

# Biện pháp tu từ trong các bài phát biểu của Tổng thống Donald Trump

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## TÓM TẮT

Bài báo trình bày kết quả nghiên cứu các biện pháp tu từ được sử dụng trong các bài phát biểu của Tổng thống Donald Trump. Tác giả đã dùng khung phân tích lý thuyết của McGuigan (2007). Phương pháp nghiên cứu định lượng và định tính đều được sử dụng để phân tích dữ liệu. Mục đích của nghiên cứu là tìm ra tần suất xuất hiện của các biện pháp tu từ được dùng trong 5 bài phát biểu của Tổng thống Donald Trump trong hai năm đầu của nhiệm kỳ tổng thống từ 2017 đến 2019, từ đó khái quát cách sử dụng của các biện pháp tu từ được áp dụng trong thể loại này. Kết quả nghiên cứu chỉ ra rằng các bài phát biểu trong dữ liệu sử dụng 16 biện pháp tu từ trong cả bốn nhóm. Nhóm chiến lược, Trump dùng phép ẩn dụ, cường điệu, tương phản, so sánh và câu hỏi tu từ. Nhóm cấu tạo, Trump dùng phép lặp từ cuối hay các từ trong một câu ở đầu câu kế tiếp, liệt kê, song hành và phân đề. Nhóm phong cách, Trump dùng phép tính ngữ, hoán dụ, lặp liên từ và đảo từ. Nhóm phân tích đọc, Trump dùng phép lặp đầu/ cuối/ đầu-cuối, nhân cách hóa và câu đặng lập. Thử ví là nhóm phong cách được sử dụng nhiều hơn so với ba nhóm còn lại, với sự vượt trội của phép tính ngữ.

**Từ khóa:** Tổng thống Donald Trump, các biện pháp tu từ, bài phát biểu.

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# Rhetorical devices in President Donald Trump's speeches

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## ABSTRACT

This is a study of rhetorical devices (RDs) in President Donald Trump (PDT)'s speeches. The analytical framework of the study is adapted from the theory of RDs by McGuigan (2007). Both qualitative and quantitative methods are used to analyze the data. The aim of the study is to work out the frequency of occurrence of RDs in five PDT's speeches in the first two years of presidency from 2017 to 2019 and then to discuss the underlying usage patterns of these RDs. The findings show that there are 16 RDs in all four groups being employed in PDT's speeches. Regarding Strategy RDs, Trump frequently used metaphor, hyperbole, antithesis, simile, and rhetorical question. With regard to Organization RDs, Trump utilized anadiplosis/conduplicatio, enumeration, parallelism, and antanagoge. Considering Style RDs, Trump tended to apply epithet, synecdoche/metonymy, polysyndeton, and hyperbaton. In terms of Analysis of Reading RDs, Trump was more likely to employ anaphora/epistrophe/symploce, personification, and parataxis. Another interesting finding found in the study is that in comparison with the other three groups of devices, Trump had a strong tendency towards Style RDs which are preferred with the predominance of epithet.

**Keywords:** *President Donald Trump, rhetorical devices, speeches.*

## 1. INTRODUCTION

For years, political rhetoric has been of great interest to many scholars and researchers all over the world. As a matter of fact, language is one of the most useful instruments of persuasion. To convince the targeted audience as well as to establish power in politics; therefore, suitable linguistic choices are employed in political speeches. What's more, adding rhetorical devices in a speech is of great importance for political leaders to convey their arguments upon the audience or to attain any political concerns.

In the field of discourse analysis, there is a range of scholars who have analyzed the language

of politicians using different approaches such as Appraisal, Systemic Functional Grammar, or Pragmatics. To illustrate, Simon-Vandenberg (2008) made a linguistic study of Appraisal in Hillary Clinton's political speeches in comparison with Barack Obama's political speeches. Additionally, Nguyễn Thị Thu Hiền (2016) investigated the interpersonal function in English press commentaries from functional grammar and evaluation theory. In addition, Butkovic' (2016) conducted an analysis on the rhetoric of American politicians in terms of pragmatics and linguistics. However, there are not many studies of RDs that have been carried out on political speeches. This is because the

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audiences only often focus on the contents that speakers are saying more than the skills or techniques that they use in a speech to make the audiences assent.

Donald Trump, as the 45<sup>th</sup> President of United States, has made a wide range of various speeches during his political career. Most of them have always created both huge influence and strong impression on the audience. By observing his speeches, thus, readers can acquire both the ways and the skills he uses in his speeches. Moreover, in order to provide an understanding of how rhetorical devices are employed to persuade people, the researchers have decided to conduct a study of “*Rhetorical Devices in President Donald Trump’s speeches*” aiming at identifying, analyzing and categorizing the RDs of the political speeches made by PDT during the first two years of presidency.

