critical Discourse Analysis (CDA) acts as a bridge between the micro and macro levels by encompassing both individual agency and larger structural factors in its approach (Van Dijk, 1980).

This means that for critical discourse analysis, it is crucial to look at both the micro and macro-level, even though the two analyses work differently. Van Dijk notes that this distinction between the two levels can be understood by the fact that in the same speech in political discourse, there can be both general themes (semantic macrostructures) and specific statements with their meanings as local propositions (semantic microstructures) (Van Dijk, 1980).

At the macro-level, social analysis explores the distribution of power among various societal groups (Van Dijk, 1995). A characteristic feature of the semantic macro-level is the concept of “Us Vs Them”. This strategy is divided into two types: “positive self-presentation”, i.e. positively representing one's group, and "negative representation of others", in which other groups are represented in a negative way (Van Dijk, 2006).

Micro-level, since it includes tools such as comparison, euphemism, pronoun types (relative, reflexive, etc.) hyperbole, metaphor, number game and Us-Them categorization (Van Dijk, 2006, p. 735-736).

Methodology

The study is based on a qualitative method, in particular on a critical discourse analysis of the speeches of two U.S. presidents, Barack Obama’s speech “Remarks by the President in Address to the

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Nation on Immigration” (The White House, 2014) and Donald Trump’s speech “Trump’s address to the nation on the crisis at the border” (The White House Archive, 2019) about their administrations on migration policy. According to Agustian et al. (2020) as the principal methodological approach to study text content systematically, content analysis establishes the fundamental framework for discourse analysis.

In addition, content analysis gives scholars a solid basis on which they can conduct their own discourse analysis. It provides groundwork for the identification of important textual components and the building of a perceptive analytical framework for deeper investigation (Agustian et al., 2020). Authors point out that discourse analysis explores the ways of using language to create meanings, control power dynamics, and frame social realities in specific discourse backgrounds, based on understandings obtained through content analysis. According to Agustian et al. (2020), content analysis is the foundation for discourse analysis because it provides researchers with the tools necessary to explore and understand textual data.

In the present work, discourse analysis is the preferred method over content analysis due to the reason that discourse analysis provides more detailed examination of language used by presidents Obama and Trump in their speeches on immigration policy. In the present work, discourse analysis is the preferred method over content analysis due to the reason that discourse analysis provides more detailed examination of language used by presidents Obama and Trump in their speeches on immigration policy. As well, discourse analysis explores the subtleties of language use, including linguistics, rhetorical tools, and structures, in contrast to content analysis, which is mainly concerned with the quantification of textual aspects (Dunmire, 2012).

Secondly, discourse analysis helps us understand the fundamental concepts, dynamics of power, and social structures that both presidents' addresses include. According to Dunmire (2012),

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researchers can clarify the ideological contrasts and overlaps between both administrations by looking at the way language is employed to create meanings and influence opinions on immigration policy. Moreover, the framework of discourse analysis helps clarify the formation and contestation of immigration policy in political discourse. Presidents Barack Obama and Donald Trump's discourse techniques can be analyzed to determine the rhetorical structures supporting both of their approaches to immigration and border protection (Dunmire, 2012).

The research utilizes the critical discourse analysis approach presented by Teun A. van Dijk (1995; 1997; 2001; 2006). According to T. van Dijk, critical discourse analysis is a type of research process that explores the ways language is used in political and social contexts to reproduce, exploit, and fight social power, inequality and dominance (1997; 2006). The purpose of critical discourse analysis is to unravel the true motives behind the author's texts for the readers' consideration. An important aspect in this context is to realize the deceptive and manipulative methods employed by authors of texts in order to influence the audience (Van Dijk, 1991).

Van Dijk (1991, 1995; 2006) argues that a variety of discourse devices impact how political speech is interpreted locally. Through this approach, the language, phrases, and strategies that presidents have used to explicate policy will be explored to reveal the linguistic patterns and to analyze how their discourse affected the immigration law. As we compare the speeches and examine how relations of power are built and reinforced in the speeches, it would be useful to understand the evolution of immigration policies in the U.S. by revealing changes in emphasis of their words and the phrases they have employed. In the analysis we used transcripts of two speeches by presidents, Donald Trump's speech titled: "President Donald J. Trump's Address to the Nation on the Crisis at the Border" aired on January 8, 2019, in the Oval Office. In addition, Barack Obama's speech titled: "Remarks by the President in Address to the Nation on Immigration" aired on November 20, 2014, in Cross Hall. The phrases of the presidents used in the speeches were analyzed using T. van Dijk's Critical Discourse

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Analysis techniques: unfavorable comparison, pronouns, hyperbole, the use of metaphors and repeating words aloud to amplify their impact, and the use of numbers to indicate the favorable or unfavorable effects on American policies. These speeches will be analyzed through these criteria of CDA techniques (Table 1).

Table 1. The techniques of CDA.

Hyperbole	According to Van Dijk (1995), Abbas (2019), and Cruse (2006), politicians use hyperbole in their speeches to draw attention to something, add humor, stress something, or pursue a political goal.
Metaphor	According to Van Dijk (2006), metaphor is a strong ideological tool, which can be used to describe various groups in both positive and negative ways.
Pronouns	Politicians are capable of engaging in power in an ideological approach, and pronouns such as “I, We, and They” denote authority and ideology. Van Dijk (1995) states that the pronoun “I” is used to emphasize an individual's achievements and positive attributes, “We” to show unity and coherence, and “They” to emphasize the shortcomings and negative traits of others.
Number game	Van Dijk (2006) asserts that politicians use facts and statistics to prove their legitimacy and impartiality as well as to influence people.

