Biện pháp tu từ trong lời bình luận trên Twitter 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 bình luận của Tổng thống Donald Trump trên trang Twitter. Tác giả đã dùng khung phân tích lý thuyết của Haris.[5] Phương pháp định lượng và định tính được sử dụng cùng với sự hỗ trợ của phương pháp phân tích và tổng hợp 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 hơn 800 bình luận của Tổng thống Donal Trump trong 3 tháng từ tháng 8 đến tháng 10/2019, từ đó khái quát cách sử dụng của các biện pháp tu từ được áp dụng trong các bình luận này. Nghiên cứu tập trung phân tích 20 phép tu từ phổ biến thuộc về 5 nhóm chính. Trong nhóm nhấn mạnh, Trump thường xuyên sử dụng từ chêm và phép cường điệu. Với nhóm cú pháp, Trump dùng phép nối và phép chuỗi ý. Ở nhóm tượng trưng, Trump dùng phép hoán dụ và ẩn dụ. Với nhóm lặp lại, Trump hay lặp từ ở đầu các câu hơn là điệp từ, lặp từ ở cuối các câu hay lặp đầu – cuối. Trong ba phép tu từ thuộc nhóm cân bằng, Trump dùng phép song hành nhiều nhất. Điểm đáng chú ý là nhóm nhấn mạnh được sử dụng nhiều nhất so với bốn nhóm còn lại với mục đích nhấn mạnh quyền lực trong các bình luận của Trump.

Từ khóa: *Twitter, biện pháp tu từ, bình luận.*

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Rhetorical devices in President Donald Trump's tweets on Twitter

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ABSTRACT

This study investigates rhetorical devices (RDs) in President Donald Trump (PDT)'s tweets on Twitter. The analytical framework of the study is adapted from the theory of RDs by Harris.[5] Both qualitative and quantitative methods are used with the assistance of analytic and synthetic ones to help work out the best possible findings. The aim of the study is to examine the frequency of occurrence of RDs in over 800 Trump's tweets during three months from August to October 2019 and then to discuss how the use of these RDs contributes to the success of his messages. The research focuses on 20 popular RDs in five categories being employed in PDT's tweets. With regard to RDs helping with Emphasis, Trump frequently utilized expletive and hyperbole. Considering Syntax RDs, Trump tended to used zeugma and diazeugma. In terms of RDs helping with Figurative and Language, Trump was more likely to employ metonymy and metaphor. Regarding Restatement RDs, Trump used anaphora more frequently than epistrophe, anadiplosis and epizeuxis. What's more, parallelism was the most employed device among three Balance RDs. Another interesting result found in the research is that in comparison with the other four groups of devices, Emphasis RDs were most frequently-used with the highest rate with the purpose of directly emphasizing the power of Trump's messages.

Keywords: *Twitter, rhetorical devices, tweets.*

1. INTRODUCTION

It can be said that that successful statements of leaders through a social network normally depend on their use of language and a number of RDs are usually utilized to reveal their emotions as well as their official notes so that their messages become more interesting, persuasive and powerful. There is a fact that Donald Trump, the 45th President of the United States of America and one of the most influential politicians on Twitter, has various tweets about daily events around the world every day in order to connect with global and American citizens, show his goals and share his opinions about events both at home and abroad. Specially, his messages leave a strong influence and impression on the audience. Hence, by analyzing RDs in his public tweets, the linguistic researchers can easily understand his messages and the way he has conveyed the emotion and persuaded his followers not only in America but also in the rest of the world, thereby helping language learners to acquire the use of these RDs to reach communication effects.

In the field of discourse analysis, many researchers have analyzed the use of political language in different aspects such as Metafunction of language, semantics or pragmatics. Besides, some studies about rhetorical devices in

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presidents' speeches have been conducted. To illustrate, Guerra[1] studied rhetorical devices and textuality in Obama's speech in Ghana, Africa. One year later, Iqbal[2] did an analysis of rhetoric and genre characteristics of President Barack Obama's 2013 Inaugural Address. Recently, Taping, Juniardi and Utomo[3] examined RDs in Hilary Clinton concession speech. In spite of the fact that political communication through the Internet has become an expected trend in the twenty-first century, there are few rhetorical studies that have been carried out on tweets. Hence, the researchers have decided to conduct a study of "***Rhetorical devices in President Donald Trump's tweets on Twitter***" so as to provide an understanding of how RDs are utilized.

2. RHETORICAL DEVICES AND THEIR CLASSIFICATION

As McGuigan[4] states, rhetorical devices are used to help strengthen the strategy of writings or speeches. Some of these are considered as transitional tools which make the essay move seamlessly from one portion to another; some are employed to show evidence or information as strongly as possible while some are utilized to link the entire writing together and make it cohesive. Actually, every rhetorical device can be seen as a way of helping to organize ideas, improve style, entertain readers and make an argument more powerful and persuasive. Similarly, Harris[5] emphasizes that it is more easily accessible for readers to follow well-organized sentences with carefully placed emphasis.

