

PEOPLE'S DEMOCRATIC REPUBLIC OF ALGERIA
MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC RESEARCH
ABDERRAHMANE MIRA UNIVERSITY OF BEJAIA
FACULTY OF ARTS AND LANGUAGES
DEPARTMENT OF ENGLISH



**Donald Trump's "Acceptance Speech" at 2020
Republican National Convention:
A Rhetorical Discourse Analysis**

A Thesis Submitted in Partial Fulfillment of the Requirements for
the Degree of Master of Arts in Linguistics at Bejaia University

Prepared by

Miss. Menana Ait Mehdi

Miss. Kenza Agchariou

Supervised by

Mr. Belkacem Outemzabet

Examining Committee

Supervisor: Mr. Belkacem Outemzabet, University of Bejaia

President: Mr. Karim Medjkoune, University of Bejaia

Examiner: Mr. Sofiane Mammeri, University of Bejaia

Academic Year: 2020/ 2021

Dedication

I dedicate this work to my beloved father, the man who always stood by my side, inspired me to always be the best and encouraged me all along my study carrier. Even though you are not here, I am certainly sure that you are looking down at me right now with so much pride and satisfaction. May your soul rest in peace, father.

I also dedicate this work to my beloved Mother. I want to thank her for her endless support and encouragement. I am so blessed to have such a great person in my life. Words are not enough to express my appreciation and gratitude towards you. Without you this work would not be accomplished. May Allah bless and keep you for us.

I dedicate this work to my dearest sister **Nabila** and to my dearest brother **Walid** who helped and guided me throughout my work.

I dedicate this work to my dearest brother's wife **Dalila** for her continuous support and encouragement.

I also dedicate this work to my best friends **Fouzia, Radia** and **Linda**.

Eventually, I dedicate this work to my dear friend and partner **Kenza**. I would like to thank her for her contribution and support. I'm so happy to share this special experience with you.

Menana

Dedication

I have the honor to dedicate this work mostly to all the members of my family.

To my father and my mother, who have done all their best for me and helped me to succeed.

To my beloved brothers **Omar, Fouad, Amine** and to my sister **Celine** may God welcome her in his vast paradise.

To the memory of my grandmother **Rezkia** who always gave me the best of her pieces of advice, may God welcome her in his vast paradise. Also, to my lovely grandmother **Fatima** who supported me and encouraged me all along my carrier, may God give her health and endless peace.

To my cherished aunts **Assia, Farida** and **Salima** who brought joy to my life with their incredible love.

To my best friends **khokha, Okba, Amar, Thanina, Ali** and **Celine** who have always been by my side and supported me in every step that I have taken.

I also dedicate this work to my beloved partner and friend **Menana** with whom I have spent unforgettable moments and memories and who encouraged me to carry on this work without giving up.

Kenza

Acknowledgements

First and foremost, we want to thank Allah for giving us strength and patience to complete this work in a very good shape. Second, we want to express our deepest gratitude and appreciation to our supervisor **Mr.Belkacem Outenzabet** for his support and guidance throughout our research work. Third, we want to thank the examining committee **Mr.Sofiane Mammeri** and **Mr. Karim Medjkoune** for their time to evaluate the present research. We want also to thank all the teachers and members of the English department. Finally, we would like to thank also our families, our friends, and all those who provided us with support and courage to complete this work.

