To what extend rhetorical devices are adopted by political speaker to persuade people to achieve his own agenda

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Abstract

The aims of this study is to investigate to what extend rhetorical devises are adopted by political speaker to persuade people to achieve his own agenda. Generally, the study focused on Rhetorical devices for instance: Persuasion, metaphor, repetition, and manipulation, also communication, political discourse and other issues have connection with these areas. The researcher was applied descriptive qualitative method. Through the lens of rhetorical devices, researcher analyzes a collection of transcriptions selected 20 texts from Donald Trump. The result showed that, Trump uses manipulation in his language to enhance his persuasive strategies and his political perspective. Also In his propaganda Trump seeks the truth of what he delivers rather than the imaginative use of language. So It seems there is no an important place for metaphor in Trump's speech. Every statements delivered by Trump have intentions, and his aims is to effect on and attract people to support him and becomes loyal voters for him in Presidential election. Finally Rhetorical devices such as Persuasion, metaphor, repetition, and manipulation has been effective on shaping people attitude in political propaganda.

Keywords: rhetorical devices, political agenda, political speaker

1.INTRODUCTION

The Style of the Speaker is just the unique way in which the information is delivered to the audience. People are different. So, in order to get the message across in the most effective way, the speaker's style must factor into the content of the speech. The speaking event is the circumstances in which speaker deliver his speeches. This can include the purpose of speaker speeches, such as to persuade, inform or to entertain. He is usually either required to speak or asked to speak for an event. According to this political speakers should use some strategies to persuade people to achieve their own agenda.

The roles of speaker and hearer

A speaker does not form his utterances using the only possible set of words for the 'correct' communication of his ideas, but correspondences what he says in a way he believes the hearer is most likely to understand in the context of the discourse situation.

Amanda (2005) argue that if the speaker introduces more information in his conversation and become more boring for the hearer, so the hearer unable to process it to make correct interpretation; and a few information in the other side, will lead to ambiguity. Speaker should balance between too much information and too little information. Speaker is always contest for hearer's attention and try to convey his message as simple as possible. Minimal specification is the best approach for the speaker to follow.

Amanda (2005:24) also states that

This is often the way that children behave in conversation because they tend to believe that others (especially adults) are already aware of all the background information necessary to decode their message. (In fact, this belief in very young children extends to all behaviour – they are incapable of deceit because of the assumption that the other person has complete

knowledge of all that they themselves know.) It is interesting to note that minimal specification is often enough, and is easily expanded at need when extra information is required. This is negotiated between the participants in a conversation at the time the need for it occurs. If it becomes apparent that a hearer is unable to understand all that is said, the speaker can easily switch from a strategy of under-specification to that of over-specification (for example when a hearer's background information is inadequate to follow the references being made by the speaker, as in the case of an outsider joining a closely-knit group of friends).

Similarly, it is probable that the hearer will try to make sense of what he is hearing and cooperate in the process of communication.

Sperber and Wilson (1995: 158) claim that every utterance comes with a belief of its own best relevance for the listener. It seems that there are some utterances that interrupt on the hearer, and whose outcome is of only benefit to the speaker (anyone who has been approached in the streets by Big Issue homeless magazine sellers will understand what this means). From the hearer's point of view, there is no guarantee that, in the end, it will be in the hearer's interests to attend to what the speaker says. Yet we do pay attention to each other when we speak (sometimes!).

Brown says *(1995: 27)*:

It is not necessary to postulate a universal guarantee of relevance to the hearer as the motivation for a hearer paying attention to what a speaker says.

So, the method that the speaker decides whether their most recent utterance has been correctly understood is to observe the subsequent behaviour of the hearer, then there is no other way of knowing what goes on in a person's mind. Also, Brown (1995: 1) point that what listeners have understood from what a previous speaker has said is frequently revealed in what

listeners say themselves when they next take a turn at speaking.

Communication

Communication is an exchange of information, knowledge, ideas, opinion, facts and feeling between the people. it takes place in a multitude of ways. So, communication is first and primary, a negotiation of meaning between speakers and hearer, author and reader.

> Amanda (2005:26) also point that:
>
> People minimise the risk of miscommunication by judging how much information is needed by the hearer in order to be able to decode the message in context. So a speaker will constantly be deciding whether to maximise or minimise (using pronomialisation or ellipsis for instance) the referents depending upon the status of focus for these referents. Participants in a conversation will also constantly check whether the message has been correctly conveyed. In spoken language the speaker includes information about how the hearer should treat the content of his utterance, and the hearer will repeatedly feedback reassurances that he has, in actual fact, received the message correctly.   Mistakes in understanding are in this way often caught quickly and rectified.