It is interesting to note that each theoretician has his own way to categorize kinds of RDs such as Galperin,[6] Little,[7] Crowley and Hawhee,[8] McGuigan,[4] Harris[9] and Harris.[5] Yet, the classification of RDs in this study is primarily adapted from the theories of RDs by Harris[5] with 20 most useful RDs from five main groups. They can be summarized as follows:

RDs helping with Balance consist of three subtypes, namely parallelism, chiasmus and antithesis. According to Harris,[5] sentences

with balance are definitely easier to apprehend since a repeated grammatical structure seems to be more rhythmic and requires less mental processing than a series of new structures.

RDs helping with Emphasize include climax, expletive, irony, understatement and hyperbole. They "*call attention to words or ideas by the structure of presentation*" and "*serve to support the key ideas being developed*".[5] As a result, it is easy for readers to distinguish between the more and the less significant points.

RDs helping with Figurative Language comprise simile, metaphor, metonymy and personification. They are regarded as devices of association since an idea under discussion is illuminated and becomes more vivid through an imaginative comparison with a familiar object.

RDs helping with Syntax utilize particular arrangements of words. In simpler terms, this is the way words and phrases are combined together in order to form a sentence such as zeugma, diazeugma, hyperbaton and appositive. Hence, these devices involve syntactical structures and they bring the writing the sense of clear and well-organized information.

RDs helping with Restatement are useful to supply connection, continuity, transition as well as a smoothness of flow to the ideas. In other words, the purposes of using a variety of techniques in this group are to emphasize a special idea, maintain or regain focus, define a term and even boost the stylistic quality of the writing.

3. METHODOLOGY

The data in the present study were selected from 808 Trump's tweets on the official website: www.twitter.com/realdonaldtrump. It is true that these tweets have a variety of length, ranging from 50 words up to nearly 210. Therefore, the length of all tweets has the total number of over 31,000 words.

The research was a combination of quantitative and qualitative methods for a

thorough analysis of the research topic. Moreover, techniques of analytic and synthetic analysis were also applied in this study to reach hopeful results.

After being collected, all tweets were encoded from T001 to T808. Then, by qualitative method, the data were analyzed to identify and categorize the RDs appearing in PDT's tweets as well as five main categories. Next, thanks to quantitatively analysis, the frequency of occurrence of RDs and their respective percentage were illustrated to reveal the rhetorical preferences of PDT's tweets. Ultimately, there was the conclusion and implication drawn from the discussion as the final stage in the process.

4. FINDINGS AND DISCUSSION

This research bases on five principal categories of RDs employed in PDT's tweets, including the RDs helping with Balance, with Emphasis, with Figurative Language, with Syntax and with Restatement. As a result, the distribution of these main groups of RDs is specifically calculated and then their frequency is showed in Figure 1 below.
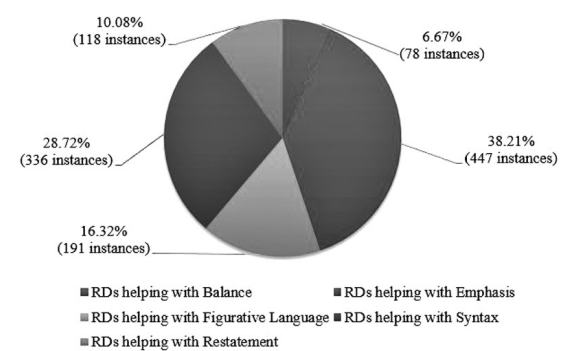

Figure 1. The distribution of groups of RDs

It can be seen that making up 38.21%, RDs helping with Emphasis is considered as the most frequently used group with 447 instances. Then, the participation of RDs helping with Syntax accounts for over 28% with exactly 336 instances. Next, RDs helping with Figurative Language and RDs helping with Restatement follow with the proportions of 16.32% and 10.08% respectively. In contrast, standing at nearly 7%, the figure for

RDs helping with Balance reaches the bottom with just 78 instances. The following sections will manifest how PDT employed each category of RDs to make his tweets more persuasive and leave readers a good impression.

4.1. The Emphasis RDs in PDT's tweets

This study concentrates on five subtypes of emphasis RDs which were frequently employed in PDT's tweets, namely climax, expletive, irony, understatement and hyperbole. Figure 2 provides the detailed data on their frequencies.
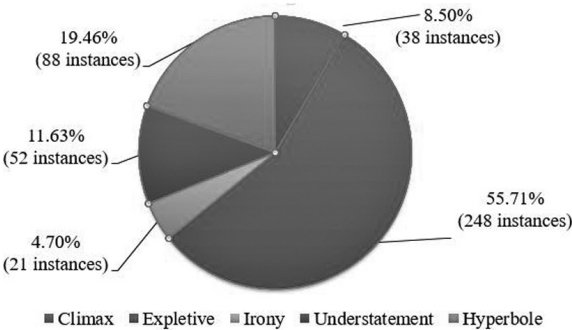

Figure 2. The distribution of subtypes of RDs helping with Emphasis

There is a considerable difference in the frequencies of occurrence of expletive in comparison with the other four types. Taking up 55.71% of the Emphasis RDs, expletive is obviously the most prominent with 249 instances. Hyperbole is the runner-up with a proportion of 19.46%, nearly twice bigger than the corresponding proportion of understatement (11.63%). Climax and irony are considered as the least frequently used types of Emphasize RDS with the percentage of 8.50% and 4.70% respectively. The following parts give this point more details.

