

Persuasive Strategies in Donald Trump's Political Speeches

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Article history:

Received
02 December 2022

Revised
31 December 2022

Accepted
01 January 2023

Available online
24 January 2023

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Abstract: This study analysed persuasive strategies on Donald Trump's political speeches. This study used qualitative research as the design and Content Analysis as the approach. The researcher explored persuasive strategies used by Donald Trump using Aristotle's Theory to see what persuasive strategies are used and how Trump's political speech could affect audiences to vote for him. The researcher selected three speeches such as campaign speech (2015), victory speech (2016) and inauguration speech (2017) as the object of study. These speeches are selected based on some considerations, such as lexical density, political concepts described by Trump, academic scrutiny and also to make this research more manageable. Furthermore, the researcher found that Trump has used persuasive strategies in order to convince Americans to vote him as President. According to Aristotle, there are three types of Persuasive Strategies such as Logos, Ethos and Pathos. The researcher found thirty-one statements indicated of containing pathos, thirteen statements of Logos and fifteen statements as Ethos. Pathos encompasses the emotional influence on the audience. Based on the analysis, the researcher concluded that persuasive strategies played crucial part to evoke audience's emotions and feelings.

Keywords: persuasive strategies, logos, ethos, pathos

INTRODUCTION

Persuasive strategies are the range of options from which a speaker selects in deciding on an appropriate tactic or combination of tactics for persuasion in a given situation. Obviously, people do not use the same tactics in every situation that calls for rhetorical discourse. All of speakers have access to a range of communicative strategies, verbal and nonverbal, among which we choose in situations where persuasion is necessary. Aristotle identified three means of persuasion: ethos (which refers to the character of the speaker and the audience), logos (which is the development of a logical argument), and pathos (which refers to appealing to or arousing emotions). Presidential messages would be defined by Aristotle as deliberative rhetoric because the topic of the messages is political and advice about future action is usually discussed (Aristotle, trans. 2007). Rhetoric is defined as "an ability in each [particular] case, to see the available means of persuasion" (p. 37). A presidential message is, therefore, a medium of political persuasion. Based on trump's unique language skills as well as his controversy, the researcher intends to conduct an analysis on persuasive strategies used by Donald Trump as well as the metaphor used in his political speeches. The researcher intends to determine the persuasive strategies adopted by Donald Trump to get his direct or indirect audiences believe in his ideas and diplomatic perspective for the issues.

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To cite this article: Prafitri, W., & Nasir, M. A. A. (2023). Persuasive Strategies in Donald Trump's Political Speeches. *Ebony - Journal of English Language Teaching, Linguistics, and Literature*, 3 (1) 2023, pp. 33-44.

This study, thus, formulates the following questions:

1. What are the persuasive strategies used in Donald Trump's speeches?
2. How do Donald Trump's speeches affect audience to believe in his ideas and policies?

This study aims at presenting persuasive strategies involved in the speeches delivered by Donald Trump on three different occasions. Therefore, the current study aims at:

1. Revealing the use of persuasive strategies and possible effect Donald Trump's speeches can have on audience.
2. Coaching the speeches delivered by Donald Trump within the main principles of persuasive strategies in order to lay down how Donald Trump wants to get the addressees to believe in his ideas and solutions.

This study is important since it attempts to provide us with a perspective about the persuasive strategies adopted by Donald Trump to get his audience to believe in his ideas. This study is meant to contribute the understanding about phenomenon occurred in linguistics such as the persuasive strategies and to convey messages by using Aristotle's persuasive strategies.

In his seminal work *The Art of Rhetoric*, Aristotle (1967) presents three different persuasive strategies: *logos* (rational argumentation), *ethos* (reliability and credibility of the speaker) and *pathos* (emotional appeal). These three appeals aim to convince the addressee to reach "out of free choice" a goal desired by the addresser (Poggi, 2005). This is achieved by convincing the addressee of the high value of the perceived goal through the manipulation of their beliefs.