Speaker Meaning and Hearer Understanding

The importance of the hearer's acceptance of the speech act being performed is not always fully explored. When one looks at real conversation, it becomes clear that to perform a speech act successfully, at least one extra speech act (a response of some kind) is generally required from the hearer.

> Austin (1962) also observes that:
>
> One of the things that cause difficulty is the question whether when two parties are involved 'consensus ad idem' is necessary.   Is it essential for me to secure correct understanding as well as everything else?

If we look at Austin's explanation of the different levels of acts that go on in an utterance such as 'Please sit down', we get the following list of acts:

Phonetic act I am producing the noises that establish 'Please sit down'. Phatic act I am uttering the words please, sit, and down. Rhetic act I am using the words please, sit, and down with a certain sense and reference. Locutionary act I am saying to you 'Please sit down'. Illocutionary act I am asking you to sit down. Perlocutionary act I am trying to get you to sit down.

Note that all of the acts in this list are speaker-oriented and show no consideration of the role of the hearer within a conversation.

Clark (1996) claims that the definition of acts given by Austin is not representative of what actually occurs in communication. In communication, speakers perform a behaviour for their listeners, who then attend to that behaviour in turn; this therefore creates a joint action, with both parties participating.

Defining Political discourse

van Dijk defines political discourse is about the text and talk of professional politicians or political institutions, such as presidents and prime ministers and other members of government, parliament or political parties, both at the local, national and international levels.

Politicians in this logic are the group of people who are being paid for their political events, and who are being chosen or selected as the central players in the country.

Of course, it is not only formal or professional politics and politicians that are included in the country. Political activity and the political process also involve people as citizens and voters, people as members of pressure and issue groups, demonstrators and dissidents, and so on (Verba, et al., 1993).

Rhetorical devices

The researcher use some rhetorical devices such as persuasion, metaphor, repetition, and manipulation that can be used by politicians for propaganda. And we use it to achieve the aims of the study and test the third hypothesis: Rhetorical devises are adopted by political speaker to persuade people to achieve his own agenda.

Persuasion

According to O'Donnell and Kable(1982) cited in Jowett and O' Donnell (2012:32) persuasion can be defined as: a complex, continuing, interactive process in which a sender and a receiver are linked by symbols, verbal nonverbal through which the persuader attempts to influence the persuadee to adopt a change in a given attitude or behavior because the persuadee has had perceptions enlarged or changed. The above definition emphasizes the fact that persuasion is an interactive communicative process in which the persuader attempts to influence the beliefs, attitudes and behaviours of the persuadee(Jowett and O'Donnell, 2012 :32).

As proposed by Charteris-Black (2011, p. 14), in the act of persuasion, the speaker needs to convince the audience that he is right. Applying this view to democracies, for an audience to consign power to a speaker, namely through the vote, the speaker needs to assure the audience that he is the right person for the task.   McMauns(1998:9) notes that persuasion, according to Aristotle, demands three persuasive appeals:

1. Ethos is a Greek word which means ethics. It is primary to any attempt to persuade because it appeals to character. Likewise, ethos can be seen as an attempt to create credibility, that is, to appeal to people's trust. Ethos = character and credibility

2. Logos is a Greek word which means logic or reason. It is an appeal to the use of facts, statistics, figures, hard evidence and the like. Logos= logic, facts and reason t

3. Pathos is a Greek word which means feeling. It is an appeal to shared values and emotions. As well, it is an appeal to people's heart, sympathy, love and compassion. Pathos= shared values and emotions

Metaphor

The use of metaphor as a part of figurative language aims to help the listener to visualize what is meant by a phrase or expression. Politicians use language to persuade people that their thoughts, aims and ideas are equitable and to make their point clear and vivid to the people. The speaker needs to use various language tools in order to make the message persuasive and comprehensible to the listener. Politicians seek to comply with the emotions, desires, and needs of the audience. The use of metaphor is one of the most prominent tools for persuasion and an instrument for propaganda in political rhetorical language.