4.1.1. Expletive

Expletive is a rhetorical device which usually interrupts normal speech, so it lays focus and emphasis on certain words before or after it. With 248 cases identified in the data of PDT' tweets, it becomes the most prominent technique.

Transitional words which are considered as expletives were frequently employed by PDT.

[T070] ....*While that has its own problems, it is a better way to go. Fewer people, <u>in the end</u> [Expl.], will leave.*

[T162] ..... *Nothing was said that was in any way wrong, but Biden's demand, <u>on the other hand</u>, was a complete and total disaster....*

With the phrase *"in the end*, Trump showed an unexpected result and he highlighted this problem for readers. Similarly, by the phrase *"on the other hand"*, Trump reflected the contrast between two ideas and he not only pointed out the issues but he also wanted readers to be on his side.

Another type of expletive which generates much of the emphasis is adverbs.

[T060] *Unbeknownst to almost everyone, the major Taliban leaders and, <u>separately,</u> the President of Afghanistan, were going to secretly meet with me at Camp David on Sunday.... <u>Unfortunately</u>, in order to build false leverage, they admitted to...*

PDT used the adverb expletive *"separately"* to emphasize that he would have a secret meeting at Camp David on Sunday with Taliban leadership without the attendance of the Afghan President. Then, one more adverb expletive *"unfortunately"* was employed to express an unexpected matter.

It is true that this rhetorical tool is also a means for Trump to allege his responsibility.

[T269] <u>*As the President of the United States*</u>*, I have an absolute right, perhaps even a duty, to investigate or have investigate.....*

Trump utilized an expletive to show his powerful position *"the President"* of America. This was a signal to understand that he had *"an absolute right"* in many political aspects and what he had been doing was for a superior country.

4.1.2. Hyperbole

Hyperbole, the opposite of understatement, is the way you exaggerate what you mean. It ranks the second most frequent kind with 88 instances.

Trump used various indefinite numbers in his daily tweets to exaggerate his utterances. As a result, they left readers strong effects. Below are some examples of such case:

[T019] *Since my election, <u>many trillions of dollars</u> of worth has been created for our Country.....*

[T050] *China just enacted a major stimulus plan. With all the Tariffs THEY are paying to the USA, <u>Billions and Billions of Dollars</u>, they need it.......*

Another way to show hyperbole is through superlatives.

[T017] *...and watched. NAFTA is <u>the worst Trade Deal</u> ever made - terrible for labor ....*

[T213] *How do you impeach a President who has created <u>the greatest Economy in the history of our Country</u>, <u>entirely rebuilt our Military into the most powerful it has ever been</u>, Cut Record Taxes....*

In example [T017], a free trade agreement – NAFTA was considered the deteriorative factor and *"the worst trade deal"*. By contrast, positive superlative adjectives were used in example [T213] to glorify achievements that America gained under Trump's leadership such as *"the greatest economy"* and *"the most powerful"* military. It can be said that Trump used hyperbole in many cases to emphasize his opinions and make them more emotive.

4.1.3. Understatement

Understatement is the way an idea is made less important than it really is. The quantitative analysis indicates that understatement occurs 52 times, accounting for 4.44% of Emphasis RDS. Follow-ups are some examples of understatement. [T084] *I informed John Bolton last night that <u>his services are no longer needed</u> at the White House. I disagreed with many of his suggestions...*

[T283] <u>*It isn't often I get angry*</u> *at the dirty politics of the Democrats in Congress....*

In example [T084], Trump used the phrase *"no longer needed"* for the sense of modesty and the sake of politeness when he decided to fire his national security adviser - John Bolton. Besides, Trump expressed his regret about this arduous pronouncement. In example [T283], Trump reduced the degree of his feeling that *"it isn't often I get angry"* as he was required to deal with *"dirty politics"* from the Opposition. It seems that PDT wanted to leave readers the thought that he is really a self-possessed and level-headed leader.

Specially, being the President of the USA, Trump has to be besieged with various accusations. PDT, therefore, has claimed many times that he was really innocent in numerous issues. An example is showed as follow.

[T354] *The Fake Washington Post keeps doing phony stories, with zero sources, that I am concerned with the Impeachment scam. I am not because I did nothing wrong....*

It is easy to realize why he attempted to allege that what he did was judicious. Actually, using understatement in these situations is quite effective to lessen the seriousness of what is being mentioned.

4.1.4. Climax

Climax is a way of organizing ideas which proceed from the least to the most important. The results show that climax was found with 38 instances in total.

[T325] *I would love to send Ambassador Sondland, a really good man and great American, to testify...*

There is a sense of increasing emphasis through arrangements. It was really sufficient for PDT to deliver his crowning statements. As a result, readers who can see things in progression are eager to continue reading.

Not only did Trump utilize short words but he also employed phrases for climax.