## 2. RHETORICAL DEVICES AND THEIR CLASSIFICATION

According to Harris (2013), RDs are aids for writing or speaking. Those who are good at using RDs will create an emphasis and effectiveness to their writing or speaking. Additionally, Taping, Juniardi, and Utomo (2017) states RDs are dependent on figurative language to express things that cannot be presented in a realistic way. It is clear that the concept of RDs has various meanings. However, the easiest one to understand is that rhetorical device is defined as the ability to write correctly and in a manner calculated to interest the readers.

According to Bazernam (1988), the basic function of rhetoric is the use of words by human agents to form attitudes or to induce actions in other human agents. Additionally, in a broad sense, nearly all RDs can be viewed as a way of helping to persuade. By improving style, entertaining the reader, and organizing thoughts, RDs can make an argument stronger and more convincing (McGuigan, 2007).

In terms of classification of RDs, many theoreticians including Galperin (1977), Taylor

(1981), Little (1985), Lyons (1995), Thomas and Wareing (2004), and McGuigan (2007) keep discussing about RDs in their own ways. However, this study is primarily derived from the one suggested by McGuigan (2007). McGuigan’s classification mentions four main groups, including *RDs helping with Strategy*, *RDs helping with Organization*, *RDs helping with Style*, and *RDs helping with Analysis of Reading*. Then they are broken down into 33 most useful RDs. They can be summarized as follows:

**RDs helping with Strategy** are considered as the walls and foundation of an essay (McGuigan, 2007). Many of the devices in this group are viewed as transitional tools to help move continuously from one idea to another. Additionally, others help present the evidence or information as strongly as possible. In addition, there are still others helping link the ideas together, making them cohesive and intentional.

**RDs helping with Organization** covers 8 basic devices for creating more balanced and readable structures as well as forms of repetition of key words. As a result, it helps to focus the readers’ attention on them, to guide the readers from one idea to the next by aiming directly at the key point of the discussion, and thus help readers or listeners easily understand the ideas as a whole.

**RDs helping with Style** are considered as “the decoration, much like the paint, the wallpaper, and the furniture one might place in a house” (McGuigan, 2007). In other words, the style will say a lot about authors’ personality and will also reveal authors’ attitude toward the subject and authors’ attitude toward the readers or listeners. Poor style might make the readers/listeners almost impossible to understand.

**RDs that helping with Analysis of Reading** are considered as effective devices to investigate the rhetorical choices speakers and writers make and examine how they use language to construct meanings. The purposes of using a variety of techniques in this group are to understand the central ideas and key supporting details.

3. METHODOLOGY

The data for this study are five PDT’s speeches chosen from the official website: <https://www.whitehouse.gov>. What’s more, the speeches are of various lengths, ranging from 1450 words up to nearly 6000. Therefore, the length of five speeches has the total number of over 21,000 words.

The method of the study was a combination of both quantitative and qualitative methods for an in-depth analysis of the research topic.

More specifically, after being collected, all five speeches were encoded from T1 to T5 and so were the sentences from S1 to Sn. Then, the researchers identified the rhetorical devices used in five speeches and classified them into different groups. Next, the extracted data were quantitatively analyzed to work out the occurrence frequencies of RDs. Then all examples were qualitatively analyzed to reveal the function of these RDs in the data. Finally, these devices were compared and contrasted in terms of frequency in order to draw conclusions of the study.

4. FINDINGS AND DISCUSSION

The analysis of the study indicates that there are four main groups employed in five PDT’s speeches, including RDs helped with Strategy, with Organization, with Style, and with Analysis of Reading. The distribution of these main groups of RDs is calculated and then their frequency can be seen in Figure 1.

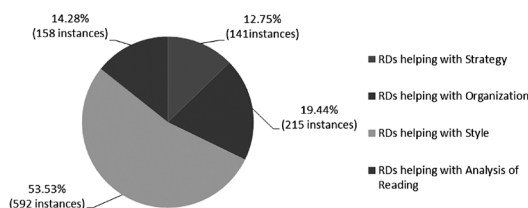


Figure 1. The distribution of groups of RDs

As shown in Figure 1, with the percentage of 53.53%, RDs helping with Style become the most frequently used category. Ranking

the second are RDs helping with Organization, taking up 19.44% with 215 instances, followed by RDs helping with Analysis of Reading and RDs helping with Strategy with the proportions of 14.28% and 12.75% respectively. The following discussions of each category of the RDs will express more clearly below.

4.1. The RDs helping with Style in PDT’s speeches

In terms of RDs helping with Style, the quantitative analysis indicates that there are four different types of RDs, including epithet, synecdoche/metonymy, polysyndeton, and hyperbaton employed by President Donald Trump. These results are summarized in Figure 2.