A metaphor is an implicit comparison between one situation that's often poorly understood and another that's generally better understood. Metaphor has been touched upon by many rhetoricians, such as Lakoff and Johnsen (2003 :4) who elucidate that metaphor is a rhetorical device and a matter of extraordinary use of language, that is, a matter of thought or action. Moreover, Knowles and Moon(2006 :2) define metaphor as "the use of language to refer to something other than what it was originally applied to, or what it literally means, in order to suggest some resemblance or make a connection between the two things". So, metaphor is the use of non-literal language which involves some kind of comparison or identification(ibid. :5). Steen (2008: 214) explains metaphor purposes in different fields as follows:

> 'They can occur for diverging communicative purposes in all domains of discourse: for instance, metaphor may be divertive in literature and conversation, informative in news and science, persuasive in advertising, politics, and science, and instructive in education. Thus, metaphor may be regarded as an essential tool in language, thought and communication'

Throughout history, metaphor has been considered as vital in political rhetoric. It has been understood in cognitive terms. Cognitively speaking, metaphor is viewed as a part of human conceptualization rather than a mere linguistic expression (Chilton, 2004:51). With reference to political discourse, metaphor is important due to its functions, explaining, clarifying, describing, evaluating, expressing and entertaining. These are the reasons why politicians use metaphor in their propaganda texts. In so doing, politicians try to be effective, emotive and persuasive (Knowles and Moon, 2006:3).

Repetition

Repetition, as a rhetorical device, has been used by politicians in their propaganda texts in order to attract audience's attentions. As such, this section attempts to explore its meaning, types and functions. According to Cuddon and Preston (1999:742) repetition is defined as "an essential unifying element in nearly all poetry and much prose. It may consist of sounds, particular syllables and words, phrases, stanzas, metrical patterns, ideas, allusions and shapes". Similarly, Beckson and Gans(1961 :172) define repetition as "one of the fundamental devices of art". Everything that happens more than once can be described as repetition (McArthur, 1992 :861). Vickers(1994 :98) comments that there is no theory that can ever hold all types of repetition used in rhetoric. According to this statement, this research highlights only those types that can most widely be used by politicians in their propaganda text: firstly, Anaphora is the "repetition of the

same words or phrases at the beginning of successive phrases, clauses, sentences or lines"(Preminger and Brogan, 1993 :73). Politicians use anaphora due to its reinforcement of the meaning of words and arranges sentences in a similar way (ibid.). And secondly, Polysyndeton is a term in which conjunctions are used to link a succession of words, clauses or sentences(Baldick, 2001 :199). The reason why politicians use this technique is due to its emphasis on particular items to represent the flow and continuity (Preminger and Borgan, 1993 :968). To sum up, repetition is not used without providing various functions. According to that, it is used to achieve emphasis, clarification, confirmation, effectiveness, musicality and continuity.

Manipulation

Generally, manipulation can be defined from three perspectives: it is a form of social power abuse, cognitive mind control and discursive interaction. Put it another way, as far as society is concerned, manipulation is "illegitimate domination confirming social inequality. Cognitively, it is mind control which involves interference with the process of understanding. Discursively, manipulation involves the forms and formats of ideological discourse, such as talking about our virtuous deeds and people's bad deeds (Van Dijk, 2006 :395). It is worth noting that the above perspectives complement each other; firstly, manipulation takes place by text and talk. Secondly, those who are manipulated are human beings and this subsequently occurs by manipulating their minds. Thirdly, manipulation is a form of communicative interaction exercises by those who have control over people, such as politicians' manipulation of voters or readers through the use of discursive influence, i.e reasoning influence (ibid.). Wodak(1987)(cited in Van Dijk,2006 :361) argues that manipulation is a form of persuasion. However, the difference between them is that, in persuasion, the persuade

has free will to believe and accept the persuader's argument because the former knows the intention of the latter whereas in manipulation, recipients are assigned a passive role; they are victims of manipulation. In other words, those recipients are unaware of the real intention of the manipulator.

Some may argue that the purpose of political speeches is to manipulate listeners and that the speaker only desires to gain or keep their power (Beard, 2000: 36). The goal for politicians is not primarily to present facts, but to be persuasive. The speaker needs to use their language to appeal to emotions and to include and affect the audience. The aim is to emphasize suitable issues and hide others and an apt tool is the use of metaphors in addresses to the public. The orator does not have to distort the facts when using metaphoric language, the response to the address depends on the interpretation in the mind of the listener. Politicians are rewarded for how vividly and convincingly they present their argument, rather than for how honestly they present their views.

II. Objective of the study

To make effective communication between the speakers and the audiences.

III. Research Methodology

The researcher has used rhetorical devises through using persuasion, metaphor, repletion and manipulation to investigate the following hypothesis:
Rhetorical devises are adopted by political speaker to persuade people to achieve his own agenda.