[T140] ... *They've taken the Old Grey Lady and broken her down, destroyed her virtue and ruined her reputation...*

[T718] ...*and Taylor, dismissing everybody involved from the Obama hold over days trying to undermine Trump, getting rid of those people, dismissing them*, this is what it looks like.

In example [T140] and [T718], the ideas in each successive clause grow in intensity and significance. As a result, Trump's messages seemed more powerful and readers could grasp the significance of the information.

4.1.5. Irony

Irony is the way an outcome is contrary to or different from what was expected. The study shows that PDT utilized 21 cases of irony.

[T200] *Liddle' Adam Schiff, who has worked unsuccessfully for 3 years to hurt the Republican Party and President, has just said that the Whistleblower, even though he or she only had second hand information, is credible....*

Trumps dispraised impetuously people called *"the Whistleblower"* by using negative words *"worked unsuccessfully"*, *"hurt"* or *"second hand information"*. However, he gave them positive adjective *"credible"* as a way to generate the opposite effects. This thing both creates intense emotions of humor as well as gives readers an insight into Trump's speaking style.

[T392] *I agreed not to increase Tariffs from 25% to 30% on October 15th. They will remain at 25%. The relationship with China is very good...*

In fact, if Washington and Beijing had a healthy relationship, there would not be America-China Trade war and Trump would not set tariffs and other trade barriers on China and vice versa. Hence, the sentence *"the relationship with China very good"* is an irony as it is opposite what is being said.

4.2. The Syntax RDs in PDT's tweets

It is true in the analysis that there are four kinds of syntax RDs in use, including zeugma, diazeugma, hyperbaton and appositive. Figure 3 illustrates their frequencies of occurrence.
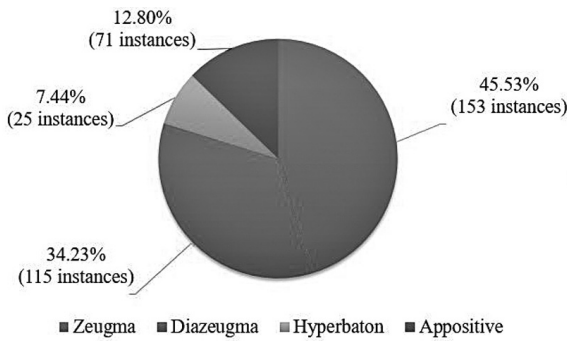
Figure 3. The distribution of subtypes of RDs helping with Syntax

Accounting for 45.53%, zeugma takes the lead among the four subtypes of syntax RDs in the corpus and diazeugma ranks the second with 115 instances (34.23%). In contrast, hyperbaton and appositive only constitute a small fraction in total with 7.44% and 12.80% respectively. This category is examined in detail hereafter.

4.2.1. Zeugma

A zeugma is a common device that uses one word to link two or more thoughts such as the linking of a preposition with two objects or an adjective modifying two nouns. This research shows that PDT extensively employed 153 cases of zeugma. Following are some examples of two subjects linking one verb.

[T057] *Russia and Ukraine just swapped* large numbers of prisoners. Very good news, ….

[T266] *Nancy Pelosi and the Democrats can't put down* the Impeachment match….

It is true that both examples above presented the use of one verb to link two subjects and by employing this way, Trump showed relationships between ideas and actions more clearly.

[T054] I want to *congratulate Mitch McConnell and all Republicans.* Today I signed the 160th Federal Judge to the Bench….

[T070] House Republicans should allow Chairs of Committees to remain for longer than 6 years. It *forces great people, and real leaders*, to leave after serving….

A verb linking with two directs objects like in both examples [T054] and [T070] is another way of zeugma. This way is also a popular one for Trump to express parallel ideas and his messages become more smooth and flowing. There is no doubt that zeugma also has the additional benefit of lessening wordiness.

4.2.2. Diazeugma

Diazeugma is comprised of the single subject with multiple verbs or verb phrases. The study pointed out that diazeugma ranks the second most frequent type of Syntax RDS employed in PDT's tweets with 115 cases.

[T162] ….Nothing was said that was in any way wrong, but Biden's demand, on the other hand, was a complete and total disaster. *The Fake News knows this but doesn't want to report*!

The subject "*the fake news*" in example [T162] links the two verbs in antithetical form. As a result, Trump stressed the contrast between two actions.

The instance above shows diazeugma consisting of a subject with two verb phrases. Yet, three or more linkages in diazeuma are also common, as in the following examples.

[T008] The LameStream Media has gone totally crazy! They *write whatever they want, seldom have sources* (even though they say they do), *never do "fact checking" anymore*, and *are only looking for the "kill."* …

[T220]….He *wrote down* and *read terrible things,* then *said* it was from the mouth of the President of the United States….

It can be seen that Trump expressed similar ideas in parallel or even in climax so as to make his messages more appealing.

4.2.3. Appositive

An appositive is a noun phrase which renames the noun next to it. The results show that there are 43 occurrences of appositive found in Trump's tweets. Following are some examples.