Since there is no single research conducting the task to figure out speeches of Donald trump from the persuasive strategies mentioned above, the researcher intends to determine the persuasive strategies adopted by Donald Trump to get his direct or indirect audiences believe in his ideas and diplomatic perspective for the issues.

METHOD

This study uses content analysis to answer two research questions which have been formulated. Content analysis is conducted to identify persuasive strategies used in the speeches. The method of content analysis is defined as "systematic, quantitative analysis of communication of message content" (Hacker, 2004).. Content analysis researchers analyse texts; a text "is any kind of communication message in which symbols are used" (Baxter & Babbie, 2004). The communication messages may be mediated, nonmediated, private, public, scripted, or spontaneous. The symbols analysed in the communication may be verbal or nonverbal. Content analysis researchers look for indicators of issue or image, positivity or negativity, partisan appeals, emotional tone, and fear appeals, among many others (Kaid, 2004).

The sample of the study is consisted of three speeches. First is Donald Trump's campaign speech in June 2015, second is victory speech in November 2016 and third is his inaugural speech, delivered in January 2017 . All of these speeches are delivered on three different occasions. The researcher only chooses three speeches to make this research more manageable. From all these three speeches, they are similar in nature, in which the themes are all about hatred to ISIS, demonizing previous government, and his ambition to be the

next America's President.

In conducting the study, the researcher is the key instrument who has knowledge all about the study. As the key instrument the researcher is the one who collects the data, then reduces the data in order to make it more focus and simpler to analyze, afterwards the researcher displays the data which are ready to be concluded and verifies as the next step. This is supported by statement from Bogdan and Biklen (1992) who suggest that in conducting qualitative research, the researcher being the key instrument.

The data of the study are taken from the videos and transcript of Donald Trump's political speech which are obtained from the www.CNN.com. The researcher chooses three speeches such as campaign speech, inauguration speech and victory speech. Those speeches are chosen because they considered to have rich intended meaning and ideologies.

In this study, the researcher steps through several procedures of collecting the data. The procedures are showed in the following items:

1. The researcher defines the sample which will be used for this present study.
2. The researcher reads the speeches and then highlights the lines which are considered to have persuasive strategies.
3. Then the researcher will reduce the lines which are considered not having persuasive strategies
4. After that the researcher puts all texts which contains persuasive strategies in the table to ease the process of seeking three appeals in the data.
5. The researcher pays attention to each data to figure out persuasive strategies used.

To analyse the data, the researcher takes several steps based on Mayring (2001; 2012), as follows:

- Step 1 : Prepare the data
- Step 2 : Define the Unit of Analysis
- Step 3 : Develop Categories and a coding scheme
- Step 4 : Interpreting the Meaning from the Data
- Step 5 : Report the Findings

The researcher codes the data which have been highlighted in the procedure of data collection to obtain the lines or statements which have persuasive strategies.

The code mentioned above will be explained as follows:

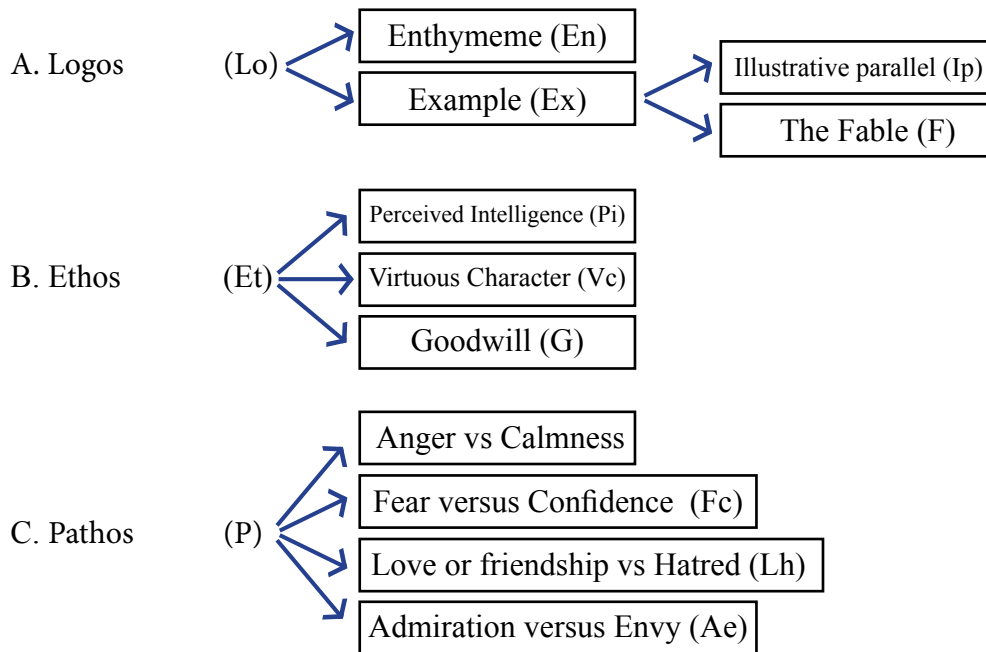
1. Speeches selected

- Campaign speech = Cs
- Victory speech = Vs
- Inauguration speech = Is

Coding : Speech, Page, Line

For example : Campaign speech, page 4, line 23
(Cs,4,23)

Persuasive Strategies by Aristotle :



In this research, the researcher applies one type of triangulation namely theoretical triangulation. The researcher chooses theoretical triangulation because the researcher holds this study with several theories namely theory of Persuasive strategies by Aristotle.

RESULT

Aristotle (1967) presents three different persuasive strategies: logos (rational argumentation), ethos (reliability and credibility of the speaker) and pathos (emotional appeal).

Logos is the appeal towards logical reason, thus the speaker wants to present an argument that appears to be sound to the audience. Aristotle stated that an argument should prove something or at least it should appear to prove something. The ability to achieve logos is to express arguments in the appropriate form for the given communication method and audience. There are two terms of Logos, they are *enthymeme* and *example*.

Table 1. Logos

Categories	Extract	Source of Data
Enthymeme	<i>“Number one, the people negotiating don’t have a clue. Our president doesn’t have a clue.”</i>	(Cs,3,31)
Enthymeme	<i>“ So I would say, Congratulations. That’s the good news. Let me give you the bad news. Every car and every truck and every part manufactured in this plant that comes across border, we’re going to charge you 35 percent tax, and that tax is going to be paid simultaneously with the transaction, and that’s it.”</i>	(Cs,5,28-30)
Enthymeme	<i>“So under President Trump, here’s what would happen : the head of ford will call me back, I would say within an hour after I told them the bad news. But it could be he’d want to be cool and he’ll wait until the next day.”</i>	(Cs,5,38-39)

Enthymeme	<i>“But here’s what’s going to happen : After I’m called by 30 friends of mine who contributed to different campaigns, after I’m called by all of special interests and by the lobbyists- and they have zero chance at convincing me, zero.”</i>	(Cs,6,11-13)
Example (Illustrative Paralel)	<i>“They have bridges that make the George Washington Bridge look like small potatoes.”</i>	(Cs,4,35-36)
Example (Illustrative Paralel)	<i>“We have all the cards but we don’t know how to use them. We don’t even know that we have the cards , because our leaders don’t understand the games.”</i>	(Cs,4,35-36)

From all these three persuasive strategies, ethos appears to be the most persuasive. Herrick (2005) said that when people are convinced that as speaker is knowledgeable, trustworthy, and has their best interests at heart, they will be very likely to accept as true what that speaker has to say. In the rhetoric, Aristotle identified three qualities that can establish high source of credibility, intelligence, virtuous character, and goodwill (Griffin, 2012).