To achieve this objective the researcher will analyze the second presidential debates for the candidate Donald Trump during the general election (2016) to show the rhetorical devises such as persuasion, metaphor, repetition and manipulation that

used in Donald Tramp speech. The researcher chooses 20 texts randomly from his speech to test the above hypothesis.

Text (1)

Well, I actually agree with that. I agree with everything she said. I began this campaign because I was so tired of seeing such foolish things happen to our country. This is a great country. This is a great land. I've gotten to know the people of the country over the last year-and-a-half that i've been doing this as a politician. I cannot believe I'm saying that about myself, but I guess I have been a politician. And my whole concept was to make America great again.

Persuasion (pathos)

Pathos is an appeal to emotion. It is a way of convincing the audience to get emotional response. To achieve this, Trump uses the following statement; I began this campaign because I was so tired of seeing such foolish things happen to our country.

Metaphor

Metaphor, as a rhetorical device, is used to draw the attention of the audience to a particular idea and then to persuade them. Here Trump's metaphor is "And my whole concept was to make America great again ". He will build America again by over jobs, health care, quality education, strong economy …….etc. this is his whole idea.

Repetition

Repetition, as a rhetorical device, has been used by politicians in their propaganda texts in order to attract audience's attentions. Trump repeated a few different refrains, words and phrases throughout his speech. And he repeats the word great three times as anaphora device to convince his audiences that he will build America again. This is a great country. This is a great land … And my whole concept was to make America great again.

Manipulation

As a way of convincing the audience, Trump uses his skill to attract their attention and to create an atmosphere of suspense to his ideology. He plays with the word freedom by repeating it more than once and by showing its importance in American's life.

Text (2)

When I look at all of the things that I see and all of the potential that our country has, we have such tremendous potential, whether it's in business and trade, where we're doing so badly. Last year, we had almost $800 billion trade deficit. In other words, trading with other countries. We had an $800 billion deficit. It's hard to believe. Inconceivable.

Persuasion (logos)

Trump gives many statistics figures to convince his audience that America has a great potential if they exploit their potential they will wad their trade deficit. Such as Last year, we had almost $800 billion trade deficit.

Metaphor

Tremendous potential is a metaphor which has been used by Trump to signal that his country has strong economy and rich country.

Repetition

He repeats phrases more than one time to attract his audiences' attentions to be more careful about this issue. "We had almost $800 billion trade deficit", "We had an $800 billion deficit".

Manipulation

Trump tries to convince his audience that he is the change that they look for.

Text (3)

You say who's making these deals? We're going the make great deals. We're going to have a strong border. We're going to bring back law and order. Just today, policemen was shot, two killed. And this is happening on a weekly basis. We have to bring back respect to law enforcement. At the same time, we have to take care of people on all sides.

Persuasion (logos)

Trump states a reason that if America wants to be great again, it should have to bring strong border and respect the law.

Metaphor

Trump mentions that to his audiences if they seek to make America great, just fallow statements that he mentioned above. And he confirms them that he will make America great if they followed rightly.

Repetition

Trump uses anaphora device to confirm to his listeners by repeating the same phrases; "We're going the make great deals. We're going to have a strong border. We're going to bring back law and order", "We have to bring back respect to law enforcement. At the same time, we have to take care of people on all sides.

Text (4)

We need justice. but I want to do things that haven't been done, including fixing and making our inner cities better for the
African-American citizens that are so great, and for the Latinos, 4Hispanics, and I look forward to doing it. It's called make America great again.

Persuasion (pathos)

Trump tries to share his feeling with his audience that he will tries to do better in this job and that show in this statement " It's called make America great again".

Metaphor

Trump addresses the following statement; "We need justice ". Here, he aims to attract the audiences' attention to the importance of the justice and it be a reason for fixing our all inner problems.

Repetition

Trump uses polysndeton to emphasis his purpose. He says "but I want to do things that haven't been done, including fixing and making our inner cities better for the African-American citizens that are so great, and for the Latinos, 4Hispanics, and I look forward to doing it.

Manipulation

Since he needs more votes so he has to speak in a way that is convincing. He tries to convince them that he is looking for justice and the future of American.According to the researcher's opinion, the future's reward is to build a strong America by the justice between all.