[T019] ....*If you followed the advice of the Failing New York Times columnist, <u>Paul Krugman,</u> you'd be doing VERY poorly....*

[T063] *Wow! Was just told that my son's book, "Triggered," is Number One on The New York Times Bestseller List. Congratulations Don!*

In example [T019], Trump pointed out the name of the Failing New York Times columnist - *Paul Krugman* as way of directly criticizing him because of his unreasonable advice. By contrast, showing the name of his son's book, Trump wanted to introduce this great composition to all readers as well as glorify Don for his best seller.

Appositive is also a way to emphasize someone' significant position in a group or a party of the country. Here are examples of such cases:

[T061] *The Fake News Media and their partner, <u>the Democrat Party,</u> want to stay....*

[T201] *Congratulations to my friend @SenShelby, <u>our powerful Appropriations Chairman,</u> for his hard work on many strong bills that continue to....*

In example [T161], Trump used appositive to signalize *"The Fake News Media"* and *"the Democrat Party"* that are in the same faction. In other words, he attempted to move the scandal toward *"Joe Biden"* so that he could discredit his potential political opponent. Yet, the appositive in example [T201] is considered as the way for Trump to eulogize Richard Shelby, who was the chairman of the Appropriations Committee and made a great contribution to the country.

4.2.4. Hyperbaton

Hyperbaton is a device in which there is an intentional inversion in the arrangement of common words. There are 25 cases of hyperbaton appearing in the extracted data.

[T073] *<u>As bad as @CNN is,</u> Comcast MSNBC is worse. Their ratings are also way down....*

[T735] *...In fact, our rates should be lower than all others (we are the U.S.). <u>Too strong a Dollar</u> hurting manufacturers & growth!*

In example [T073], PDT put the adjective *"bad"* at the beginning of the sentence to criticize Cable News Network and then he could emphasize his censure toward American cable TV channel called Comcast MSNBC due to their low ratings. In contrast, in example [T735], the phrase *"too strong"* was used before *"a dollar"* as a way of accentuating his protest about a strong dollar that was hurting domestic companies conducting lots of their business overseas and their investors.

A negative adverb or adverb phrase is put at the beginning of the sentence is another way of hyperbaton. This method puts stresses on what being said and it makes the sentences more striking, as seen in an example below.

[T733] *<u>Never has the Republican Party been so united as it is now.</u> 95% A.R. This is a great fraud being played out against the American people by the Fake News Media & their partner......*

The adverb *"never"* was used as a way of lauding Republicans who had never been as concurrent as they were so that Trump had an approval rating of 95% among them.

4.3. The Figurative Language RDs in PDT's tweets

In terms of the RDs helping with Figurative Language, this study points out four kinds of RDs being employed in PDT's tweets. They are simile, metaphor, metonymy and personification. Figure 4 below illustrates their frequencies of occurrence.
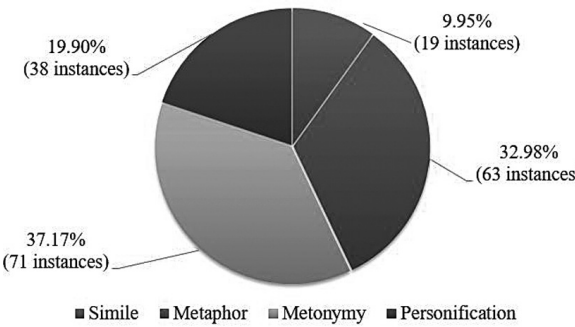

Figure 4. The distribution of subtypes of RDs helping with Figurative Language

A quick glance at Figure 4.3 unfolds that metonymy takes the lead among the four subtypes of figurative language in the corpus as it accounts for 37.17%. The runner-up belongs to metaphor with 63 instances (32.98%), which is over 13% higher than personification with 19.90%. Simile is the least frequently type of this group with the remaining 9.95%.

4.3.1. Metonymy

Metonymy is a tool which replaces objects with quite related or associated things. There are 71 instances of metonymy appearing in the extracted data.

[T462] *Because* _the House_ *has already voted against the Impeachment Proceeding ......*

The word "*the House*" reflected that it was a metonymy as the name of this building was used to refer to the U.S. presidential staff. This symbolism made Trump's messages more unique and its hidden meaning drew readers' attention.

[T607] *....The Fake News Media knows who he is but, being* _an arm_ *of the Democrat Party.....*

The word "*arm*" did not mean a part of the body, but it indicated the activity of helping. Trump wanted to show that "the Fake News Media" sided with "*the Democrat Party*" in "*the Impeachment Hoax*".

One more special instance of metonymy which was found in the extracted data is "*Mitt Romney types*", as in the following example:

[T269] *The Democrats are lucky that they don't have any* _Mitt Romney types_....

Metonymy in this case was used in developing symbolism and giving more profound meanings to the idea. This tweet, indeed, exhibited deeper meanings, rendered brevity to the ideas and attracted reader's attention.

4.3.2. Metaphor

Metaphor makes an implicit or hidden comparison between two objects which are unrelated but share some common characteristics.

The study unfolds that there are 63 cases of metaphor in the extracted data.

[T282] .....He did it to fool Congress and the public to make me look bad. _He is a sick puppy_!