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Negative comparison	To attain important benefits and interests, the negative comparison kind of approach emphasizes the negative actions and characteristics of others (Van Dijk, 1995).
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During the study, it was decided to make a comprehensive analysis of the policies of the two presidents. To do this, we used a contextual analysis of speeches to analyze what policy measures were taken by the two administrations to address illegal migration, and to find out the effectiveness of these reforms. The analysis examined the events that were mentioned in the president's speeches, the arguments used to support his speech, and the situations that the residents referred to when applying for illegal migration.

Limitations

There are some limitations in our study that could have required additional analysis to sort out the results. Discourse analysis is not limited to text analysis only, but includes the analysis of gestures and intonation, which includes the analysis of video materials. Considering this, we could not find video materials of these lines for analysis, so we decided that we would focus on textual material, that is, in the script that was provided from the official website.

Data analysis

Barack Obama`s speech analysis

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Barack Obama is fluent in stage speech and uses words very carefully in his speeches, thereby not offending anyone and not overdoing it with emotions. Analyzing his one speech, which was on November 20, 2014, addressed to illegal migrants, several rhetorical strategies such as metaphors, idioms, syntaxes and hyperbole were identified.

Pronouns

In his speech about immigrants, Barack Obama uses pronouns very often, singling out American residents and appropriating them, and separating immigrants using “We” and “They”. By way of illustration:

After all, most of these immigrants have been here a long time. **They** work hard often in tough, low paying jobs. **They** support **their** families. **They** worship at **our** churches. Many of the kids are American born or spent most of **their** lives here. And **their** hopes, dreams, and patriotism are just like **ours**. (Obama, 2014).

Obama's frequent use of the word “They” when talking about immigrants can show their marginal position, while using words such as “Our” and “Us” in relation to Americans can contribute to a sense of engagement and solidarity.

Personal pronouns

Moreover, he speaks a lot of himself, using “I”, as in particular in this part of his speech: “It’s been this way for decades. And for decades we haven’t done much about it. When **I** took office, **I** committed to fixing this broken immigration system. And **I** began by doing what **I** could to secure our borders” (Obama, 2014). In addition, his repeated use of the word “I” may indicate his personal commitment to solving immigration problems. By putting himself forward as a central figure in the speeches, Obama expresses his responsibility to address the problems faced by immigrants. Using such

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personal pronouns can also help to establish contact with the audience and foster a sense of shared responsibility for improving immigration policy.

Idioms

It should be noted that there are many idioms related to migrants in his words, which show that he skillfully uses words so that it is neat and does not offend anyone. For instance, this can be seen in the following sentences: “And to those members of Congress who question my authority to make our immigration system work better or question the wisdom of me acting where Congress has failed, I have one answer: **Pass a bill**”, or “Families who enter our country the right way and **play by the rules** watch others **flout the rules**” (Obama, 2014). Furthermore, Obama presents his words through idioms, such as here:

We expect people who live in this country to play by the rules. We expect those who **cut the line** will not be unfairly rewarded. Therefore, we are going to offer the following deal: If you have been in America more than five years. If you have children who are American citizens or illegal residents. If you register, pass a criminal background check and you are willing to pay your fair share of taxes, you will be able to apply to stay in this country temporarily without fear of deportation. You can **come out of the shadows** and get right with the law. That’s what this deal is. (Obama, 2014).

In this context, he was referring to those who live illegally in America and do not follow the rules and indicates that the consequences of such actions will be very bad for them. The president, threatening such illegal immigrants, wants to bring them to justice and compromise if they, in turn, obey the laws. The metaphor “come out of the shadows” was also used in this sentence, where he also means migrants who live illegally and try not to get caught by the administration.

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Syntax

In Obama`s sentence: “Our history and the facts show that immigrants are a **net plus** for our economy and our society. And I believe it`s important that all of us have this debate without impugning each other`s character”, he used the syntax in the expression “net plus”, which means the positive impact of immigrants on both the economy and society (2014). This expression shows that they bring more advantages than disadvantages, emphasizing the contribution they make to the development of America.

Hyperbole

In the expression: “Today we have more agents and technology deployed to secure our southern border than at any time in our history. And over the past six years illegal border crossings have been **cut by more than half**” (Obama, 2014). Obama used the hyperbole as “**reduced by more than half**” to highlight the marked decrease in the number of illegal crossings of the southern border over the past six years. Here he talks about the success and effectiveness of improving border security and emphasizes that it is useful for national security.

But at the same time, he draws attention, using hyperbole, to the fact that “the world`s best” are trained in America, and he does not want to let such people leave the country, as they will further contribute to the development and improvement of the United States of America. He clearly says here that if migrants who studied in America leave for their country after graduation, they become their rivals. Therefore, it is better to create good conditions for them and have benefits. It can be seen in this part of speech:

Are we a nation that educates **the world`s best and brightest in our universities** only to send them home to create businesses in countries that **compete against us**, or are we a nation that

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encourages them to stay and create jobs here, create businesses here, create industries right here in America? That's what this debate is all about. (Obama, 2014).

Water metaphor

Additionally, he quite often uses water metaphors as “flow”, as shown in the sentence: “First, we'll build on our progress at the border with additional resources for our law enforcement personnel so that they can stem the **flow of illegal crossings** and speed the return of those who do cross over” (Obama, 2014). By this metaphor, he means a very large number of illegal immigrants who come to America every year.

Metaphors

It is very crucial to note that Barack Obama is a Democrat, so he is completely tolerant and respectful of really decent migrants, and describes them in a good tone, using a metaphor. This good attitude towards them can be seen in this expression:

Are we a nation that tolerates the hypocrisy of a system where **workers who pick our fruit and make our beds** never have a chance to get right with the law? Or are we a nation that gives them a chance to make amends, take responsibility, and give their kids a better future? (Obama, 2014).

In this context, he clearly shows that he respects those migrants who are trying to ensure their family and its future, and therefore he can forgive them and guide them on the right path.