Abstract

The diversity of the American presidents' rhetoric, notably in the last two decades, became a subject matter and a focal point in the field of discourse analysis. However, unlike the former American presidents, the 45th president of the United States of America has marked the US rhetorical history with his unique style and his different way of using language. By the end of 2020, Donald Trump delivered the Acceptance Speech at 2020 Republican National Convention in order to convince the American people to re-elect him for the second time as the president of the United States of America. The present study aims to analyze this speech from a rhetorical perspective based on Jolliffe's Rhetorical Framework (2009), through identifying the rhetorical situation (exigence, audience and purpose), the three rhetorical appeals (logos, ethos and pathos) as well as the surface features of the speech (diction, syntax, imagery and figurative language). Therefore, the research design of this study is descriptive based on the mixed- methods, both qualitative and quantitative method, in order to come up with more reliable and authentic results. The findings of the analysis show that the former republican nominee delivered the speech within a specific rhetorical context, as a response to the republican nomination for 2020 elections, to a targeted audience with the aim to win the presidential elections. Besides, the results indicate that Donald Trump made use of all the three rhetorical appeals to persuade his audience, but he inclined more to the use of pathos as compared to the other rhetorical appeals logos and ethos. Moreover, Donald Trump used specific diction, syntax, imagery and figurative language in order to strengthen his position and be more persuasive. To conclude, the present study contributes in providing closer insights to the rhetoric used by Donald Trump in his acceptance speech in order to win the presidential elections.

Key Words: Acceptance Speech at 2020 Republican National Convention, American Presidents' Rhetoric, Donald Trump, Jolliffe's Rhetorical Framework (2009), Rhetoric.

Table of Content

Dedication	i
Acknowledgements	iii
Abstract	iv
Table of Content	v
List of Abbreviations	viii
List of Tables	ix
List of Figures	x
General Introduction	1
1. Introductory Background	1
2. Statement of the Problem	1
3. Questions of the Study	2
4. Assumptions of the Study	2
5. Purpose of the Study	2
6. Methodology of the Research.....	3
7. Significance of the Study	3
8. Organization of the Thesis	3
Chapter One: Theoretical Background	5
Section One: Introduction to Discourse Analysis	5
1.1. What is Discourse and Discourse Analysis?.....	5
1.2. Approaches to Discourse Analysis.....	8
1.2.1. Critical Discourse Analysis.....	8
1.2.2. Conversation Analysis	9
1.2.3. Interactional Sociolinguistics	10
1.2.4. Corpus Based Discourse Analysis	11
1.2.5. Historical Discourse Analysis	11
1.3. Politics and Political Discourse.....	12
1.4. Discourse and Context	14

Section Two: Rhetorical Discourse Analysis.....	15
2.1. What is Rhetoric?.....	15
2.2. Rhetorical Discourse	18
2.3. Rhetorical Discourse Analysis	19
2.4. Politics and Rhetoric	20
2.5. Presidential Rhetoric	21
Section Three: Introducing Jolliffe’s Rhetorical Framework.....	22
3.1. Jolliffe’s Model	22
3.2. Components of Jolliffe’s Model.....	23
3.2.1. Rhetorical Situation.....	24
a. Exigence	24
b. Audience	24
c. Purpose	24
3.2.2. Appeals.....	25
a. Logos	25
b. Ethos	25
c. Pathos	26
3.2.3. Organization / Structure/ Form	26
Section Four: Literature Review.....	27
Chapter Two: Methods, Analysis and Discussion of the Findings	33
Section One: Research Methods and Study Design	33
1.1. Research Design.....	33
1.2. Data Analysis Procedure	33
1.3. Corpus Study	34
Section Two: Analysis of the Speech	34
2.1. Outline of the Speech	35
2.2. The Analysis of the Rhetorical Situation of the Speech	39

2.2.1. Exigence	39
2.2.2. Audience	42
2.2.3. Purpose	43
2.3. The Analysis of the Rhetorical Appeals	44
2.3. 1. Logos	44
2.3.2. Ethos	48
2.3. 3. Pathos	50
2.4. Organization / Structure/ Form	55
2.4.1. Diction	55
2.4.2. Syntax	60
2.4.3. Imagery	62
2.4.4. Figurative Language	64
Section Three: Discussion of the Findings, Conclusions, Limitations and Suggestions for Further Research	71
3.1. Discussion of the Findings	71
3.2. Conclusions of the Study.....	74
3.3. Limitations of the Study	76
3.4. Suggestions for Further Research	76
General Conclusion	77
References	78
Abstract in French (Résumé)	83
Abstract in Tamazight (Agzul).....	84
Appendix: The script of Donald Trump’s Address Accepting the Republican Presidential Nomination.....	85