The phrase "*a sick puppy*" implies an abnormal person who does revolting or bizarre things. Thus, Trump wanted to animadvert on the chairman of House Intelligence Committee Adam Schiff, who had made an effort to impeach him.

Moreover, Trump utilized metaphor in his tweets by stating one object referring to another one. Some instances are illustrated as follows:

[T272] *The Washington Times, Ukraine envoy* _blows massive hole_ *into Democrat accusations...* [T276] *".... this witness has* _blown a big hole_ *into that statement. The Ambassador* _put a dagger in the heart_ *of Schiffs fairytale."* Rep. Lee Zeldin

Apparently, blowing a "*hole*" refers to the exposure of flaws in "*accusations*". Hence, PDT employed this image to highlight the fact that never would Trump be defeated by any impeachments and he was a sinless president. Moreover, the word "*dagger*" here means a dreadful aftermath, so Adam Schiff, who accused him, had to take embittered consequences.

Lot of verbs which are metaphorically employed in Trump's tweets. For instance,

[T697] ....anywhere, so we've now had 3 years of the Democrats _chasing_ Donald Trump....

A metaphor in example [T697] offered readers fresh ways of examining ideas and viewing the world. Trump used the word "*chasing*" here to imply that the Democrats were complete failures and constantly spied upon his any movements.

4.3.3. Personification

Personification is a literary technique which attributes human characteristics to something that is not human. The study shows that only

33 cases of personification are found out of 808 tweets.

[T233] After many years, the United States is finally _waking up_ to Beijing's plans and ambitions…. The U.S. is finally _responding_ (thank you President Trump)….

It is obvious that verbs such as "_waking up_" _and_ "_responding_" belong to human's activities and they were used as personifications. Trump gave readers the feeling as if American were a good man who showed his partner what to do with his "_plans_" and "_ambitions_".

Noun is also regarded as a word-form of personification. The following example is of noun:

[T155] The U.S. Economy is the _envy_ of the world….

The noun "_envy_" was used to display the USA' strength and power toward the depression of the rest of the world.

An adjective is also considered a kind of this literary device when an inanimate object owns human's feelings and emotions.

[T316] The two most _unhappy countries_ at this move are Russia & China, because ….

It cannot be denied that "_unhappy_" is used to describe someone's emotion or personality. However, Trump employed "unhappy" to describe two countries "Russia & China" and "stupid" to depict the wars. In fact, using personification in these cases was not only to make the tweets remarkable but also to grab the readers' attention as well as their emotional support.

4.3.4. Simile

Simile is a rhetorical device which compares two different things having one quality in common. There are 16 occurrences of simile in the extract data and following are some examples:

[T229] …. _it will cause a Civil War like fracture in this Nation …_

[T800] _Support for Impeachment is dropping like a rock, down into the 20's in some Polls…._

In example [T229], a "_Civil War_" was compared as the picture of "_facture_". For Americans, it must be an unexpected thing, so the rhetorical tool in this situation was successful to manifest the significant role of PDT toward America. In example [T800], "_support for impeachment_" weakened and PDT was sharp-witted enough to compare it with the fall of "_a rock_". It can be seen that using similes in his messages, Trump assisted readers to relate meanings by framing aspects of the compared objects then new concepts were easily understood.

A simile can also draw resemblance with the help of the word "_as_." Subsequently, it adds strength and merits to Trump's statements with vivid pictures, as in the following example.

[T709] …_I view much of the media as simply an arm of the Democrat Party_….

In example [T079], there is a comparison of the similarity between "_the media_" and "_the Democrat Party_". Both of them were considered harmful interactions of the country. Obviously, Trump used a simile in this tweet to spark an interesting connection in a reader's mind and make his similitude more descriptive.

4.4. The Restatement RDs in PDT's tweets

Regarding the RDs helping with Restatement, this research shows that there are four main types of RDs being utilized in PDT's tweets. They consist of anaphora, epistrophe, anadiplosis and epizeuxis. Figure 5 precisely provides the detailed data on their occurrence frequencies.
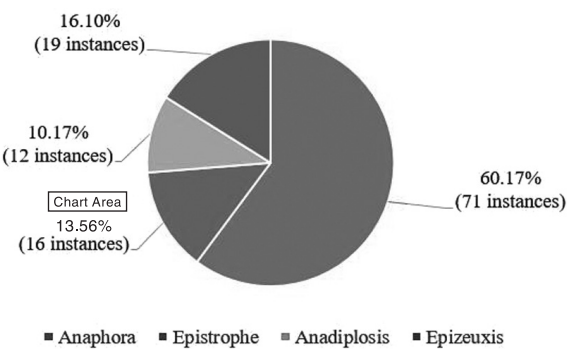

Figure 5. The distribution of subtypes of RDs helping with Restatement

Figure 5 reflects a considerable difference in the frequencies of occurrence between subtypes. Concretely, anaphora ranks the first with the percentage of 60.17%, which is over 50% higher than epizeuxis with 16.1%. Both epistrophe and anadiplosis constitute a very tiny fraction in total with 13.56% and 10.17% respectively.

4.4.1. Anaphora

Anaphora is the way a word or phrase is repeated at the beginning of clauses or sentences following each other.

