РИТОРИКА

Duban N.B.
Lecturer,
Ivan Franko National University of Lviv

MODES OF PERSUASION IN DONALD TRUMP'S DISCOURSE (BASED ON HIS PUBLIC ADDRESSES DURING THE 2015–2016 PRESIDENTIAL CAMPAIGN IN THE USA)

Needless to say that politicians have always tried to convince audiences of the accuracy of the arguments they present in addition to their own personal conviction and ability to act upon these arguments. K. Hyland maintains that unless people are convinced that something is true, they are unlikely to be persuaded. Thus rhetoric means either the demonstration of the truth or its imitation [2, p. 63]. Argumentation is effective when politicians manage to back up their claims in such a way that the audience can change their opinion in politicians' favour. For this reason, politicians need inductive and deductive proofs to defend their own ideas, to convince the audience and to impact on them. As a result, they appeal to the three modes of persuasion: logos, ethos and pathos.

The analysis of Donald Trump's persuasive rhetoric is terms of determining his appeal to the three modes of persuasion is of paramount importance taking into consideration the enormous domestic and global attention to the phenomenon of the most extravagant president of the USA.

Logos aims at persuading the audience by reason. Trump's appeal to logos helps the audience to feel the sense of membership in the political framework. For this reason, he uses phrases and expressions such as «the truth is», «the facts aren't known because», «that's the way it is», «for the purpose of» as well as he exploits grammar, the subjunctive mood in particular, helping the audience comprehend the essence of political issues and their role in dealing with them [5]. Moreover, Trump creates logical reasoning in his discourse by providing examples which help him to define an idea so that the audience can effortlessly understand the meaning.

Ethos is concerned with the personal appeal of one's character. However, the assumption is that a speaker may have a certain credibility prior to preparing or delivering a text, which is called preliminary ethos. Nevertheless, according to K. Hyland, preliminary ethos must constantly be strengthened during the course of the discourse itself [2, p. 64]. Therefore, Trump always tries to reinforce his preliminary ethos throughout his discourse striving to show off his intelligence in economics and business so as to convince the audience of his competence. The following examples are a direct proof to that:

«And our real unemployment is anywhere from 18 to 20 percent. Don't believe the 5.6. Don't believe it» [5].

«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. And now I'm building all over the world, and I love what I'm doing» [5].

Another strategy Trump applies so as to appeal to ethos is establishing his trustworthiness by showing his virtuous character. In fact, his experiences, values, and motives are the tools to arouse trust among the audience. For example:

«I'll bring back our jobs from China, from Mexico, from Japan, from so many places. I'll bring back our jobs, and I'll bring back our money» [4].

Trump also appeals to ethos by showing his goodwill to the audience. Goodwill is the audience's perception of a speaker who they believe understands them, empathises with them, and is responsive to them. When the audience believes in the speaker's goodwill, his chances of being acknowledged rise significantly. Trump is very responsive to the audience throughout his discourse. He stops his speeches and thanks the audience who exclaim in delight upon his statements as the following examples prove:

«They're not sending you. They're not sending you» [5].

«Thank you, darling» [3].

Pathos deals with convincing the audience by creating an emotional response. Pathos also gives persuasive message and power to move the audience to perform certain actions. Trump's appeal to pathos is characterised by his endeavour to evoke a wide spectrum of emotions. Nevertheless, such emotions as anger, hatred and confidence prevail in his discourse.

Anger is the emotion Trump exploits to the full. Aristotle maintains that anger comes when people are dissatisfied in their attempt to fulfil a certain need [1]. Moreover, anger always arises from offences against oneself and it is always concerned with individuals. In Trump's discourse appeal to anger can be illustrated by the following example:

«And we have nothing. We can't even go there. We have nothing. And every time we give Iraq equipment, the first time a bullet goes off in the air, they leave it» [65].

Hatred is a feeling which has an immediate effect on the audience. According to Aristotle, hatred may arise without offences against oneself [1]. A hater wishes to pity a person whom they have hated. In his discourse Trump arouses hatred in the audience. It is the dominant emotion that he expresses during his speeches. Trump shows his hatred to the audience so that the audience can feel the same feeling to certain people. In his discourse he often points out hatred to his opponents who are both from the USA and other countries. The following example proves that:

«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. How are they going to beat ISIS? I don't think it's gonna happen» [6].

Confidence is the emotion Trump frequently employs in his discourse. Aristotle claims that confidence comes when someone believes in his superiority over others and often experiences success [1]. Trump's confident feeling comes from his belief that he is superior to his rivals. By expressing his confidence he shows his optimistic character to the audience:

«I will be the greatest jobs president that God ever created. I tell you that» [5].

To conclude, Trump appeals to the three modes of persuasion in his discourse. He uses logos to prove that his statements are based on facts. Ethos is used to show the audience that he is a credible and intelligent politician. With the help of pathos Trump tries to evoke the emotions he expresses in the course of his discourse.

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