List of Abbreviations

DA: Discourse Analysis

CDA: Critical Discourse Analysis

CA: Conversation Analysis

HDA: Historical Discourse Analysis

RDA: Rhetorical Discourse Analysis

US: United States

USA: United States of America

COVID 19: Coronavirus Disease of 2019

List of Tables

Table 01: Frequency of Pronouns that indicate Togetherness in Trump’s Acceptance Speech	57
Table 02: Frequency of Pronouns that indicate Uniqueness in Trump’s Acceptance Speech	57
Table 03: Frequency of Occurrence of Figures Speech in Trump’s Acceptance Speech	65

List of Figures

Figure 01: An Adopted Version of Jolliffe’s Rhetorical Analysis Framework Diagram (2009)	23
--	----

General Introduction

1. Introductory Background

The analyses of the American presidents' speeches have always been regarded as a subject matter in the field of linguistics in general and in the field of discourse analysis in particular. However, the American presidents are characterized by different ways of speaking starting with the first president George Washington till the 46th president Joe Biden. This diversity in their language makes the American presidents as recognizable figures in the field of political rhetoric and as attractive research cases for many analysts all over the world. Accordingly, many researchers seek to analyze and investigate how the American presidents succeed in manipulating their language to affect, convince and persuade their targeted audience.

Notably, in the last decades, the American history has witnessed a very wide diversity in the political rhetoric used by the previous presidents. However, in 2016, the 45th president of the United States Donald Trump shook up all the norms that people used to hear before. Unlike other presidents, Donald Trump had created crucial and controversial issues in the field of discourse analysis and this may be due to his language that is influenced by his former carrier and his ascendance from a non-political circle (Ross & Rivers, 2020). In fact, Donald Trump was not a recognizable political figure in America, but rather a businessman who worked in his early ages as a celebrity. His carrier influenced his language and his way of speaking. Hence, this influence contributed in the emersion of another American rhetorical trend that makes Donald Trump a debatable person in the American presidential oratory.

2. Statement of the Problem

The American presidents' speeches have been analyzed by many linguists. In spite of the eloquence by which the American presidents are characterized, the 45th president Donald Trump is considered as a moot case in language studies because of the way he uses language and his informal way of talking. However, very few rhetorical analyses have been conducted in order to analyze Donald Trump's speeches, particularly using Jolliffe's Rhetorical Framework (2009). Consequently, it is a scientific necessity to proceed to the application of the aforementioned model to highlight and explore the rhetoric used by Trump in his Acceptance Speech at 2020 Republican National Convention, in which the main goal was to persuade the American people to vote for him.

3. Questions of the Study

Each particular study needs a specific starting point to begin with in order to build a well structured analytical research. Therefore, a researcher always brings particular questions on which his/her study is based. Yet, in the present case, our research study is mainly based on four major questions which are extensively related to the problem identified above. Thus, in order to helpfully carry on our analysis, the following questions are meant to be answered at the end of our research and provide valid scientific findings.

1. What is the rhetorical situation of Donald Trump's Acceptance speech?
2. How does the American president include all the three Aristotelian appeals (logos, ethos and pathos) in his Acceptance speech?
3. Does Donald Trump diversify the use of figurative language in his Acceptance speech?
4. Does Jolliffe's Rhetorical Framework (2009) help in exploring and investigating the rhetorical elements used by Trump in his Acceptance speech?

4. Assumptions of the Study

On the basis of the identified research problem and the research questions, we have attempted to provide some preliminary assumptions.

- ✓ First, we assume that the speech is delivered as a response for a specific reason, to a specific audience and with a specific aim.
- ✓ Second, we assume that the presidential candidate Donald Trump used (to varying degrees) the three Aristotelian appeals (logos, ethos, and pathos) in order to persuade and convince his audience.
- ✓ Third, we assume that Donald Trump used a variety of figures of speech.
- ✓ Eventually, we assume that Jolliffe's model (2009) could bring the suitable results and serve the main purpose of this research.