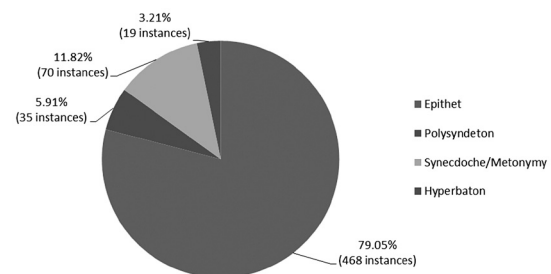


Figure 2. The distribution of subtypes of RDs helping with Style

At first glance, epithet has the highest percentage (79.05%) at a total of 468 instances, which is more than 65% far higher than synecdoche/metonymy with 11.82%. Polysyndeton and hyperbaton constitute a tiny fraction in total with 5.91% and 3.21% respectively. This category is discussed in greater detail below.

4.1.1. Epithet

Epithet is a rhetorical device that uses an adjective related to the noun. The analysis shows that there are three subtypes of the epithet under investigation namely Simple epithet, Compound epithet, and String of epithet. For examples:

+ Simple epithets

[T2.S193] *Today, if we do not invest ourselves, our hearts, and our minds in our nations, if we will not build strong families, safe*

*communities, and healthy societies for ourselves, no one can do it for us.*

(Producing a positive attitude)

[T3.S226] *Crucially, our plan closes the terrible loopholes exploited by criminals and terrorists to enter our country, and it finally ends the horrible and dangerous practice of catch and release.*

(Producing a negative attitude)

+ Compound epithets in the form of hyphen between two words.

[T4.S103] *While the United States and many other nations play by the rules, these countries use government-run industrial planning and state-owned enterprises to rig the system in their favor.*

(The formula is: *Noun-past participle*)

[T4.S21] *This is great news for our citizens and for peace-loving people everywhere.*

(The formula is: *Noun-present participle*)

+ String of epithets with alliteration.

[T5.S128] *This is a smart, strategic, see-through steel barrier - not just a simple concrete wall.*

#### **4.1.2. Synecdoche/Metonymy**

Synecdoche and Metonymy are two very closely related devices. They are concerned about using a part of something, or something closely related, to refer to a larger whole. It is revealed that synecdoche/metonymy ranks the second most frequent type of Style RDs employed in PDT's speeches with 70 instances, nearly 400 instances smaller than epithet.

##### **4.1.2.1. Synecdoche**

+ Synecdoche as a part representing the whole:

[T3.S186] *I want you to know that 320 million hearts are right now breaking for you.*

In example [T3.S186], "*hearts*" is used to

refer to American citizens who were present at Trump's State of the Union address.

+ Synecdoche as the whole representing one of its parts:

[T2.S19] *Rogue regimes represented in this body not only support terrorists but threaten other nations and their own people with the most destructive weapons known to humanity.*

The word "*body*" refers to the whole physical structure that forms a person. In this case, PDT makes the audience understand that "*body*" represents an international organization named the United Nations.

##### **4.1.2.2. Metonymy**

Metonymy is a device in which the actual object is replaced with something closely related to. Here are some examples of metonymy:

[T3.S361-S364] *They work in every trade. They sacrifice to raise a family. They care for our children at home. They defend our flag abroad.*

The word "*flag*" is considered as a strong symbol of a country. In this case, Trump employed the word "*flag*" to stand for the United States of America.

Another way of expressing metonymy in PDT's speeches is the relations of correspondence of particular parts of the body with particular actions, as in [T3.S162]:

[T3.S162] *And we will do it with American heart, and American hands, and American grit.*

Additionally, one more instance of metonymy that is found in PDT's speeches is "*Washington*", as in [T1.S14]:

[T1.S14] *Washington flourished - but the people did not share in its wealth.*

This word is the concrete substitution for "the federal government of the United States".

##### **4.1.3. Polysyndeton**

Polysyndeton is a rhetorical device which puts a conjunction between each word, phrase,

or clause. The purposes of using polysyndeton are to emphasize the ideas that the conjunctions connect and create rhythm in the speech, thus making it more expressive and emotional. The examples are presented as follows:

[T3.S8] *We have endured floods and fires and storms.*

(Conjunction “and” listed twice)

[T5.S71] *When I saw Alice’s beautiful family greet her at the prison gates, hugging and kissing and crying and laughing, I knew I did the right thing.*

(Conjunction “and” listed three times)

[T3.S379] *And our nation will forever be safe and strong and proud and mighty and free.*

(Conjunction “and” listed four times)

[T1.S55] *We will build new roads, and highways, and bridges, and airports, and tunnels, and railways all across our wonderful nation.*

(Conjunction “and” listed five times)

#### 4.1.4. Hyperbaton

Hyperbaton is a device in which the words in the sentence are arranged in unexpected order, thus emphasizing them. One of the common ways to use hyperbaton in the data is to put an adjective after the noun it modifies rather than before it.

[T5.S191] *And let us reaffirm a fundamental truth: All children - born and unborn - are made in the holy image of God.*

Instead of using “all born and unborn children”, PDT put adjectives “born and unborn” in the unusual place, emphasizing a culture that cherishes innocent life to the audience.