Table 2. Ethos

Categories	Extract	Source of Data
Perceived Intelligent	<i>“ I have- I know the smartest negotiators in the world. I know the good ones . I know the bad ones. I know the overrated ones. You get a lot of them that are overrated. They’re not good. They think they are. They get good stories, because the newspapers get buffaloed . But they’re not good. But I know the negotiators in the world and I put them one for each country. Believe me folks. We will do very, very well, very, very well.”</i>	(Cs,5,16-21)
Perceived Intelligent	<i>“And after four or five years in Brooklyn, I ventured into Manhattan and did a lot of great deals- the Grand Hyatt Hotel. I was responsible for the convention center on the west side. I did a lot of great deals, and I did them early and young.”</i>	(Cs, 7,33-36)
Perceived Intelligent	<i>“So the total is \$8,737,540,00. Now I’m not doing that...I’m not doing that to brag, because you know what ? I don’t have to brag. I don’t have to, believe it or not. I’m doing that to say that’s the kind of thinking our country needs. We need that thinking.”</i>	(CS,8,24-27)
Virtuous Character	<i>“ They built a hotel. When I have to build a hotel, I pay interest. They don’t have to pay interest, because they took oil that, when we left Iraq, I said we should’ve taken.”</i>	(Cs, 1,28-30)

Virtuous Character	“ So I said to myself, you know, nobody’s ever going to know unless I run, because I’m really proud of my success. I really am. I’ve employed tens of thousands of people over my lifetime. That means medical. That means education. That means everything.”	(Cs,8,1-3)
Virtuous Character	“There should be no fear. We are protected and we will always be protected. We will be protected by the great men and women of our military and law enforcement. And most importantly, we will be protected by God.”	(Is, 5,7-9)
Goodwill	“ That is some group of people. Thousands. So nice, thank you very much. That’s really nice. Thank you. It’s great to be at Trump Tower. It’s great to be in a wonderful city, New York . And it’s an honor to have everybody here.”	(Cs, 1,1-3)
Goodwill	“ It is time. I pledge to every citizen of our land that I will be president for all of Americans, and this is so important to me. For those who have chosen not to support me in the past , of which there were a few people, I’m reaching out to you for your guidance and your help so that we can work together and unify our great country.”	(Vs, 1,11-13)
Goodwill	“We will also finally take care of our great veterans who have been so loyal and I’ve gotten to know so many over this 18-month journey. The time I’ve spent with them during this campaign has been among my greatest honors. Our veterans are incredible people.”	(Vs,2,1-3)
Goodwill	“ It is time. I pledge to every citizen of our land that I will be president for all of Americans, and this is so important to me. For those who have chosen not to support me in the past , of which there were a few people, I’m reaching out to you for your guidance and your help so that we can work together and unify our great country.”	(Vs, 1,11-13)
Goodwill	“As I’ve said from the beginning, ours was not a campaign but rather an incredible and great movement , made up of millions of hardworking men and women who love their country and want a better brighter future for themselves and for their family.”	(Vs, 1,14-16)
Goodwill	“We will also finally take care of our great veterans who have been so loyal and I’ve gotten to know so many over this 18-month journey. The time I’ve spent with them during this campaign has been among my greatest honors. Our veterans are incredible people. “	(Vs,2,1-3)

The last persuasive appeal in rhetoric is pathos. Pathos is used to draw on the emotions and interests of the audience. To make the subject more emotionally provoke the audience’s emotion, the speaker is often to use figurative language or rhetorical devices (Covino and

Jolliffe ,1995). Pathos encompasses the emotional influence on the audience. The goal of each speech is to persuade the audiences, therefore it is necessary to put the audience in the appropriate emotional states.

Table 3. Phatos

There are eight components of pathos such as anger, calmness, love or friendship, hatred, fear, confidence, admiration and envy.