5. Purpose of the Study

This study aims to analyze Donald Trump's Acceptance Speech at 2020 Republican National Convention from a rhetorical perspective based on Jolliffe's Rhetorical Framework (2009) to investigate to which extent the speaker succeeded in using the different rhetorical strategies and elements to convince his audience. In other words, this study seeks to provide an in-depth analysis of how the language is used to affect and persuade the audience by

examining the rhetorical situation of the speech, exploring the use of the three Aristotelian appeals, and the description of the surface rhetorical and linguistic features that dominate in the speech.

6. Methodology of the Research

The present study follows a descriptive design using a rhetorical discourse analysis method. Accordingly, we have opted for Jolliffe's Rhetorical Framework (2009) in order to analyze how Trump used his language as a means of persuasion in order to achieve his objective in one of his latest presidential speeches. This speech was delivered at 2020 Republican National Convention on August 27th, 2020. Donald Trump in this speech talked for more than an hour which shows the extent of the efforts that he has done to convince and persuade the American people to re-elect him for the second time. Focus in this research is simultaneously put on the analysis of the rhetorical situation of the speech (exigence, audience and purpose), the use of the three Aristotelian rhetorical appeals (logos, ethos and pathos), and on the analysis of the surface features of the speech which comprises diction, syntax, imagery and figurative language.

7. Significance of the Study

The present study has a significant value in the field of rhetorical discourse analysis for many reasons. First and foremost is the originality of the current research. As far as we know, there are no previous studies which analyzed Donald Trump's speeches using Jolliffe's Rhetorical Framework (2009), particularly the Acceptance Speech at 2020 Republican National Convention. Secondly, this framework provides us with an opportunity to do an inclusive analysis of the speech, which contributes to the field of rhetorical presidential studies. Finally, this research is expected to help readers have closer insights to the rhetoric of the American presidents, especially the 45th president Donald Trump.

8. The Organization of the Thesis

This thesis is divided into two main chapters, which are respectively theoretical and practical. The first chapter is preceded by a general introduction to give an overview about the current analytical framework and to highlight both the significance and the aim of the current study.

The first chapter is mainly devoted to the theoretical background and previous studies. It is divided into four major sections. The first section introduces the field of discourse analysis, the different approaches to discourse, in addition to political discourse. The second section is

devoted to the introduction of the field of the rhetorical discourse analysis and the relationship between rhetoric and politics. Concerning the third section, it introduces Jolliffe's Rhetorical Framework (2009) through explaining all its components (i.e. the rhetorical situation, the rhetorical appeals and the surface rhetorical features). Eventually, the fourth section represents the review of literature, which summarizes the main previous studies that have been conducted on Donald Trump's rhetoric.

Concerning the second chapter, it is divided into three main sections. The first section is the research methods of the present study. It represents the study's research methodology. The second section is devoted to the analysis of the target speech following Joliffe's analytical framework. The third section is devoted to the discussion of the findings by comparing the outcomes to the previous studies in addition to conclusions of the study, limitations of the study and suggestions for further research. Eventually, the current research is enclosed by a general conclusion which summarizes the main findings of the analysis.

Chapter One: Theoretical Background

The first chapter represents the theoretical background of the current research. It is divided into four main sections. The first section introduces the field of discourse analysis and the different approaches to discourse. The second section is mainly devoted to the introduction of the conceptual framework of rhetorical discourse analysis. The third section introduces the theoretical framework of the present study which is Jolliffe's Rhetorical Framework (2009). The fourth section is dedicated to the review of the previous studies about Donald Trump's rhetoric.

Section One: Introduction to Discourse Analysis

This section introduces discourse analysis and highlights the most fundamental concepts that are related to this field. In addition, this section sheds light to how discourse is related to both politics and context.