Additionally, hyperbaton is identified in the case of displacing a word to the end or beginning of the sentence, as seen in [T2.S73]:

[T2.S73] *We must uphold respect for law, respect for borders, and respect for on culture,*

*and the peaceful engagement these allow.*

“The peaceful engagement” in [T2.S73] receives emphasis because the phrase is placed both out of proper sequence (which would be “these allow the peaceful engagement”) and at the beginning of clause.

With regard to RDs helping with Style, it is obvious that epithet takes an overwhelming dominance whereas synecdoche/metonymy, polysyndeton, and hyperbaton are much less commonly used. It is because epithet is a device that depends on the emphasizing of the emotive meanings. In other words, Trump used a great range in the number of adjectives in PDT’s speeches to support in the description of the current condition of the world in general and that of America in particular, thus bringing a sense of life and then arouse the feelings of the audience. However, the complexity of orders in words or grammatical structures is taken into consideration for using hyperbaton.

#### 4.2. The RDs helping with Organization in PDT’s speeches

The study reveals that there are five types of RDs helping with Organization used in PDT’s speeches, namely parallelism, anadiplosis/conduplicatio, enumeratio, and antanagoge.

Figure 3 below provides the detailed data on their occurrence frequencies.

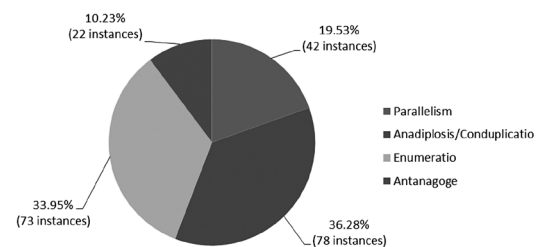


Figure 3. The distribution of subtypes of RDs helping with Organization

As shown in Figure 3, taking up 36.28% of the whole corpus, anadiplosis/conduplicatio is obviously the most prominent with 78 instances. Enumeratio ranks second at a proportion of 33.95%, nearly twice bigger

than the corresponding proportion of parallelism (19.53%.) Antanagoge accounts for the remaining 10.23%, making it the least frequent type of Organization RDs.

#### 4.2.1. Anadiplosis/Conduplicatio

Anadiplosis and Conduplicatio are considered as two forms of repetition that can help supply connection, continuity, and focus, as well as a smoothness of flow to the ideas. Conduplicatio takes the vast majority with 52 instances (66.67%), 26 instances more than anadiplosis (33.33%).

##### 4.2.1.1. Anadiplosis

Anadiplosis occurs when the last word of a sentence or phrase is repeated at or very near the beginning of the next sentence or phrase. For examples:

[T4.S151-S152] *That is one reason the United States will not participate in the new Global Compact on Migration. Migration should not be governed by an international body unaccountable to our own citizens.*

In [T4.S151-S152], “migration” is repeated at the beginning of the next sentence.

[T5.S32] *In just over two years since the election, we have launched an unprecedented economic boom - a boom that has rarely been seen before.*

In [T5.S32], by repeating “boom” at very near the beginning of the next sentence, Trump wanted to emphasize a miraculous recovery of American economy in the past two years.

##### 4.2.1.2. Conduplicatio

Conduplicatio occurs when the key word from anywhere in one sentence or phrase is repeated at or very near the beginning of the next sentence or phrase, as in [T3.S354-S356].

[T3.S354-S356] *Atop the dome of this Capitol stands the Statue of Freedom. She stands tall and dignified among the monuments to our ancestors who fought, and lived, and died*

*to protect her. Monuments to Washington, and Jefferson, and Lincoln, and King.*

By repeating “monuments” at the beginning of the next sentence in combination with polysyndeton, the president made an attempt to remind the audience to remember the noble sacrifice of the ancestors for the country and then evoke a sense of patriotism.

[T4.S201-S202] *We believe in self-government and the rule of law. And we prize the culture that sustains our liberty - a culture built on strong families, deep faith, and fierce independence.*

In [T4.S201-S202], Trump could have chosen to discuss about “culture” at very near the beginning of the subsequent clause or sentence, thereby immediately making clear the subject of continued discussion.

#### 4.2.2. Enumeratio

Enumeratio is the act of supplying a list of details about something. For example:

[T1.S82] *Your voice, your hopes, and your dreams will define our American destiny.*

In the example above, it is obvious that PDT employed commas to separate items in enumeration.

Another use of enumeratio is the appearance of the word “including”, which contains something as part of a whole, making it easy to convey the meanings of the utterance.

[T2.S142] *The United States continues to lead the world in humanitarian assistance, including famine prevention and relief in South Sudan, Somalia, and northern Nigeria and Yemen.*

Additionally, enumeratio is also found in the case of prepositional repetition in a sequence.

[T5.S289] *This is the time to rekindle the bonds of love and loyalty and memory that link us together as citizens, as neighbors, as patriots.*

Besides, enumeration is identified in terms of listing two or more paragraphs in the speeches.