<i>Categories</i>	<i>Extract</i>	<i>Source of Data</i>
<i>Anger</i>	<i>“They’re bringing drugs. They’re bringing crime. They’re rapists.”</i>	<i>(Cs,1, 20)</i>
<i>Anger</i>	<i>“We have losers. We have losers. We have people that don’t have it. We have people that are morally corrupt. We have people that are selling this country down the drain.”</i>	<i>(Cs,8,28-30)</i>
<i>Love or Friendship</i>	<i>“ I said- and I love the military, and I want to have the strongest military that we’ve ever had.”</i>	<i>(Cs,1,31-33)</i>
<i>Love or Friendship</i>	<i>“And I will tell you, I love my life. I have wonderful family “</i>	<i>(Cs, 3,11)</i>
<i>Love or Friendship</i>	<i>“To Melania and Don and Ivanka and Eric and Tiffany and Barron, I love you and I thank you, and especially for putting up with all of these hours. This was though.”</i>	<i>(Vs,2,29-30)</i>
<i>Hatred</i>	<i>“And I can tell, some of the candidates, they went in. They didn’t know the air-conditioner didn’t work. They sweated like dogs. They didn’t know the room was too big, because they didn’t have anybody there.”</i>	<i>(Cs,1,5-7)</i>
<i>Hatred</i>	<i>“Last quarter, it was just announced our gross domestic product – a sign of strength , right ? But not for us. It was below zero. Whoever heard of this ? It’s never below zero ?”</i>	<i>(Cs,2,10-11)</i>
<i>Hatred</i>	<i>“But the real number, the real number is anywhere from 18 to 19 and maybe even 21 percent, and nobody talks about it, because it’s a statistic that’s full of nonsense.”</i>	<i>(Cs, 2,16-17)</i>
<i>Hatred</i>	<i>“How stupid are our leaders? How stupid are these politicians to allow this to happen? How stupid are they ? “</i>	<i>(Cs, 3,28-29)</i>
<i>Hatred</i>	<i>“We will reinforce old alliances and form new ones and unite the civilized world against radical Islamic terrorism, which we will eradicate completely from the face of the Earth.”</i>	<i>(Is,4,17-18)</i>

<i>Fear</i>	<i>“Our enemies are getting stronger and stronger by the way, and we as a country are getting weaker and weaker. Even our nuclear arsenal doesn’t work.”</i>	<i>(Cs,2,18-19)</i>
<i>Confidence</i>	<i>“I don’t need anybody’s money. I’m using my own money. I’m not using the lobbyists. I’m not using donors. I don’t care. I’m really rich.”</i>	<i>(Cs,6,2-3)</i>
<i>Confidence</i>	<i>“Saudi Arabia without us is gone. They’re gone. And I’m the one that made all of the right predictions about Iraq.”</i>	<i>(Cs, 6,27-29)</i>
<i>Confidence</i>	<i>“But he used to say, “Donald don’t go to Manhattan. That’s the big leagues. We don’t know anything about that. Don’t do it. I said “I gotta go into Manhattan. I gotta build those big buildings. I gotta do it, Dad. I’ve gotta do it.”</i>	<i>(Cs, 7,30-32)</i>
<i>Confidence</i>	<i>“I would build a great wall, and nobody builds wall better than me, believe me.”</i>	<i>(Cs,9,1-3)</i>
<i>Confidence</i>	<i>“Well I got it for two reasons. Number one, we’re really good. Number two, we had a really good plan. And I’ll add in the third, we had a great financial statement.”</i>	<i>(Cs, 10,6-7)</i>
<i>Confidence</i>	<i>“That is now what I want to do for our country. Tremendous potential. I’ve gotten to know our country so well.”</i>	<i>(Vs,1,22-23)</i>
<i>Confidence</i>	<i>“Do not allow anyone to tell you that it cannot be done. No challenge can match the heart and fight and spirit of America. We will not fail. Our country will thrive and prosper again.”</i>	<i>(Is,5,14-15)</i>
<i>Admiration</i>	<i>“Saudi Arabia, they make \$1 billion a day. \$1 billion a day. I love the Saudis. Many are in this building. They make a billion dollars a day.”</i>	<i>(Cs,6,17-19)</i>
<i>Admiration</i>	<i>“I started off- thank you- I started off in a small office with my father in Brooklyn and Queens, and my father said – and I love my father. I learned so much. He was a great negotiator. I learned so much just sitting at his feet playing with blocks listening to him negotiate with subcontractors.”</i>	<i>(Cs,7,26-28)</i>