Speaking of respecting immigrants, the president also refers to his country as a "nation of immigrants", which shows their recognition and understanding that the country practically consists of them. He often mentions this in his speeches, such as in this expression: “My fellow Americans, we are and always will be a **nation of immigrants**” (Obama, 2014). (Table 2).

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The influence of Congress on Obama's policies

It is important to note that Congress plays a big role in U.S. politics, as it has great power in the form of decision-making and laws of the country. This affected the situation with the migration reform, which they wanted to adopt last year:

Meanwhile, I worked with Congress on a comprehensive fix, and last year, 68 Democrats, Republicans, and independents came together to pass a bipartisan bill in the Senate. It was not perfect. It was a compromise. But it reflected common sense. It would have doubled the number of border patrol agents while giving undocumented immigrants a pathway to citizenship if they paid a fine, started paying their taxes, and went to the back of the line. And independent experts said that it would help grow our economy and shrink our deficits. (Obama, 2014).

Nevertheless, unfortunately, this law was not adopted because:

Had the House of Representatives allowed that kind of bill a simple yes-or-no vote, it would have passed with support from both parties, and today it would be the law. But for a year and a half now, Republican leaders in the House have refused to allow that simple vote. (Obama, 2014).

Thus, it was revealed that because the law did not enter into force, Obama decided to personally solve this problem, and began to voice solutions and reasons.

Donald Trump's speech analysis

For the analysis of Donald Trump's speech, we will use the President's 2019 Oval Office Address on January 8, 2019, on "President Donald Trump's Address to the Nation on the Crisis at the Border," in which the President addresses citizens about immigration policy and presents the policy of building a wall on the U.S.-Mexico border.

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From the very first words, Donald Trump says about the problem, defining it as “**a growing humanitarian and security crisis**” (Trump, 2019). This statement of the message defines it as the most important and suggests taking the necessary urgent measures to solve problems with the southern border. Continuing to describe the crisis, making an appeal to emotions, the president uses very vivid words.

“**Our southern border is a pipeline for vast quantities of illegal drugs...**” (Trump, 2019). In this example, the President of the United States uses the dysphemistic metaphor, which describes the southern borders of the US as a country that brings many illegal substances. He also adds: “**more Americans will die from drugs this year than were killed in the entire Vietnam War**” (Trump, 2019). Such expressions give a vivid reaction due to the use of dysphemistic metaphors in speech.

Throughout his speech, the president uses the method of appealing to emotions, especially fear and empathy. Describing the negative consequences of illegal immigration, the president uses phrases such as: “**thousands of Americans have been brutally killed**”, “**one in three women is sexually assaulted**”, “**precious lives are cut short by those who have violated our borders**” (Trump, 2019), these times cause strong emotions for the audience, which accordingly affects their perception of migrants.

Donald Trump often uses rhetorical tactics such as hyperbole to show migration policy as a big problem that needs to be solved, using expressions such as: “**It’s a tremendous problem**”, “Over the last several years, I have met with **dozens of families** whose loved ones were stolen by illegal immigration”, “**thousands** of illegal immigrants trying to enter our country” (Trump, 2019).

Number game

Also in the speech, Donald Trump uses statistics that emphasize the seriousness of the situation. For example, the number of illegal migrants entering the country daily, the number of crimes committed by persons who came to the country illegally and the number of illegal substances brought

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across the border. This method is used as an indicator of the scale of the situation and to cause fear and anxiety among U.S. citizens.

Us vs Them

Addressing the problem of illegal migration, Trump uses the pronoun “They”, this tool is used by politicians to show a negative character towards illegal migrants:

But the facts aren’t known because the media won’t report on **them**. The politicians won’t talk about **them**, and the special interests spend a lot of money trying to cover **them** up because they are making an absolute fortune. That’s the way it is. (Trump, 2019);

“And they’re hurting a lot of our people that cannot get jobs under any circumstances” (Trump, 2019);

“Number two, we are going to end catch and release. We catch **them**, oh go ahead. We catch **them**, go ahead” (Trump, 2019).

Continuing his speech, the president talks about proposed construction of the southern border wall: “Our proposal was developed by **law enforcement professionals** and **border agents** at the Department of Homeland Security. The proposal from Homeland Security includes **cutting-edge technology...**” (Trump, 2019). Emphasizing the participation of law enforcement and border guard professionals in the development of the proposal, the statement appeals to their authority and experience. This tactic is aimed at giving credibility to the proposed actions. However, the statement did not address potential counterarguments addressing concerns about the effectiveness of the physical barrier.

Negative comparison

Donald Trump addresses the issue of border security, presenting it as a biased struggle between Democrats and the administration. Using a rhetorical method, the president compares his administration as taking any measures to solve security problems, and the Democrats on the contrary.

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In the statement, the president uses a Comparative method between Democrats and Republicans. Positioning his administration to take any measures to solve problems with the border. Thus, showing himself as a supporter of the nation's interests. In contrast to the Democrats, as those who avoid solving the problem of migration policy. Attributing the government's shutdown in this way to the unwillingness to democratically finance border protection, such a formulation creates a sense of conflict and places the blame on the opposite side:

Democrats in Congress have refused to acknowledge the crisis. And they have refused to provide our brave border agents with the tools they desperately need to protect our families and our nation. The federal government remains shut down for one reason and one reason only because Democrats will not fund border security. My administration is doing everything in our power to help those impacted by the situation. But the only solution is for Democrats to pass a spending bill that defends our borders and reopens the government. (Trump, 2019).

Using negative cases

In his speech, one can also see how Donald Trump uses real cases to show listeners what negative consequences illegal migration brings. This is an indicator of how he uses his rhetorical skills to convince listeners. That is why measures need to be taken to address migration policy.