Text (5)

No, I didn't say that at all. I don't think you understood what was — this was locker room talk. I'm not proud of it. I apologize to my family. I apologize to the American people. Certainly I'm not proud of it. But this is locker room talk. You know, when we have a world where you have ISIS chopping off heads, where you have — and, frankly, drowning people in steel cages, where you have wars and horrible, horrible sights all over, where you have so many bad things happening, this is like medieval times. We haven't seen anything like this, the carnage all over the world.

Persuasion (logos)

Donald Trump defended the content of a video leaked from Access Hollywood by saying that his discussion of grabbing and kissing women without their consent is part of an everyday culture of masculinity. Trump reinforced that in the debate, saying that the candidates needed to talk about "more important" issues. Trump presents the reason for accusing him that he has sexually assaulted women, he says that is locker room talk.

Metaphor

Metaphor, as a rhetorical device, is used to draw the attention of the audience to a particular idea and then to persuade them. Here trump's metaphor is "But this is locker room talk ". He alludes that isn't true idea.

Reputation

Trump uses anaphora as a way of attracting the audience attention to believe him. He says ". I apologize to my family ", "I apologize to the American people. And "this was locker room talk"," But this is locker room talk". In order to emphasize the fact that feeling sorry and

Complaining are vain which he does not believe in.

Manipulation

As a way of convincing the audience, trump uses his skill to attract their attention that he has important issues are focusing on it. Such as "You know, when we have a world where you have ISIS chopping off heads".

Text (6)

It's just words, folks. It's just words. Those words, i've been hearing them for many years. I heard them when they were running for the Senate in New York, where Hillary was going to bring back jobs to upstate New York and she failed.

I've heard them where Hillary is constantly talking about the inner cities of our country, which are a disaster education-wise, jobwise, safety-wise, in every way possible. I'm going to help the African-Americans. I'm going to help the Latinos, Hispanics. I am going to help the inner cities.

Persuasion (pathos)

Pathos is an application to sympathy. It is a technique of convincing the audience to get emotional response. To achieve this, Trump uses the following statement ;" I'm going to help the Latinos, Hispanics" , " I'm going to help the African-Americans" , "We saw that firsthand when she was United States senator".

Metaphor

Trump's metaphor is "I've heard them where Hillary is constantly talking about the inner cities of our country". He alludes that if anyone of his audience seeks change, he will notice that change in his personality not in other persons. And here Hillary is just speaker, she will not change anything.

Repetition

Trump uses anaphora as a way of attracting the audience attention. He says " It's just words, folks. It's just words". "Those words, i've been hearing them for many years ".

Manipulation

Trump tries to convince his audience that Hillary isn't qualified for this job because she was been in the government. And Trump shows that the realities of crime and poverty in inner cities are a result of systemic and political decay. What is striking about Trump's rhetoric is that he pitches the idea of inner-city decay as something he alone can fix, without any clear indicator of an intimate relationship with said communities. The inner city he continues to imagine in his rhetoric contains the Latina/os, African-Americans and women who, I believe, may take issue with his proposal to build a wall

between the U.S. and Mexico, his bragging of sexual assault and his claims of minorities as always suffering.

Text (7)

She's done a terrible job for the African-Americans. She wants their vote, and she does nothing, and then she comes back four years later. We saw that firsthand when she was United States senator. She campaigned where the primary part of her campaign…

Persuasion (logos)

Trump states many reasons that Hillary was failed when she was been as senator, he should have to press on as there is no time to.

For her, now voters they should give him a chance to change America to the good future.

Repetition

Trump uses ploysndeton to continue on his speech. And it is clear when he says: "She wants their vote, <u>and</u> she does nothing, <u>and</u> then she comes back four years later. We saw that first hand when she was United States senator".

Manipulation

Trump manipulates his audience in a way that suits his purposes. Since he needs more votes so he has to speak in a way that is convincing. He tries to convince them that he is looking for the future and he deserves votes more than Hillary. According to the researcher's opinion, the future's reward is to build a strong America and to have those people who are open minded and never complaining.

Text (8)

So, she's allowed to do that, but I'm not allowed to respond?

Persuasion (logos)

Logically Trump speaks about Hillary that when she was a senator, she allowed a lots of corruption happen and if they elect him to be a president of the United States he won't allowed for corruption and he will make America great land again.

Repetition

Trump uses ploysndeton to clarify his point. "<u>So</u>, she's allowed to do that, <u>but</u> I'm not allowed to respond?"

Manipulation

Trump tries to convince his listeners that he is looking for the future and he won't corruption happen.