1.1. What is Discourse and Discourse Analysis?

Discourse is an interdisciplinary term which is defined from different perspectives and by several scholars. Discourse is a vast term that is used in different domains and which is characterized by diversity concerning its meaning. Some researchers like Stubbs (1983) defines discourse as the "*language above the sentence or above the clause*" (as cited in Jaworski & Coupland, 2006, p.1), while for others like Fasold (1990) and Candlin (1997) they stress on the idea that discourse is related to how language is used in a social context (as cited in Jaworski & Coupland, 2006, pp.1-2). However, Blommaert (2005) states that discourse cannot just be interpreted as language in use; rather it can also be interpreted as language in action as well (as cited in Flowerdew, 2012, p.174). These definitions can be classified into three main perspectives (structural, functional and critical) which are developed and discussed in the following lines.

According to the structural (formal) perspective, discourse is viewed as the language above the sentence (Schiffrin, 1994). Schiffrin (1994) states that Zellig Harris is considered as the first linguist who claimed that discourse is the next unit in the hierarchy of morphemes, words, and sentences. However, Structuralism is mainly interested in studying how the aforementioned units function and how they are interrelated with each other. Besides, Jones (2012) claims that the structural approach which was introduced by Chomsky seeks to understand how morphemes are combined to form words, and how words are related to form

sentences and how sentences are connected to form texts. On the other hand, Schiffrin (1994) argues that *“the reliance on sentence as the unit of which discourse is comprised is theoretically problematic”* (p.26) since Bloomfield (1993) asserts that a sentence is an independent linguistic form and the largest unit of language (as cited in Schiffrin, 1994, p. 26).

Unlike structuralism which restricted its views mainly to the linguistic level and that discourse is just a unit above the sentence, functional approach views discourse as language in use (Schiffrin, 1994). That is, the functional approach defines discourse in relation to context. Schiffrin (1994) made a distinction between the structural and the functional approaches to discourse. She claims that structural approach views language as a mental phenomenon, whereas functional approach views language as a social phenomenon. Besides, she further adds that the focal point of structuralism is the text contrary to functional approach which focuses more on the context. Accordingly, one can deduce that the main difference between the two perspectives is a matter of emphasis.

Eventually, the third perspective to discourse is known as the critical approach. According to the critical perspective discourse is seen as *“Power–knowledge relations–linguistically communicated, historically located and embedded in social practices. Subjects dominated by discursive structures and associated social practices”* (Heracleous, 2006,p.16-17).Therefore, Heracleous (2006) argues that critical approach to discourse examines the social reality and the role of discourse in society. That is, it seeks to show how the different social conflicts and issues that are present among society are represented through discourses. Furthermore, he adds that this approach seeks to investigate the relationship between discourse and power and how dominant social groups have the possibility to legitimize their actions that serve their interests. Besides, Fairclough (1992) maintains that discourse is a three dimensional concept. First, discourse is a text (written or spoken). Second, it is a discursive practice and third, it is a case of social practice which refers to a social context that shapes a discourse.

In sum, we can notice that all the aforementioned linguists defined the word discourse from different perspectives and views. The structural approach considers discourse as a unit above the sentence, the functional approach considers discourse as language in use, whereas the critical approach considers discourse as a social practice.

Similarly to discourse, discourse analysis (DA, henceforth) is also a multidisciplinary term which is used in different fields and defined from different perspectives as well.

However, before we define DA, we shall first refer to its origins and developments. Van Dijk (1985) states that DA is both an old and new discipline that dates back to the study of language, rhetoric and public speeches over 2000 years. However, he argues that rhetoric was replaced later on by two other disciplines which are historical/comparative linguistics and structural analysis of language that emerged in the beginning of the nineteenth and twentieth century. As a result, the developments that had been witnessed in the field of humanities paved the way to the emergence of DA as a new discipline.