Trump provides examples of real-life cases involving illegal migrants, particularly criminal groups such as the MS-13, who have had a significant presence in the United States over an extended period: **“In Maryland, MS-13 gang members who arrived in the United States as unaccompanied minors were arrested and charged last year after viciously stabbing and beating a 16-year-old girl”** (Trump, 2019). In this statement, Trump is securitizing migration policy by linking illegal migration to smuggling. By talking about this particular situation, perhaps Donald Trump is trying to

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convey to the audience the sub-conditions of illegal migration by supporting his proposal to build physical borders.

At the end of his speech, Donald Trump effectively uses emotional expressions to encourage listeners to present these real-life cases as personal tragedies. In the same way, he tries to arouse sympathy from listeners, urging them to take action to support the law and advocate for strengthening border security measures:

This is about whether we fulfill our sacred duty to the American citizens we serve. When I took the oath of office, I swore to protect our country. And that is what I will always do so help me God. Thank you and good night. (Trump, 2019).

In this analysis, one can see how Donald Trump uses rhetorical methods and words to support the wall project and encourage citizens to contribute. In this way, the president is attempting to not only present his administration's proposal, but also to influence the opinion of the public, for whom he claims to be building security through the wall. (Table 2).

Table 2. Comparative table of rhetorical techniques of Presidents Obama and Trump.

Instruments	Donald Trump	Barack Obama
Metaphors	Dysphemistic metaphor	Water metaphors (e. g. “flow”)
Pronouns	Us/Them	Us/Them
Idioms	-	e. g. “play by the rules”
Syntax	-	e. g. “net plus”

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Hyperbole	e. g. “dozens of families”, “It’s a tremendous problem”	e. g. “world’s best and brightest in our universities”
Appeal to emotions	Using negative cases	-
Negative comparison	e.g. compare the immigrants to U.S. citizens e.g. compare Democrats administration with his administration	-
Number game	e. g. the number of illegal migrants entering the country daily	-
Tone	Negative	Neutral

Note: The table is based on results of Critical Discourse Analysis.

The influence of Congress on Donald Trump’s policies

The legislative branch (Congress) and the executive branch (President) contribute to solving the migration issue in the United States. By law, these two branches of government are interconnected, but congress has more power in passing laws. Therefore, it should be noted that the congressional agreement on funding the barrier greatly influenced the passage of the law, as the funding of the wall was not passed by congress, but only border security (Kaliyeva, 2023).

The two sides could not come to a unified agreement on building the wall.

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In a speech, the president presented his blueprint for the wall, asking Congress for \$5.7 billion to fund the wall:

My administration has submitted to Congress a detailed proposal to secure the border and crack down on criminal gangs, drug smugglers and human traffickers. This is a huge problem. Our proposal was developed by law enforcement experts and border agents at the Department of Homeland Security. These are the resources they have requested to properly fulfill their mission and keep America safe. (Donald Trump, 2019).

The speech states that building the wall takes 5.7 billion dollars, but the presidency does not note that the funding should also be used to support immigration agents, high quality tools, to detect illegal substances. According to Democrats, building the wall is immoral and not entirely economical: “Walls between countries are immoral” Pelosi states, “It's an old way of thinking. It's not economical,” said Democratic representative in Congress, Nancy Pelosi (Pavlich, 2019).

According to Donald Trump, the Democratic side did not accept the project:

The federal government remains closed for one reason and one reason only: because Democrats won't fund border security. My administration is doing everything in our power to help those affected by this situation. But the only solution is for Democrats to pass a spending bill that will secure our borders and reopen the government. (Donald Trump, 2019).

In this situation, it can be noted that the two sides of the party are dependent on the decision of Congress, which has the ability to not pass legislation if the two sides do not come to an agreement. Despite the provision of a detailed plan, Congress has not agreed to fund the wall, only agreeing to allocate 1.3 billion dollars to strengthen border security, which of course the Republican Party disagrees with. Building the wall is a key reform proposed by the Trump administration.

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Despite the veto made by Donald Trump over the law passed by Congress, the U.S. policy remain dependent upon the approval of the legislature. Therefore, it can be noted that Donald Trump wanted to through his speech urged citizens on the promotion of the passage of the law to fund the wall: “To every member of Congress: pass a bill that will end this crisis. To every citizen: call Congress and tell them to finally, after all these decades, secure our border” (Donald Trump, 2019).

Comparative analysis of Donald Trump and Barack Obama's speeches

The comparative analysis of two presidents was conducted based on the analysis of Donald Trump's and Barack Obama's addresses to America's migration policy. In analyzing the data, it can be argued that the approach of the two administrations to the migration issue is opposite. While one administration shows a more favorable attitude towards incoming migrants, the other side of the administration emphasizes the resolution of migration-related problems. The differences in the approach of the two administrations are also evident in the rhetoric and context of the appeals used by the two presidents when discussing migration issues.

The analysis reveals that in his speeches, Barack Obama emphasizes the positive aspects of the presence of migrants that contribute to the improvement of the country's economy, and his statements are characterized by a cautious and neutral approach to the issue of illegal migration. In contrast, Donald Trump in his speeches pays more attention to the issue of countering illegal migration, considering this phenomenon as a threat to America and its citizens and positioning himself hostile to this problem.

In Obama's speeches, one can notice how he emphasizes illegal migrants who seek to provide for their families and contribute to the betterment of the country. By using the pronoun “Our” he seeks to create more unity and cohesion so that citizens can find commonalities with these individuals.

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Presidents, in their rhetoric, use a variety of linguistic tools such as metaphors, idioms, syntax, hyperbole, and pronouns. Unlike Obama, Donald Trump focuses more on the criminal consequences of illegal migration, emphasizing the security of America's borders, in contrast to Obama's rhetoric, which is silent on the negative consequences of illegal migration.