Text (9)

So don't tell me about words. I am absolutely — I apologize for those words. But it is things that people say. But what President Clinton did, he was impeached, he lost his license to practice law. He had to pay an $850,000 fine to one of the women. Paula Jones, who's also here tonight.

And I will tell you that when Hillary brings up a point like that and she talks about words that I said 11 years ago, I think it's disgraceful, and I think she should be ashamed of herself, if you want to know the truth.

Persuasion (logos)

Trump states a reason that Hillary isn't appropriate person for this job, and he pointed that she just say words and that is not truth.

Repetition

Trump uses anaphora device to attract the attention of the audience by repeating the same pronoun I more than five time

and he repeats phrase I think two times "I think it's disgraceful, and I think she should be ashamed of herself".

Manipulation

As a way of convincing the audience, Trump uses his skill to distract their attention and her corrupt deals when he says " she talks about words that I said 11 years ago, I think it's disgraceful, and I think she should be ashamed of herself, if you want to know the truth." and he reminds her by the scandal of her husband when was present he says "he was impeached, he lost his license to practice law. He had to pay an $850,000 fine to one of the women".

Text (10)

Well, you owe the president an apology, because as you know very well, your campaign, Sidney Blumenthal — he's another real winner that you have — and he's the one that got this started, along with your campaign manager, and they were on television just two weeks ago, she was, saying exactly that. So you really owe him an apology. You're the one that sent the pictures around your campaign, sent the pictures around with President Obama in a certain garb. That was long before I was ever involved, so you actually owe an apology.

Persuasion (logos)

Trump present a reasons for why does she owe the president an apology.

Repetition

Trump uses polysndeton to emphasize his ideas. "because as you know very well, your campaign, Sidney Blumenthal — he's another real winner that you have — and he's the one that got this started, along with your campaign manager, and they were on television just two weeks ago, she was, saying exactly that. So you really owe him an apology".

Manipulation

Trump manipulates his audiences in a manner that suits his purposes. Since he needs more votes so he has to speak in a way that he is an honest and truthful candidate.

Text (11)
Number two, Michelle Obama. I've gotten to see the commercials that they did on you. And i've gotten to see some of the most vicious commercials i've ever seen of Michelle Obama talking about you, Hillary.
Persuasion (logos)
Trump states a reason why michelle Obama talking to Hillary
Repetition
Trump repeats the same phrases more than one. He says: "I've gotten to see the commercials that they did on you. And i've gotten to see some of the most vicious commercials i've ever seen…..".
Manipulation
Eloquence is the most important weapon that can be used by any successful candidate. Here, Trump tries to use his eloquence in a manipulative way to attract the audience's attention. Indirectly, he tries to convince them that he is the right path that should be followed.

Text (12)
And I was so surprised to see him sign on with the devil. But when you talk about apology, I think the one that you should really be apologizing for and the thing that you should be apologizing for are the 33,000 e-mails that you deleted, and that you acid washed, and then the two boxes of e-mails and other things last week that were taken from an office and are now missing.
Persuasion (Logos)

Logically speaking, Trump inserts some statistics and also he gives some reasons to convince his audiences that Hillary was immersing in the corruption.

Repetition

Trump uses polysndeton in the above extract more than ten times to emphasize Hillary's intention. He says "<u>and</u> that you acid washed, <u>and</u> then the two boxes of e-mails <u>and</u> other things last week that were taken from an office <u>and</u> are now missing".

Manipulation

Manipulation involves the forms and formats of ideological discourse, such as talking about our virtuous deeds and people's bad deeds and Trump uses this way when he says" And I was so surprised to see him sign on with the devil".

Text (13)

And I'll tell you what. I didn't think I'd say this, but I'm going to say it, and I hate to say it. But if I win, I am going to instruct my attorney general to get a special prosecutor to look into your situation, because there has never been so many lies, so much deception. There has never been anything like it, and we're going to have a special prosecutor.

Persuasion (logos)

Trump addresses a reason for why he want to instruct his attorney general to get special prosector. He says: " because there has never been so many lies, so much deception. There has never been anything like it, and we're going to have a special prosecutor"**.**

Repetition

Trump uses polysyndeton to clarify his points. He says: "And i'll tell you what. I didn't think I'd say this, <u>but</u> I'm going to say it, <u>and</u> I hate to say it. <u>But</u> if I win, I am going to instruct my attorney general to get a special prosecutor to look into your situation, <u>because</u> there has never been so many lies, so much

deception. There has never been anything like it, <u>and</u> we're going to have a special prosecutor".