<i>Admiration</i>	<p>“I’ve just received a call from Secretary Clinton. She congratulated us. It’s about us. On our victory, and I congratulated her and her family on a very-very hard fought campaign. I mean, she fought very hard. Hillary has worked very long and very hard over a long period of time, and we owe her a major debt of gratitude for her service to our country.”</p>	(Vs,1,2-6)
<i>Admiration</i>	<p>“ First, I want to thank my parents, who I know are looking down on me right now. Great people. I’ve learned so much from them. They were wonderful in every regard. Truly great parents.”</p>	(Vs,2,21-22)
<i>Envy</i>	<p>“You look at these airports, we are like a third world country. And I come in from China , and I come in from Qatar and I come in from different places, and they have the most incredible airports in the world. You come back to this country and you have LAX, disaster. You have all of these disastrous airports.”</p>	(Cs,10,10-13)

DISCUSSION

The discussion is attempted to answer each research question of this study. In the first part, the researcher tries to find out the answers for the first research questions about the persuasive strategies used by Donald Trump in his political speeches. In this section, the researcher will answer the first research questions and discuss the persuasive strategies found on Donald Trump’s speech from the perception of Aristotle’s theory of persuasive strategies. The researcher analysed three strategies by Aristotle such as *Logos*, *Ethos*, and *Pathos*.

Logos is the appeal towards logical reason, thus the speaker wants to present an argument that appears to be sound to the audience. Aristotle stated that an argument should prove something or at least it should appear to prove something. The ability to achieve *logos* is to express arguments in the appropriate form for the given communication method and audience. There are two terms of *Logos*, they are *enthymeme* and *example*.

The use of *enthymeme* makes the audience work out their own conclusions, and nudges them to understand further to get a clearer picture of the premise or an idea. By forcing the audience to take a final step, it strengthens the argument of the speaker. Often *enthymemes* help to hide the underlying idea upon which a major argument relies. In addition, the purpose of using an *enthymeme* is to persuade the audience by using implied arguments.

According to Aristotle (1954) *example* has the nature of induction, which is the foundation of reasoning. *Example* is one of the effective methods to define an idea and it is also a favorite device of preachers, orators and teachers to explain their thought so that the audience can easily grasp the meaning (Griffin,2012). Trump has used thirteen statements of *Logos* as persuasive strategies in his speeches. Since *Logos* has divided into two parts such

as enthymeme and Examples. The researcher did the analysis based on that two parts, it has been found out that Trump used four statements contained Enthymeme. All of these four statements appeared in campaign speech. Moreover, the researcher found nine statements of Examples, specifically three of them are categorized as illustrative parallel and six of them are categorized as fables.

There are two varieties of examples, the illustrative parallel and the fable. In illustrative parallel, it needs the power of thinking out the analogy which can be developed by intellectual training. In the second part of this chapter, the researcher discusses how Donald trump's speeches can affect his audience to believe in his ideas and policy. This part will be more about possible effect Donald Trump's speeches can have on audience. There are two varieties of examples, the illustrative parallel and the fable. In illustrative parallel, it needs the power of thinking out the analogy which can be developed by intellectual training.

In the second part of this chapter, the researcher discusses how Donald trump's speeches can affect his audience to believe in his ideas and policy. This part will be more about possible effect Donald Trump's speeches can have on audience.