There are lots of categories of anaphora used in PDT's tweets. Below is an example of the first type of anaphora.

[T217] *It is disgraceful what the Do Nothing Democrats are doing (the Impeachment Scam), but it is also disgraceful what they aren't doing...*

Using the phrase *"it is graceful"* twice, Trump wanted to excoriate the *"Democrats"* who presided over *"the Impeachment Scam"* but neglected to seek effective solutions in various urgent aspects which the country was facing to.

[T085] *I asked John for his resignation, which was given to me this morning. I thank John very much for his service. I will be naming....*

By repeating pronoun *"I"* three times, together with three different periods of time including in the past, at present and in the near future, Trump reinforced specific ideas and made these pertinent points stand out for those reading.

Specially, there is 1 instance of anaphora with words repeated up to six times. Following is the example of such extraordinary case.

[T168] *They (Dems) are scrambling for a theme and narrative. They've gone everywhere from Russian Hoax to Russian Collusion... and now they've come to this...They think they should have won the 2016 election, they think in their bizarre brains that they did...*

4.4.2. Epizeuxis

Epizeuxis is the way a word or a short phrase is repeated in succession with no other words in between. With over 800 tweets studied, there are 19 cases of epizeuxis found.

[T061] *....an attack in Kabul that killed one of our great great soldiers, and 11 other people.....*

In example [T061], Trump was intentional to use the word *"great"* twice so as to show his high appreciation for the supreme sacrifice of one of American's soldier. As a result, this repetition created an appeal to the emotions of readers.

It is true that the most common epizeuxis is created by three occurrences of the word or phrase, as the following example shows:

[T149] *....Many more cars will be produced under the new and uniform standard, meaning significantly more jobs, jobs, jobs!*

The primary effect of epizeuxis in example [T149] not only emphasized his idea but also presented his yearning for proving more employment opportunities for American citizens, minimizing the unemployment rate, and making the country more thriving.

4.4.3. Epistrophe

Epistrophe is the repetition of the same words or phrases at the end of clauses or sentences. The study reveals that there are only 16 instances of epistrophe in the extracted data.

[T206] *... and the Fake News Media and Democrats, working as a team, have fraudulently made it look bad. It wasn't bad, it was very legal and very good. A continuing Witch Hunt!*

Trump used the word *"bad"* in the second place, together with negative to be *"wasn't"* as a way to reject the rumor. While *"Fake News Media and Democrats"* were focusing on the Trump-Ukraine scandal that Trump pushed Ukraine's president to investigate a political rival, Trump stated that the call was *"very legal"* and *"very good"*. In fact, this device is useful and through

it, readers can follow what Trump wanted to convey.

[T473] *… We were born free, and will stay free, as long as I am your President!*

There was a promise in example [T473] that Trump would keep America liberal and independent if he were still the President. Thereby, those who were reading his tweet could feel their President had a strong sense of responsibility.

4.4.4. Anadiplosis

Anadiplosis is the way in which the last word of one clause or sentence is repeated as the first word of the following clause or sentence. In terms of anadiplosis, there are only 12 cases found in Trump's tweets. For examples:

[T306] *….including capturing thousands of ISIS fighters, mostly from Europe. But Europe did not want them back …..*

[T547] *…when he totally made up my phone conversation with the Ukrainian President and read it to Congress, together with numerous others on Shifty's side. Schiff should be Impeached,…*

In example [T306], thanks to anadiplosis, Trump accentuated Europe as a sinner and his message became more appealing. Similarly, in example [T547], Trump accused Adam Schiff of fabricating his "*phone conversation*" with the Ukrainian President and spearheading the impeachment inquiry. Due to the changing position of the key word "*Schiff*", readers could easily focus on this repetition and thereby quickly understand the content being presented.

Repeating a word in quick succession is considered a method to add emphasis to the main idea as well as make suggestions and commands more effective, as seen in the two examples below:

[T537] *…I need you to get out and vote for our Great Republican nominee, @TateReeves. Tate is Strong on Crime….*

[T631] *Fantastic being in the Great State of Kentucky last night. Vote for Matt Bevin! @ MattBevin is one of Best Governors in U.S…..*

Trump lodged an appeal to readers to "*vote*" for his two partisans, who made substantial and valuable contribution to America. Actually, by repeating the name of two nominees, Trump gave those reading a stronger emotion and really wanted them to stand to the side of him and support for the "*best governors*".

