

ABSTRACT

The aim of this study was to investigate the linguistic aspects and the hidden ideologies of Michelle Obama's political speech at New Hampshire on October 13, 2016, in the light of the 2016 US presidential campaign. Based on Fairclough's CDA three-dimensional framework and Van Dijk's ideological square, the text-level elements of the discourse including pronoun and modality, as well as the ideologies embedded in this political speech about feminism were analyzed critically. It can be concluded that the linguistic elements played an important role in polarizing the positive in-group and negative out-group when referring to gender inequality. Through the attempts to reproduce the audience's ideology, the speaker's final purpose of calling for vote was revealed.