Manipulation

Trump uses manipulation to convince his audiences that by to distort the image of Hillary.

Text (14)

When I speak, I go out and speak, the people of this country are furious. In my opinion, the people that have been long-term workers at the FBI are furious. There has never been anything like this, where e-mails — and you get a subpoena, you get a subpoena, and after getting the subpoena, you delete 33,000 e-mails, and then you acid wash them or bleach them, as you would say, very expensive process. So we're going to get a special prosecutor, and we're going to look into it, because you know what? People have been — their lives have been destroyed for doing one-fifth of what you've done. And it's a disgrace. And honestly, you ought to be ashamed of yourself.

Persuasion (pathos)

Trump tries to convince the audience of his character and credibility. He wants to emphasize that he will be anti-corruption to increase his credibility. He says " So we're going to get a special prosecutor, and we're going to look into it, because you know what? People have been — their lives have been destroyed for doing one-fifth of what you've done. And it's a disgrace. And honestly, you ought to be ashamed of yourself"**.**

Repetition

Tramp repeats words "subpoena" and phrase "we are going" to threaten Hillary.

Manipulation

Trump talk about Hillary's bad deeds, he says "And it's a disgrace. And honestly, you ought to be ashamed of yourself".

And this is a kind of formats of ideological discourse manipulation.

Text (15)

Well, you're right about Islamophobia, and that's a shame. But one thing we have to do is we have to make sure that — because there is a problem. I mean, whether we like it or not, and we could be very politically correct, but whether we like it or not, there is a problem. And we have to be sure that Muslims come in and report when they see something going on. When they see hatred going on, they have to report it.

Persuasion (ethos)

Trump attempts to create credibility and to appeal all Americans' trust when he says "And we have to be sure that Muslims come in and report when they see something going on. When they see hatred going on, they have to report it".

Repetition

Trump uses polysndeton to explain his purposes and concepts. He say "and that's a shame. But one thing ………— because there is a problem. ……., and we could be very politically correct, but whether we like it or not, there is a problem. And we have ………"

Manipulation

As a way of convincing the audience, Trump tries to find justification for his politics towards Muslims. He plays with the word Islamophobia by connecting it with Islam and he shows Muslims are responsible and they should help him to eliminate extremism.

Text (16)

As an example, in San Bernardino, many people saw the bombs all over the apartment of the two people that killed 14 and wounded many, many people. Horribly

wounded. **They'll never be the same. Muslims have to report the problems when they see them.**
And, you know, there's always a reason for everything. If they don't do that, it's a very difficult situation for our country, because you look at Orlando and you look at San Bernardino and you look at the World Trade Center. Go outside. Look at Paris.

Persuasion (logos)
Trump states reasons that, why he wants to fight terrorism, and also he needs form all Muslims to help him.

Repetition
The speaker uses several repetitions to make his message and arguments stick with the audience. For example, he uses anaphora to make the audience remember that the London bombings were carefully planned: "because you look at Orlando and you look at San Bernardino and you look at the World Trade Center. Go outside".

Manipulation
Trump began to manipulate by talking about the terrorism issue and the victim of the bombing. Trump uttered the sympathies toward the family of the victim. Then he mentioned the origin country of the terrorist that the most people have not known.

Text (17)
Look at that horrible — these are radical Islamic terrorists.
And she won't even mention the word and nor will President Obama. He won't use the term "radical Islamic terrorism." Now, to solve a problem, you have to be able to state what the problem is or at least say the name. She won't say the name and President Obama won't say the name. But the name is there. It's radical Islamic terror. And before you solve it, you have to say the name.

Persuasion (logos)

Trump presents reasons against Hillary, she cannot solve some problems, and for example He says "she won't use the term"radical Islamic terrorism." Now, to solve a problem, you have to be able to state what the problem is or at least say the name".

Metaphor

Trump here makes radical Islamic terrorism as a horrible, which he informs the voters that terrorism can destabilize Governments, undermine civil society, jeopardize peace and security, and threaten social and economic development.

Repetition

Trump repeats phrase radical Islamic terrorism three times as anaphora as a way of attracting the audience attention.

Manipulation

Trump tries to give impression to the audiences that Hillary is a weak person for refusing to use the phrase "radical Islamic terrorism". He says "And before you solve it, you have to say the name". And if you elect me I will stop radical Islamic terrorism because we cannot allow it to tear up our nation and indeed to tear up the entire world. Trump also uttered the negative self-representation of Hillary Clinton that wants America to keep the unity with the Muslim and Islam.