Both administrations refer to the pronouns "Us" to refer to the U.S. and its citizens, and "Them" for illegal migrants. Donald Trump uses a wide range of metaphors and dysphemism to convince the public of the necessity for constructing a Mexican border wall barrier. He also uses emotionally colored language to elicit a reaction from the audience.

In turn, Obama prefers syntactic constructions, idioms, and positive expressions to create favorable attitudes toward illegal migrants living honestly in the U.S. and having no criminal nature.

By using the pronoun "I" in their speeches, both presidents seek to present themselves as representatives who will solve the issue of illegal migration. This tactic is often effective in persuading voters to support a candidate or his or her program. In general, linguistic influence in presidential rhetoric reflects a variety of strategies to persuade and influence listeners. (Table 2).

Contextual analysis of Barack Obama`s speech

Conducting a contextual analysis of Barack Obama's speech, it can be seen that it was conducted primarily to highlight and talk about the state of the U.S. immigration system, highlight current problems, and talk about executive measures to solve them. In his speech, Obama tries to convey the importance of immigration for the history and future of the country while emphasizing the need for a balanced and fair approach to immigration policy.

It is worth noting that this speech is based on the historical context of the United States as a country created by immigrants. Namely, the contribution of immigrants to the economic and cultural development of the country. In addition, Barack Obama recognizes the problems that have plagued the

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immigration system for many years and provides a rationale for quick solutions to them since there has been no progress in the legislative sphere.

Of the key issues addressed by the president, the broken immigration system can be noted first, as he criticizes the inefficiency and injustice of the current immigration system, emphasizing the difficulties faced by both legal and illegal immigrants. Further, he focuses specifically on the contribution of immigrants to the economy and social sphere. His speech highlights the positive impact of immigrants on the U.S. economy, including their role in various sectors and contribution to economic growth and deficit reduction.

Mentioning policy proposals, Barack Obama proposes specific measures to ensure border security as well as facilitate the stay of highly qualified immigrants and provide temporary legal status to undocumented immigrants who meet certain criteria.

The methodology of contextual analysis of the speech includes analyzing the context of the words in the president's speech, a review of the immigration policy decision, and its impact in practice. The President cites past bipartisan efforts and current statistics in support of proposed reforms.

Among the measures to solve the migration problem, Obama proposes a balanced approach to immigration reform, which includes several solutions, such as strengthening border security, granting temporary legal status to illegal immigrants who satisfy specific requirements, such as paying taxes and passing criminal background checks, as well as encouraging a humane and practical approach to law enforcement in which priority is given to the deportation of criminals rather than families and useful members of society.

To conclude the contextual analysis of the president's speech, it can be noted that the president argues that the immigration system has a significant impact on the country's socioeconomic spheres. Therefore, in his address to citizens, he urges them to support a compromise approach to the

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immigration system and reminds them of the importance of preserving the American tradition of hospitality toward incoming migrants.

Contextual analysis of Donald Trump's speech

Contextual analysis of Donald Trump's speech was done to analyze the political impact of the administration's reform to government's sentiment, the impact of the historical context mentioned in the speech and also the purpose of Trump's reform proposed in the address.

Donald Trump's speech is addressed to the American public and focuses on the problem of illegal migration at the southern border of the United States. The speech treats these problems as a humanitarian and security crisis, and perceived threats include crime, drug trafficking, and national security risks. The president addresses U.S. citizens and Congress, calling for a solution to the migration problem, which Trump believes is a serious crisis for the U.S. (The White House, 2019).

Donald Trump's migration policy of building a wall created a shutdown in the government by the fact that Republicans and Democrats could not come to one decision.

According to the president's words, it can be understood that Congress and Democrats did not fully support the decision to build a wall, believing that building a wall is immoral. Donald Trump's speech on solving the migration situation in America was a response to the government's reaction and an attempt to convince Democrats and Congress of the need to fund the wall:

Some people think a barrier is immoral. Then why do rich politicians build walls, fences and gates around their homes? They build walls not because they hate the people on the outside, but because they love the people on the inside. The only thing immoral is that politicians do nothing and continue to allow more innocent people to become such horrible victims. (Trump, 2019).

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Comparing a physical barrier to the fences that politicians usually build to secure their homes, Trump presents the purpose of his reform as creating safety for American citizens. Here one can also see how the president makes designations of immorality in relation to his policies. Moreover, comparing his policies to the inaction of Congress, which does nothing to address illegal immigration.

Donald Trump claims in his speech that Democrats are against the construction of the wall because of the immorality of the project's ideology. He blames Democrats for the government shutdown, claiming that the reason for the shutdown is their refusal to fund border security:

“The federal government remains closed for one reason and one reason only: because Democrats won't fund border security” (Trump, 2019).

Despite this conclusion, it is worth noting that the Democrats supported the law to allocate more than \$1 billion to improve border control but rejected the law to allocate \$5.7 billion for the construction of the wall. Negotiations over the allocation of the budget for the construction of the wall have reached an impasse. Therefore, the disagreement between Congress and the President created a shutdown in the U.S. government, which stopped the work of most government agencies. This situation created resentment on the part of government employees who were left without jobs and salaries. In an effort to reopen the government, the Republican side also began to show concern by pushing new bills to fund the wall.

On Tuesday, January 8, U.S. House Speaker Nancy Pelosi and Senate Democratic Majority Leader Chuck Schumer demanded that Trump end the shutdown and stop “holding the American people hostage” to his policies. According to Pelosi, Democrats are not against allocating money to strengthen border security, but not to build a wall, considering this project “ineffective”. Also, during the address, Pelosi noted that according to the original promises, Mexico, not taxpayers, should pay for the project. Senator Chuck Schumer believes that Donald Trump should recognize that funding is not possible and stop shutting down the government. In this situation, Chuck Gummer noted, “no president

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can pound his fist on the table and demand his own by threatening to shut down the government, because of which millions of Americans will suffer,” said the senator (Pudovkin and Atasuntsev, 2019).