4.5. The Balance RDs in PDT's tweets

Regarding the RDs helping with Balance, there are only three different types of RDs, namely parallelism, chiasmus and antithesis. Figure 6 illustrates their frequencies of occurrence.
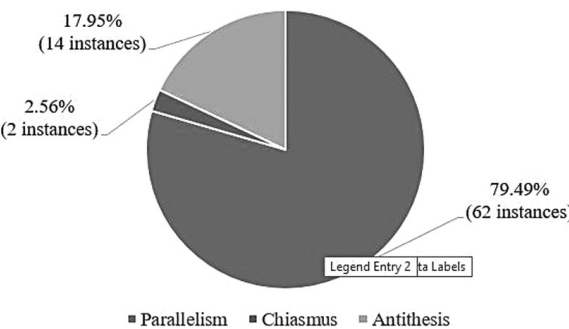

17.95% (14 instances)

2.56% (2 instances)

79.49% (62 instances)

Legend Entry 2 | ta Labels

■ Parallelism ■ Chiasmus ■ Antithesis

Figure 6. The distribution of subtypes of RDs helping with Balance

To start with, it is quite clear that there is an inequality between the proportion of parallelism in comparison with the other two types of RDs. Parallelism overwhelmed the others with 62 instances (79.49%) and it was over 61% far higher than antithesis with 17.95%. Making up a tiny fraction in total with 2.56%, chiasmus felt under the bottom of place of the ranking.

4.5.1. Parallelism

Parallelism is the presentation of two or more equally important ideas by putting each of them into the same grammatical structure. Here are some typical examples of such parallelism.

[T097] *we pledge to honor our history, to treasure our liberty, to uplift our communities, to live up to our values, to prove worthy of our*

heroes, and above all, to NEVER FORGET. #Honor911

[T647] *....157 FEDERAL JUDGES who will uphold our Constitution AS WRITTEN, a profoundly historic milestone and a truly momentous achievement!*

In example [T097], Trump wanted to honor the victims and heroes dying in the 9/11 attack, and thanks to this device, the tweet became smoother and more magnanimous. Furthermore, the parallel of noun phrases in example [T647] not only added balance and rhythm to sentences but also made them more persuasive.

Parallelism in combination with anaphora was found in two tweets below:

[T004] ….. Comey very vulnerable. But *where is the Supreme Court*? *Where is Justice Roberts*? …..

[T681] Schiff and the Dems have created this whole thing, they reverse engineer it….*Why should we listen to them*? *Why should we want to*?" @greggutfeld @FoxNews

Similarly structured clauses like examples [T004] and [T681] assist Trump to maintain the consistency of his arguments. It is the repetition of the question word *"where"* or *"why"* that makes the questions more emphatic.

In addition, parallelism of an entire sentence is also Trump's choice to create a sense of rhythm for the whole sentence, as the following example:

[T088] Dan Bishop was down 17 points 3 weeks ago. *He then asked me for help*, *we changed his strategy together*, and *he ran a great race*…..

4.5.2. Antithesis

Antithesis is created by placing two contrasting ideas in a parallel structure. There are 16 occurrences of antithesis in Trump's tweets.

[T045] …..the Fed should lower rates. They were WAY *too early to raise*, and Way *too*

late to cut and big dose quantitative tightening didn't…

[T505] ….. Fed was way *too fast to raise*, and way *too slow to cut!*

By using pairs of antonyms, PDT not only showed his criticism to The Federal Reserve for shirking its responsibilities but also asked it to do the action *"cut"* interest rates to prevent a slowing U.S. economy. In fact, this device is really useful for PDT to increase the power of emphasis and leave readers strong effects.

Additionally, this technique is also frequently utilized by PDT to censure the Opposition, his opponents as well as the Never Trumps. Actually, this way keeps the structure of the sentences identical and highlights the contrasting ideas. Following are illustrations:

[T047] ....President Obama never had the legal right to sign DACA…how can *he have the right to sign* and *I don't have the right to "unsigned."* ….

[T063] …. We're having a BIG RALLY for a great guy, *Dan Bishop. Strong on Crime, Borders*, your Military and our Vets, we need Dan Bishop in Washington badly. *His opponent is WEAK on Crime, Borders,* and against your 2nd A.

There is no doubt that antithesis is one of the best ways to create contrasts and then draw the attention of the listeners or readers.

4.5.3. Chiasmus

Chiasmus is a kind of parallelism where the balanced elements are shown in reverse order. In terms of chiasmus, there are only two instances appearing in the data.

[T216] *fraudulently and illegally inserted his made up* & *twisted intentionally words* into…

[T395] *"By the way, don't call me again, I'll call you* when *you've done what I've asked."*….

To get the support from the readers as well as express his directness, Trump employed

this tool in example [T216] to make his idea be deepened. Furthermore, the chiasmus in example [T395] created a symmetrical structure "you" – "I" and drew connections between ideas. As a result, his tweet became more interesting and arousing.

5. CONCLUSION

To sum up, there are five major categories of RDs being employed in 808 PDT's tweets, namely RDs helping with Balance, with Emphasis, with Figurative Language, with Syntax and with Restatement. Out of these five groups, RDs helping with Emphasis become the highest dominance category while RDs helping with Syntax take the second place. This conclusion completely highlights the result found by Thu[10] that Trump tends to apply emphasis RDs to create rhythmical effect and make the speaker's words more powerful and persuading. Ranking the third are RDs helping with Figurative Language, followed by RDs helping with Statement. The least common group belongs to Balance RDs.

More specifically, with the theoretical framework by Harris 20 main RDs belonging to these 5 groups are thoroughly examined not only to reveal typical features in Trump's messages but also to make a great contribution to English teachers applying these findings into their own teaching and learners developing their skills of speaking and writing.

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