Text (18)

It is such a great question and it's maybe the question I get almost more than anything else, outside of defense. Obamacare is a disaster. You know it. We all know it. It's going up at numbers that nobody's ever seen worldwide. Nobody's ever seen numbers like this for health care.

Persuasion (logos)

Trump uses logic way to convince the audiences that is Obama care is a total disaster and he supports his logic with many reasons.

Metaphor

Trumps used metaphor to draw the attention of the audience to a particular idea and then to persuade them. Here Trump's metaphor is "Obamacare is a disaster ". He wants to convince his audiences that there are many victims of the health care law.

Repetition

Trump uses polysndeton to emphasize his purposes. He says "You <u>know</u> it. We all <u>know</u> it". "…<u>nobody's ever seen</u> worldwide. <u>Nobody's ever seen</u> numbers like this for health care".

Manipulation

Trump uses the strategy to convince his audience about the problems of Obamacare. This is clear when he declares that "Obamacare is a disaster ".

Text (19)

It's only getting worse. In '17, it implodes by itself. Their method of fixing it is to go back and ask Congress for more money, more and more money. We have right now almost $20 trillion in debt.

Obamacare will never work. It's very bad, very bad health insurance. Far too expensive. And not only expensive for the person that has it, unbelievably expensive for our country. It's going to be one of the biggest line items very shortly.

Persuasion (logos)

Trump uses statistics way to make his speech clear and logical.

Persuasion

Trump uses polysndeton to assert his idea. He says "….. for more money, more and more money"." It's very bad, very bad health insurance".

Manipulation

Trump manipulates the audience to minimize their enthusiasm towards Obama care. He shows his self - confidence in sharing

the responsibility with the audience in order to get the best services.

Text (20)

Hillary Clinton, in terms of having people come into our country, we have many criminal illegal aliens. When we want to send them back to their country, their country says we don't want them. In some cases, they're murderers, drug lords, drug problems. And they don't want them.

And Hillary Clinton, when she was secretary of state, said that's OK, we can't force it into their country. Let me tell you, I'm going to force them right back into their country. They're murderers and some very bad people.

Persuasion (Ethos)

Trump attempts to persuade the audiences of his power and control. He wants to emphasize that he has ability to deal with criminal aliens and he will force them to their countries.

Repetition

Tramp repeats the phrases "their country", and "they are murderers" more than once as anaphora device to show that they are not belong to us, they are assassins, they should go back home.

Manipulation

Eloquence is the most prominent weapon that can be used by any successful politician. Here, Trump tries to use his eloquence in a manipulative way to attract the audience's attention. Indirectly, he tries to convince them that he is the right path that should be followed.

Table (3) The Analysis of the occurrence of Rhetorical Devices

Persuasive appeals	Percent Age	Metaphor	Percent age	Repetition	Percent age	manipulation	Percent age
Pathos	20%		40%	Anaphora	55%		100%
Logos	70%			Polysendoton	45%		
Ethos	10%						

IV. Interpretation of the analysis on the table (3)

The above table (3) shows that trump uses different types of rhetorical devices to deliver his message. It is obvious that the persuasive appeal of logos is used more frequently than ethos and pathos. On the other hand, the use of metaphor is amounted to only 40%, which shows that trump seeks the truth more than the imaginative use of language. Additionally, trump uses only two types of repetition in his propaganda: anaphora (55%) and polysendoton (45%). Finally, in all his propaganda texts Trump tries to manipulate the audiences' attention and persuaded them to vote him.

CONCLUSION

1. The third hypothesis which states that Persuasion, metaphor, repetition, and manipulation are the rhetorical devices used in political propaganda has also been validated.

2. The persuasive appeal of logos is used more than pathos and ethos in Trump's political propaganda. This is evident in the following percentages: 70%, 20%, and 10% respectively.

3. In his propaganda Trump seeks the truth of what he delivers rather than the imaginative use of language. This is indicated through the infrequence of the use of metaphor that is amounted to 40%. So It seems there is no an important place for metaphor in Trump's speech. In fact Trump's strategy is to speak very clearly utilizing simple and short sentences. In this way he attracts more audiences among ordinary people.

4. The repetitive device of anaphora is amounted to 55% whereas polysendeton is amounted to 45%.

5. In delivering his propaganda, Trump resorts to the management of the audience's opinions and attitudes by the use of the manipulative power.

This is obvious in it percentage, that is, 100%.

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