[T4.S191-S193] *There is India, a free society over a billion people, successfully lifting countless millions out of poverty and into the middle class.*

*There is Saudi Arabia, where King Salman and the Crown Prince are pursuing bold new reforms.*

*There is Israel, proudly celebrating its 70th anniversary as a thriving democracy in the Holy Land.*

#### 4.2.3. Parallelism

Parallelism is the presentation of two or more equally important ideas by putting each of them into the same grammatical structure. Following are examples of these possibilities.

[T2.S192] *Patriotism led the Poles to die to save Poland, the French to fight for a free France, and the Brits to stand strong for Britain.*

In [T2.S192], parallelism is identified by the element of parallel objects in combination with alliteration (p, f, b, and s).

Parallelism of an entire sentence is also applied in the extracted data with the aim at creating rhythm.

[T4.S203] *We celebrate our heroes, we treasure our traditions, and above all, we love our country.*

In [T4.S203], elements in a sentence are grammatically matched to express similar ideas, thus lend the utterance an effect of balance.

Moreover, parallelism of two or more than two sentences is applied under investigation.

[T1.S21] *This is your day. This is your celebration.*

[T5.S284-S286] *We do the incredible. We defy the impossible. We conquer the unknown.*

It is noted that sentences in example [T1.S21] are constructed by parallelism of two sentences whereas three short sentences in example [T5.S284-S286] make a parallelism.

#### 4.2.4. Antanagoge

Antanagoge is a way of placing a positive point next to a negative point to lessen the impact of the negative one. With such a function, Trump could express strong emotion to the audience and then call for attention from the listeners.

[T2.S152] *The United States bears an unfair cost burden, but, to be fair, if it could actually accomplish all of its stated goals, especially the goal of peace, this investment would easily be well worth it.*

In [T2.S152], by pointing out the United Nations' peace target as a positive point, Trump reduced the level of the United States' payment.

Besides, in some cases, antanagoge is employed in combination with anaphora, the repetition of the initial words, phrases or clauses.

[T1.S6] *We will face challenges. We will confront hardships. But we will get the job done.*

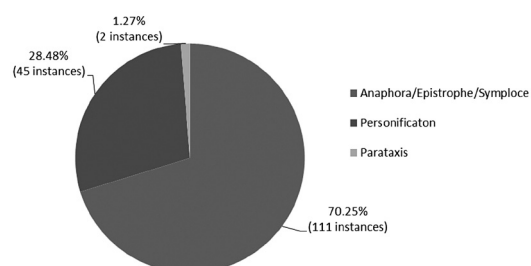
By skillfully employing antanagoge in combination with repeating "we will" in [T1.S6], Trump made the audience reduce their feeling of anxiety about the difficulties and challenges that Americans have faced and will face.

Regarding RDs helping with Organization, it can be seen that anadiplosis/conducuplicatio is dominant with the highest rate, followed by enumeration, parallelism, and antanagoge respectively. Perhaps word repetitions are very apparent and have a beautiful sound; therefore, Trump employed these forms of repetition as an effective way of putting focus on the key ideas to help the audience follow the continuity of his thoughts more easily.

#### 4.3. The RDs helping with Analysis of Reading in PDT's speeches

Regarding the RDs helping with Analysis of Reading, the analysis reveals that there are three types of RDs being employed in PDT's speeches. They are anaphora/epistrophe/symploce, personification, and parataxis. The data on their frequencies of occurrence is illustrated in Figure 4.





**Figure 4.** The distribution of subtypes of RDs helping with Analysis of Reading

Figure 4 unfolds that taking up 70.25%, anaphora/epistrophe/symploce ranks the first, which is over two times bigger than the proportion of personification with 28.48% - the runner-up. Parataxis accounts for the remaining 1.27%, making it the least frequently used type of the RDs helping with Analysis of Reading. This category is examined in further detail.

#### 4.3.1. Anaphora/Epistrophe/Symploce

The term chosen for Anaphora/Epistrophe/Symploce is restatement. Therefore, the purposes of using this device are to emphasize an idea, clarify a term, and even enhance the stylistic quality of the prose.

##### 4.3.1.1. Anaphora

Anaphora is a rhetorical device in which the same word or phrase is repeated at the beginning of successive phrases, clauses or sentences. In the extracted data, anaphora is found with 89 instances, accounting for the highest percentage in comparison with epistrophe and symploce. Firstly, anaphora is explored by words repeated twice, as in [T4.S19-S20]:

[T4.S19-S20] We are standing up for America and for the American people. And we are also standing up for the world.

Secondly, anaphora with words repeated three times is found with 23 instances, nearly 30 instances lower than anaphora with words repeated twice. For example:

[T2.S47] In America, the people govern, the people rule, and the people are sovereign.

Thirdly, there are 10 instances of anaphora

with words repeated four times employed in the extracted data. For instance:

[T1.S51-S54] We will bring back our jobs. We will bring back our borders. We will bring back our wealth. And we will bring back our dreams.

Finally, anaphora with words repeated five times or over is also found with a small number of instances (only 4 instances) under examination.