Statistics to Donald Trump’s immigration policy

In his address, Trump claims that building a wall on the U.S.-Mexico border is the most effective method of controlling illegal migration. In this part of the study, we will analyze how Donald Trump's immigration policies have been applied in practice and will provide statistics on the dynamics of undocumented migrant rates during the President's administration.

According to the American Immigration Council (2017), these provisions of the executive order cause even more discouragement about protecting the rights of Latino Americans living in America, communities along the U.S.-Mexico border, and vulnerable groups of people seeking protection in the country. In addition, the executive order requires huge funding which will most likely increase the country's border security costs (American Immigration Council, 2017).

In addition to the executive order, Trump signed INA 287(g), which provides additional jurisdiction to U.S. Immigration and Customs Enforcement (ICE) as a federal agency. The legislation allows law enforcement to (1) detain any suspected migrant based on his or her residence status without a warrant; (2) detain and reasonably search migrants at border crossings; and (3) permit immigration officers to carry arms and use force against resisting arrest. This law is also known by its larger title: “Zero Tolerance Policy” (Sitompul & Cipto, 2022).

What were Donald Trump's policies?

In 2017, after his election campaign to address the issue of securitization, Donald Trump signed several executive orders regarding U.S. immigration policy. One of them is the executive order entitled

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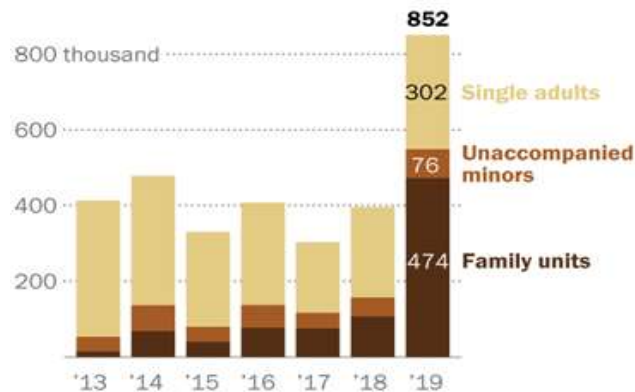
“Border Security and Immigration Enforcement Improvements.” The executive order called for the construction of a 2,000-mile physical barrier (wall) on the southern U.S.-Mexico border, the allocation of enforcement resources for immigration agents, and the introduction of expedited deportation decisions throughout the country. (American Immigration Council, 2017).

How has the situation of migrants at the U.S.-Mexico border changed?

According to the Pew Research Center (2020), the number of detained migrants at the U.S.-Mexico border doubled in 2019 compared to the previous year. Over the year, the number of apprehensions added up to 851,508 at the border. (Statistic 1).

Southwest border apprehensions more than doubled in 2019, driven by increase in families

Apprehensions at U.S.-Mexico border, by fiscal year and type



Note: "Family units" refers to the number of people traveling in families.

Source: U.S. Customs and Border Protection.

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Statistics 1. Name: Southwest border apprehensions more than doubled in 2019, driven by an increase in families. Source: U.S. Customs and Border Protection (2019).

The statistics show that the demographic composition of the migrants has changed. In 2018, most of the detained migrants moved with their families instead of alone, and in 2019, they were 56% of the total number of detained migrants. It has also been noted that many of these migrants are

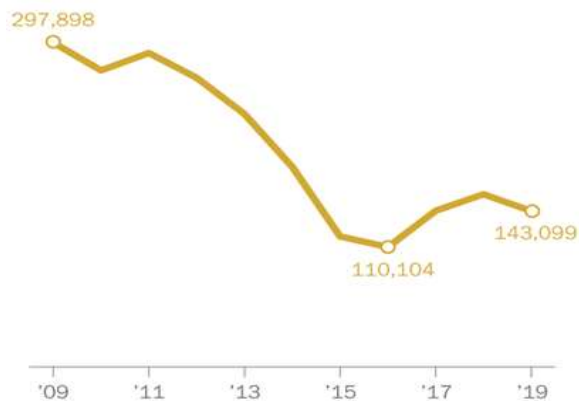
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residents of countries such as El Salvador, Guatemala and Honduras, which are experiencing economic problems. Pew Research suggests that the number of illegal migrants coming from Mexico has decreased compared to statistics from 2010 (Pew Research Center, 2020).

Undocumented immigrant arrests in the interior of the country

ICE arrests went up after Trump took office, but remain lower than during much of Obama's tenure

Number of Immigration and Customs Enforcement arrests, by fiscal year



Notes: Includes only administrative arrests by ICE Enforcement and Removal Operations. Figures do not include Customs and Border Protection apprehensions.
Source: U.S. Immigration and Customs Enforcement.

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Statistics 2. Name: ICE arrests went up after Trump took office but remain lower than during much of Obama's tenure. Source: U.S. Immigration and Customs Enforcement (2019).

According to an ICE report in fiscal year 2017, the number of undocumented immigrants in the interior increased and led to a 30% increase in interior administrative arrests. The result of this increase was the signing of INA Executive Order 287(g), which gives border agents greater authority to detain migrants (Pew Research Center, 2018).