Herrick (2005) said that when people are convinced that as speaker is knowledgeable, trustworthy, and has their best interests at heart, they will be very likely to accept as true what that speaker has to say. In the rhetoric, Aristotle identified three qualities that can establish high source of credibility, intelligence, virtuous character, and goodwill (Griffin, 2012). This discussion will be divided into three parts such as perceived intelligence, virtuous character and goodwill. Apparently, Trump uses three statements classified as perceived intelligent.in perceived intelligence; a speaker conveys his intelligence by explaining his competence. To indicate the speaker's competence, the speaker can share his or her experiences that prove the speaker's special knowledge in some fields or simply by adding the current information in his speech. In addition, using evidence from respected sources who are experts in the speech can help the speaker sound more convincing. By doing so, the audience can perceive the speaker's qualifications and expertise and start believing on what the speaker is saying. Furthermore, the researcher found seven statements contained virtuous character. Specifically, five statements appear in campaign speech and two statements appear in inauguration speech. Aristotle also developed the position that praise and blame serve as a means of demonstrating virtuous character. Virtue and vice serve as the foundation for praise and blame because they describe what is honourable and dishonourable. Aristotle advises speakers to "seize an opportunity in the narration to mention whatever bears on your own virtue or bears on the opponents' wickedness". It is clear that by following method of virtuous character, speakers make themselves appear honourable and praiseworthy, and make their opponents appear wicked. It is obvious that Trump used virtuous character as his most powerful strategy in order to make the audiences vote for him. In political context, Trump demonstrated goodwill when he told audience to do something that would benefit them but not him. Thus, for most audiences goodwill generates more credibility than friendship.

Ethos is an integral part of narration, amplification ,arrangement, and word choice. Aristotle claims that narration, for example, can reveal character depending on how the story is told. With regard of amplification, if an audience does not believe that something

is true, the speaker must expand on the cause of it to convert the audience. Trump has used fifteen statements classified as Ethos in his speeches, it is classified as the second strongest persuasive strategies by Donald Trump.

Pathos encompasses the emotional influence on the audience. The goal of each speech is to persuade the audiences, therefore it is necessary to put the audience in the appropriate emotional states. Aristotle noted that is of importance that each speaker knew, which emotions exist, how and why. There are eight components of pathos such as anger, calmness, love or friendship, hatred, fear, confidence, admiration and envy. At this point, Trump applied the third persuasive strategies, pathos. Pathos encompasses the emotional influence on the audience. The goal of each speech is to persuade the audience, therefore it is necessary to put the audience in the appropriate emotional states. Aristotle noted that is of importance that each speaker knew, which emotions exists, how and under which circumstances that can be elicited. From the discussions above, the researcher found that Trump has used thirty one statements indicated of containing pathos. Specifically, two statements classified as anger, four statements classified as love or friendship, five statements indicated as hatred, and one statement considered as fear. Other components which are frequently appeared in Trump's speeches are seven statements of confidence, eleven statements of admiration and one statement classified as envy.

CONCLUSION

The researcher found that Trump has used persuasive strategies in order to convince Americans to vote him as president. According to Aristotle, there are three types persuasive strategies such as , logos (rational argumentation), ethos (reliability and credibility of the speaker) and pathos (emotional appeal).

Trump has used thirteen statements of Logos as persuasive strategies in his speeches. Since Logos has divided into two parts such as enthymeme and Examples. The researcher did the analysis based on that two parts, it has been found out that Trump used four statements contained Enthymeme. All of these four statements appeared in campaign speech. Moreover, the researcher found nine statements of Examples, specifically three of them are categorized as illustrative parallel and six of them are categorized as fables. Trump employed logos by presenting credible information as supporting material and verbally citing sources during his speech.

The second persuasive strategy is ethos. Ethos is an integral part of narration, amplification ,arrangement, and word choice. Aristotle claims that narration, for example, can reveal character depending on how the story is told. With regard of amplification, if an audience does not believe that something is true, the speaker must expand on the cause of it to convert the audience. Trump has used fifteen statements classified as Ethos in his speeches, it is classified as the second strongest persuasive strategies by Donald Trump.

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