[T1.S84-S88] Together, we will make America strong again. We will make America wealthy again. We will make America proud again. We will make America safe again. And, Yes, together, we will make America great again.

##### 4.3.1.2. Epistrophe

Epistrophe is a rhetorical device in which the same word or phrase is repeated at the end of successive phrases, clauses or sentences. There are only 16 instances of epistrophe identified in PDT's speeches. The purpose of using epistrophe is to emphasize and to attract the attention of the audience. Following are some clear illustrations:

[T4. S131-132] OPEC and OPEC nations, are, as usual, ripping off the rest of the world, and I don't like it. Nobody should like it.

(Epistrophe with final words repeated twice)

[T3. S85] If you work hard, if you believe in yourself, if you believe in America, then you can dream anything, you can be anything, and together, we can achieve absolutely anything.

(Epistrophe with final words repeated three times)

##### 4.3.1.3. Symploce

Symploce is a rhetorical device that combines both Anaphora and Epistrophe by repeating words or phrases at the beginning and at the ending of phrases, clauses, or sentences. Here are some clear illustrations of such mixtures:

+ Symploce as word repetition.

[T1.S66] There should be no fear - we are protected, and we will always be protected.

+ Symploce as compound variation repeated three times.

[T4.S214-S216] *When we do, we will find new avenues for cooperation unfolding before us. We will find new passion for peacemaking rising within us. We will find new purpose, new resolve, and new spirit flourishing all around us, and making this a more beautiful world in which to live.*

+ Symploce as compound variation repeated four times.

[T3.S36-S39] *If there is a mountain, we climb it. If there is a frontier, we cross it. If there's a challenge, we tame it. If there's an opportunity, we seize it.*

#### 4.3.2. Personification

Personification is a device that gives human attributes to an animal, an object, or an abstract concept. Below are some examples of Personification identified:

[T1.S63] *The Bible tells us, "how good and pleasant it is when God's people live together in unity."*

[T3.S258] *In that moment, Ryan said he felt God speak to him: "You will do it, because you can."*

[T4.S111] *America will never apologize for protecting its citizens.*

In the above examples, it is obvious that reporting verbs such as *apologize, speak, tell* are employed as personifications with 10 out of its 33 instances of verbs.

Furthermore, there are 12 instances of verbs in “-ing” form used to depict the states and activities of human namely *asking, supporting, working, fighting, ripping off*,... For examples:

[T2.S203] *History is asking us whether we are up to the task.*

[T4.131] *OPEC and OPEC nations, are, as usual, ripping off the rest of the world, and I don't like it.*

In [T2.S203], history is an abstract concept. By giving human characteristics to this word, it is likely that history can communicate with people.

Noun, another form of speech, is also applied along with verbs of personification, but there are only 7 instances out of 45 instances in total being identified. For examples:

[T2.S87] *The United States has great strength and patience, but if it is forced to defend itself or its allies, we will have no choice but to totally destroy North Korea.*

[T4.S166] *The United States is the world's largest giver in the world, by far, of foreign aid.*

Additionally, adjective is considered as a word-form of personification due to the fact that the adjective stands for the qualities of people, as in [T3.S192]:

[T3.S192] *The United States is a compassionate nation.*

In example [T3.S192], Trump gives the description that the United States is like human who has ability to take the perspective of and feel the emotions of another person.

#### 4.3.3. Parataxis

Parataxis is a device that lists a series of clauses without conjunctions. There are only 2 instances appearing in the extracted data. Here are the instances of parataxis:

[T3.S295] *In the past, we have foolishly released hundreds and hundreds of dangerous terrorists, only to meet them again on the battlefield - including the ISIS leader, al-Baghdadi, who we captured, who we had, who we released.*

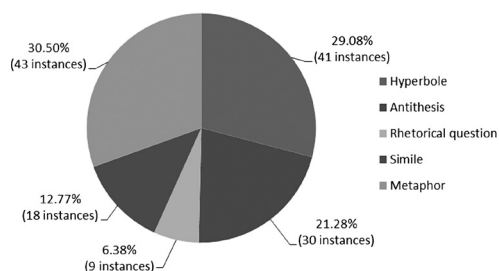
[T3.S298-S299] *I am asking Congress to ensure that, in the fight against ISIS and al Qaeda, we continue to have all necessary power to detain terrorists, wherever we chase them down, wherever we find them. And in many cases, for them, it will now be Guantanamo Bay.*

What is worth noting here is that parataxis is employed in combination between asyndeton and anaphora. To be more specific, in example [T3.S295], the mixture of asyndeton and anaphora is repeated twice whereas that of asyndeton and anaphora is repeated three times in example [T3.S298-S299]. Additionally, the clauses are juxtaposed without any coordinating or subordinating conjunctions, creating the cases of parataxis and thus explaining one another like a single idea.