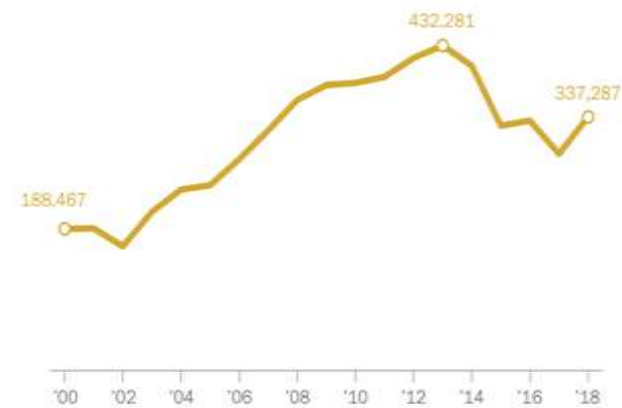
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In 2018, this number still increased and in 2019 has decreased and remained below that during Barack Obama's presidency (Statistics 2). This decrease according to the OCE report is because the need for law enforcement at the border has increased. Therefore, agents have sent about 350 officers from the interior to assist at the border. Also mentioned in the report is the lack of cooperation from some jurisdictions, including sanctuary cities, which limit cooperation with federal immigration authorities (Pew Research Center, 2020). These statistics show that the President's presentation of the growing illegal migration crisis is not entirely accurate.

Deportation of undocumented migrants

Removals of unauthorized immigrants rose 17% from 2017 to 2018, but remain below recent highs

Removals of unauthorized immigrants, by fiscal year



Notes: Includes removals by Customs and Border Protection and Immigration and Customs Enforcement. Removals are defined as "the compulsory and confirmed movement of an inadmissible or deportable alien out of the United States based on an order of removal."

Source: Department of Homeland Security, Yearbook of Immigration Statistics 2018.

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Statistics 3. Removals of unauthorized immigrants rose 17% from 2017 to 2018, but remain below recent highs.

Source: Department of Homeland Security, Yearbook of Immigration Statistics (2018).

Experts believe that Donald Trump's edicts apply to all illegal immigrants, allowing anyone to be deported even if they are only suspected of committing crimes including misdemeanors or posing a

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possible threat. This tactic is much different from Obama's policy, which allowed some protection for people who have lived in America for 10 years and have benefited and contributed to the country's economy (CNN, 2017). Despite this dictatorship, statistics show that in 2018, the number of migrants deported totaled 337,287, a 17% increase from the year before. However, this deportation rate is lower than under the Obama administration. In a 2019 report, ICE found that there are several obstacles facing the deportation process including an increase in the backlog of cases in immigration courts and legislative limitations that make it challenging to deport teenagers and some family members (Pew Research Center, 2020).

In this regard, the former acting director of ICE under Obama says new enforcement may allow for the apprehension of undocumented migrants, but there is a risk that the same enforcement will overburden an already strained system and make life more difficult for individual officers (CNN, 2017).

Also, John Sandweg, who now works in a crisis management firm, commented on the policy under INA Executive Order 287(g), which involves expanding the powers of an immigration officer, then allowing an officer to decide “where and when to arrest someone and initiating legal proceedings could jeopardize public safety” (CNN, 2017).

Barack Obama's solution to illegal immigration

It is worth taking into account that Barack Obama not only spoke positively about illegal migrants, but also tried to solve this problem, since he did not deny that not all illegal migrants are “good”. Speaking positively about migrants, he meant those who are trying to provide the best future for their family, taking risks. However, at the same time, he mentioned those who, without following

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the rules of the country, make money by crossing the border illegally, insisting that they will get what they deserve. It is crucial to note that to solve this problem; he strengthened the borders, as he talked about in this speech:

When I took office, I committed to fixing this broken immigration system. And I began by doing what I could to secure our borders. Today, we have more agents and technology deployed to secure our southern border than at any time in our history. And over the past six years, illegal border crossings have been cut by more than half. (Obama, 2014).

In addition, in his speech, he outlined three steps he would take to address the immigration issue, namely:

- 1) Strengthen deportation progress at the border by providing increased resources for immigration agents to reduce the flow of illegal migrants;
- 2) Simplify the visa process for highly skilled migrants, entrepreneurs and students who can add value to the country's economy;
- 3) Develop a plan to solve the problems with illegal immigrants who have been living in the country for 10 years.

Similarities between the two presidents

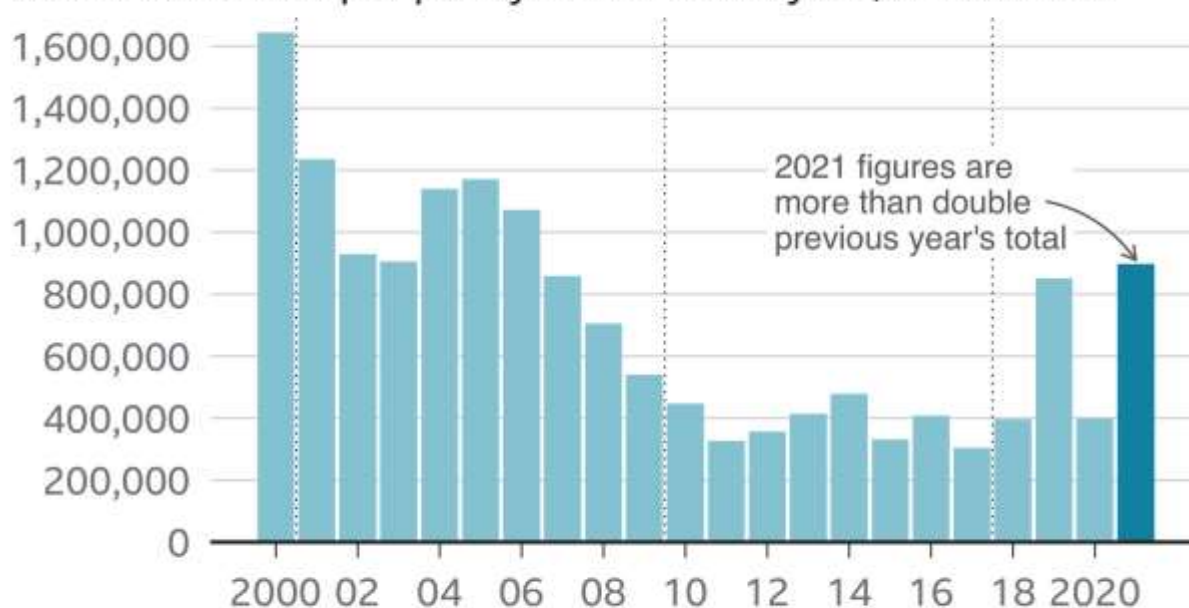
No matter how different the two presidents are, in opinions, in behavior, and in politics, they share one thing - priority attention to immigration policy during their tenure and promises to ensure border security and increase the number of deportations (Eshbaugh-Soha & Juenke, 2021). Obama's actions in addressing the immigration problem included strengthening border enforcement and increasing deportations. Trump, in turn, took tougher measures, including tightening refugee rules and pushing to build a border wall.