With regard to RDs helping with Analysis of Reading, it is interesting that PDT has a strong tendency to use a majority of anaphora/epistrophe/symploce in comparison with frequencies of occurrence of other two devices, namely personification and parataxis. This might be because the minor group of anaphora/epistrophe/symploce has the capacity of creating a strong effect of rhythm, maintaining focus, and thus attract the audience’s attention. Besides, the results also reveal the negligible presence of parataxis in use. It means that the lack of conjunctions in parataxis can make longer sentences difficult to understand.

**4.4. The RDs helping with Strategy in PDT’s speeches**

It is shown in the analysis that there are five types of strategy RDs in use, namely hyperbole, antithesis, rhetorical question, simile, and metaphor. Figure 5 illustrates their frequencies of occurrence.



**Figure 5.** The distribution of subtypes of RDs helping with Strategy

A glance at Figure 5 provided reveals that accounting for 30.50%, metaphor takes the lead

among the five subtypes of strategy RDs in the data. Hyperbole and antithesis follow behind at 29.08% and 21.28% respectively. Interestingly, rhetorical question is the least frequent type with 6.38%, which is preceded by simile making up 12.77% of the corpus. The following sections clarify this point in more details.

**4.4.1. Metaphor**

A metaphor is a device that speaks of one thing as though it actually were another. By putting ideas into metaphors, PDT provokes vivid pictures in hearers’ mind and hence gain people’s attention. Specifically, Trump metaphorically employed the word “heart” in his speeches with the aim at arousing strong emotions of the audience, as in [T4.S205]:

[T4.S205] *The passion that burns in the hearts of patriots and the souls of nations has inspired reform and revolution, sacrifice and selflessness, scientific breakthroughs, and magnificent works of art.*

Obviously, Trump employed “heart” in example [T4.S205] to highlight benefits of patriotism over globalism at the United Nations General Assembly.

In addition, the image “blood” refers to the noble sacrifice of the patriots in the past. It is considered as a metaphorical expression to depict the United States’ reunion only in sacrifice. Following is an example of this possibility.

[T5.S271] *... all of it is possible thanks to the blood and tears and courage and vision of the Americans who came before.*

Another way of expressing metaphor is by stating one object which actually refers to another object. Donald Trump used the word “journey” to support him to employ metaphor in his speech.

[T3.S110] *And I will not stop until our veterans are properly taken care of, which has been my promise to them from the very beginning of this great journey.*

Here, PDT states the word “*journey*” which does not mean literally. In fact, it does not mention to the act of travelling from place to place; instead, it refers to the mission of peacekeeping.

Additionally, metaphor based on the similarity of color proves to be a very effective way in PDT’s speeches. For example:

[T5.S288] *This is the time to search for the tallest summit and set our sights on the brightest star.*

Here, Donald Trump employed the word “*bright*” in the form of adjective. Literally, “*bright*” means full of light to things or clever to persons. It can be seen that such metaphorical expression is largely adopted to indicate hope for success and happiness in the future.

Furthermore, a number of verbs are metaphorically employed in PDT’s speeches. Some typical examples are illustrated as follows:

[T3.S186] *I want you to know that 320 million hearts are right now breaking for you.*

In [T3.S186], “*breaking*” means being damaged or separated into parts or fragments. In this case, PDT wanted to show presenters’ deep sorrow towards two families whose precious girls were brutally murdered.

#### 4.4.2. Hyperbole

In terms of Strategy RDs, hyperbole ranks the second most frequent type with 41 cases. PDT employed hyperbole in his speeches with the aim at exaggerating something, thereby emphasizing the ideas being talked about.

In PDT’s speeches, repetitions of indefinite number (*the millions upon millions of, billions and billions of, thousands and thousands and thousands of, countless millions out of, and countless*) were employed as hyperboles to exaggerate his points. For examples:

[T2.S131] *The United States is a compassionate nation and has spent billions and billions of dollars in helping to support this effort.*

[T5.S107] *Year after year, countless Americans are murdered by criminal illegal aliens.*

Furthermore, the contribution of comparison structure is also considered as a way of pointing out hyperbole in the extracted data.

[T4.S9] *America’s economy is booming like never before.*

Similarly, hyperbole in terms of emphasizing a sense of a great scale is also employed in all 5 speeches, as in the following examples below:

[T2.S18] *Terrorists and extremists have gathered strength and spread to every region of the planet.*

[T3.S357] *Memorials to the heroes of Yorktown and Saratoga; to young Americans who shed their blood on the shores of Normandy and the fields beyond; and others, who went down in the waters of the Pacific and the skies all over Asia.*

In examples [T2.S18], [T3.S357], and [T4.S61], PDT made an attempt to evoke the strong description of the exaggeration of “worldwide”.

#### 4.4.3. Antithesis

Antithesis is built by contrasting any of the different parts of a statement to bring out a contrast in ideas.

Firstly, by using two adjective pairs of gradable antonyms namely “*near - far*” and “*small - large*”, PDT wanted to emphasize the scale of engagement of all Americans into his policy no matter where they come from.

[T1.S81] *So to all Americans, in every city near and far, small and large, from mountain to mountain, and from ocean to ocean, hear these words.*

Secondly, antithesis also is found in the form of pairs of verbs which convey opposite meanings.

[T1.S75-S76] *We will not fail. Our country will thrive and prosper again.*

[T2.S22-S23] *To put it simply, we meet at a time of both of immense promise and great peril. It is entirely up to us whether we lift the world to new heights, or let it fall into a valley of disrepair.*

In two example mentioned above, “*lift to*” and “*fall into*” or “*fail*” and “*thrive*”/ “*prosper*” are two pairs of binary antonyms.

Thirdly, antithesis in the form of pairs of nouns is explored in the extracted data. PDT employed a pair of nouns “*catch - release*” as converses to make the audience better understand his point of views, as in [T3.S226]:

[T3.S226] *Crucially, our plan closes the terrible loopholes exploited by criminals and terrorists to enter our country, and it finally ends the horrible and dangerous practice of catch and release.*

Additionally, by using the prepositions “*from ... to*” repeated three times along with three pairs of contrasting abstract concepts namely “*welfare - work*”, “*dependence - independence*”, “*poverty - prosperity*”, Trump made his statement clear on what he takes the steps to help millions of Americans regain their independence and improve their living condition. Following is a typical example:

[T3.S166] *We can lift our citizens from welfare to work, from dependence to independence, and from poverty to prosperity.*

#### 4.4.4. Simile

A simile is defined as a rhetorical device in which the writer compares two unlike things through the use of connective words. Below are some examples of simile:

[T5.S101] *Smugglers use migrant children as human pawns to exploit our laws and gain access to our country.*

Here, Trump compares “*migrant children*” to “*human pawns*”. By employing simile “*as*” in the speeches, Trump helps the audience to relate meanings by forming certain aspects of the compared objects and thus impress the audience

and stimulate their empathy.

Another point to note is that the connective word “*like*” and an “*as...as*” construction are also easily recognized, but in a smaller number of instances Here are some examples of such cases:

[T1.S31] *But for too many of our citizens, a different reality exists: Mothers and children trapped in poverty in our inner cities; rusted-out factories scattered like tombstones across the landscape of our nation;...*

[T4.S188] *The dreams that fill this hall today are as diverse as the people who have stood at this podium, and as varied as the countries represented right here in this body are.*

#### 4.4.5. Rhetorical question

A rhetorical question is a question whose answer is obvious or implied. There are only 9 rhetorical questions found out of 1200 sentences. For examples:

[T2.196-198] *Are we still patriots? Do we love our nations enough to protect their sovereignty and to take ownership of their futures? Do we revere them enough to defend their interests, preserve their cultures, and ensure a peaceful world for their citizens?*

Here, PDT employed the first plural personal pronoun “*we*” in Yes-No questions with Auxiliary verbs to establish the relationship between him and the audience and to strongly emphasize the need for patriotism and national sovereignty from people all over the world.

Furthermore, the study reveals that Yes-No questions with Modal verbs were employed to produce an effect on the attitude of the audience by putting the questions in the form of an alternative one with two options, as in the following illustrations:

[T2.S113-S114] *Will they continue down the path of poverty, bloodshed, and terror? Or will the Iranian people return to the nation's proud roots as a center of civilization, culture, and wealth where their people can be happy and prosperous once again?*

Additionally, PDT used Wh-questions in his speeches to effectively create persuasion in making the audience take part in the action and finding the way how to solve the issues as in the following example:

[T5.277-278] *What will we do with this moment? How will we be remembered?*

Considering RDs helping with Strategy, metaphor has a fairly high frequency of occurrence while other devices' low frequency (hyperbole, antithesis, simile, and rhetorical question) varies considerably. The reason may lie in the fact that metaphors can function as a powerful instrument of inspiration, bringing about multiple effects. By employing metaphors in his speeches, Trump provokes vivid images in listeners' mind and helps to express ideas in a more creative way. On the other hand, the reason for the rare frequency of rhetorical questions may lie in the characteristics of the genre. The purpose of political speeches is to give information to the listeners, so that they understand these ideas mainly from which they will take necessary actions.

## 5. CONCLUSION

To summarize, there are four main categories of RDs being employed in PDT's speeches, including RDs helping with Strategy, with Organization, with Style, and with Analysis of Reading. Out of these four groups, RDs helping with Style become the most frequently used category. Ranking the second are RDs helping with Organization, followed by RDs helping with Analysis of Reading. The least common group belongs to RDs helping with Strategy. It is interesting to note that there is the omnipresence of epithet across 5 PDT's speeches. Besides, the results also reveal the negligible presence of hyperbaton, rhetorical question, and parataxis in use.

What's more, with the theoretical framework by McGuigan (2007), the researchers analyze 16 rhetorical devices applied in five of PDT's speeches and study their functions in specific contexts, for one thing, to reveal typical

features in Trump's speeches; for another, to make a valuable contribution to English teachers who can apply these findings into their own teaching and learners of English who want to develop their skills of speaking and writing oratory speeches.

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