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In their rhetoric, both presidents often emphasized the importance of the rule of law and emphasized the need to secure the border to maintain the country's security. However, Obama put more emphasis on humanitarian aspects and protecting the rights of illegal migrants, while Trump emphasized the importance of national security and protecting the interests of Americans. Thus, both presidents had a similar approach to the problem of illegal migration, but their methods and emphases were different. Below are migration statistics from 2000 to 2021:

Migrants detained on the US-Mexico border

Total number of people by US financial year, 2000-2021*



Note: 2021 figures are for Oct 2020-May 2021

Source: US Customs and Border Protection agency

BBC

Based on statistics, it can be seen that during the reign of Barack Obama, namely 2009-2017, illegal migration decreased significantly from 700,000 to at least 300,000, which shows its good border strengthening. During the Trump years, namely from 2017 to 2021, this number began to grow at a rapid rate, and reached over a million migrants. Statistics show how effective the decisions of presidents regarding the problem of migration were (BBC News, 2021).

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Comparison with the policies of other countries

As part of our research into immigration policies, we have crossed international boundaries to assess how well other nations' approach's function. There is specifically selected Israel's border barrier policy as an example and have made parallels with the proposed wall between the United States and Mexico.

In order to examine the effectiveness of border barrier reforms, the study analyzed a comparative case study of the barrier built on Israel's southern border. Israel's 150-mile-long fence, which cost \$400 million to build, was designed to stem the flow of African immigrants from countries such as Sudan and Eritrea (Flores, 2017). Significant reductions in illegal immigration have occurred in part due to this barrier, but other government initiatives such as financial restrictions and employer requirements have also played a critical role.

There are various issues when comparing this to the planned border wall between the United States and Mexico. According to Flores (2017), the U.S.-Mexico border has a variety of landforms, which complicates the building of walls and surveillance, in contrast to Israel's mostly arid environment. The possibility of the efficiency associated with the proposed U.S. barrier is further undermined by President Trump's lack of comprehensive immigration deterrent policies (Flores, 2017).

The objective we have in examining these various strategies is to provide insight into how effective they are in controlling immigration patterns. However, according to our findings, previous U.S. administrations' immigration policies - including those of Presidents Donald Trump and Barack Obama - have generally been less effective and less successful.

Flores (2017) notes that the United States needs to implement similar immigration regulations and step up its border patrol operations in order to rival Israel's accomplishments.

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However, the related expenses and possible financial consequences cast uncertainty on the long-term viability as well as understanding of taking such steps.

Conclusion

In response to the research question: “If presidents have special power to influence developments in immigration policy, what strategies and rhetoric do they use when addressing this area, and what policies do they implement to combat illegal immigration?” and having achieved the purpose of the study to examine and compare the rhetoric and policies used, our results showed that Barack Obama, in his speech on immigration, emphasizes unity, shared values, and the importance and historical significance of immigration. Similarly, Obama often uses idioms and positive language in his speeches to promote a comprehensive and balanced view of immigration. In contrast, Donald Trump's speeches focus more on the threats posed by illegal migration, emphasizing the security risks associated with it, as well as the economic consequences for the United States. Trump uses more emotive language, metaphors, manipulatives and dysphemisms in his remarks, which creates a sense of urgency and presents the issue of immigration as a national crisis and one of the country's main problems. He also advocates taking bold measures, such as building a border wall that would strengthen national security.

By achieving our research goal of analyzing the rhetoric used by two presidents, Barack Obama and Donald Trump, the study provides insight into how presidential political rhetoric can reflect and shape the broader political and social landscape. These findings offer further insight into the intersection of both political communication and immigration policy development. The results highlight and provide insight into the significant authority that presidents wield in shaping policy using their rhetorical strategies.

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Comparing their policies, Barack Obama and Donald Trump both approached the issue of illegal immigration during their presidencies, but with opposing approaches. Obama focused on humanitarian aspects and protecting the rights of migrants, while Trump focused on national security and the interests of Americans. Obama sought to strengthen the border and provide opportunities for highly skilled immigrants, college graduates and entrepreneurs to contribute to the economy. On the other hand, Trump has advocated building a wall on the U.S.-Mexico border and has used emotive language to highlight perceived threats posed by illegal migrants.

When mentioning their parties, it is worth noting that Obama does not make loud conclusions, but rather softens the identity of Americans, trying to preserve the national identity and security of the country, which shows that he is a democrat and adheres to centrist views. Understanding that the country is practically made up of immigrants, he speaks positively of those who are trying to provide a good future for their families and who contribute to the development of the country by helping them in this. On the contrary, Donald Trump openly states that migrants pose a threat to national security and the economy, and is inclined to securitize the migration problem. While Obama accepts migrants as part of America, Trump never treated them that way. Donald Trump is a Republican and has right-wing political views, as seen in the way he completely dismisses migrants using negative comparisons towards them (Tinshe & Junaidi, 2019).

After analyzing their speeches, it turned out that two presidents hold two different views on migrants, and they express this using different rhetorical techniques, which was the purpose of this study.

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