Moreover, Van Dijk (1985) notes that the origins of modern DA can be traced to the beginning of 1960s. In this period, DA focuses more on the analysis of language from the structural perspective that studies the thematic organization of sentences. Later on, the focus shifted to the analysis of the relation between discourse and sentences. In addition, Van Dijk (1985) points out that the early interest of DA was mainly at the boundaries of linguistics and anthropology, and then it shifted its interests to the analysis of other popular discourse genres like folktales. Similarly, Alba-Juez (2009) asserts that the research of language and discourse was started by text linguistics which then led to the analysis of discourse. After some notable developments in 1960s, DA analysis was finally regarded as an independent discipline in the beginning of 1970s (Van Dijk, 1985).

Concerning the definition of the term DA is very ambiguous as argued by Slembrouk (2005) (as cited in Alba-Juez, 2009, p.9). Alba-Juez (2009) also made a distinction between text linguistics and DA, in which she states that text linguistics focuses on studying text whereas DA focuses on studying both text and context. However, DA is defined according to Gee and Handford (2012) as the study of how language is used in a given social context and the process of how sentences are combined in order to convey a specific meaning. They also claim that DA is often associated with both pragmatics and the study of text. In addition, Brown and Yule (1983) define DA as follows:

“The analysis of discourse is, necessarily, the analysis of language in use. As such, it cannot be restricted to the description of linguistic forms independent of the purposes of functions which those forms are designed to serve in human affairs.” (p.1)

According to this definition, one can say that DA is associated with the functional perspective rather than the formalist (structural) perspective. That is to say, DA is not limited to the analysis of language at the linguistics boundaries and does not only deal with the

description of linguistic forms in isolation; rather it seeks to understand how these forms function within language use.

Similarly, Bhatia et al. (2008) claim that in the 1960s DA *“has been defined as the analysis of linguistic behavior, written and spoken, beyond the limits of individual sentences, focusing primarily on the meaning constructed and interpreted as language is used in particular social contexts”* (p.1).

1. 2.Approaches to Discourse Analysis

In addition to the definition of discourse and discourse analysis, this section also sheds light to some different approaches to discourse analysis. Therefore, we selected the most suitable and relevant approaches that suit our current research.

1.2.1. Critical Discourse Analysis

Critical discourse analysis (CDA, henceforth) is defined from three main perspectives by three main notable linguists who are Van Dijk, Fairclough and Wodak. According to Van Dijk (2015), CDA is used to study how the social elements such as power, ideologies and identity are associated with language (both text and talk) in political and social context. In addition, Van Dijk is considered among the founders of critical discourse analysis who was interested in studying the relationship between discourse, power and social inequality (as cited in Bhatia et al., 2008).

Similarly, according to Fairclough (2010) CDA is characterized by three properties. He considers CDA as relational, dialectical, and transdisciplinary. Fairclough (2010) suggests that it is a relational form of research because it deals with social relations (known as dialectical relations) and neglects entities and individuals. For him, the approach of CDA views discourse as a set of relations, not as a set of entities. Moreover, CDA is dialectical in which Fairclough (2010) explains that CDA cannot just be the analysis of discourse in isolation, but it is the analysis of dialectical relations between discourse and other elements like power. Furthermore, Fairclough (2010) considers CDA as a transdisciplinary form of analysis since the dialectical relations of discourse are in relation with different disciplines such as politics and linguistics. For instance, when analyzing a discourse, the analyst makes reference to different theories and works of different scholars as well as to different domains in order to gather the relevant and the suitable data.

Wodak (2004) emphasizes that the approach of CDA is interdisciplinary since this perspective aims at studying facts from different points of view. Besides, CDA is a problem-

oriented approach, in which Wodak (2004) argues that CDA does not only focuses on small units of language but it focuses rather on the whole phenomenon under study. In addition, the theories and the methodologies are eclectic, which means that CDA aims at selecting particular doctrines that seem to be reliable and also selecting valuable opinions. This fact enables to establish a good investigation on a specific social sample. Moreover, Wodak (2004) points out that CDA is an abductive approach. That is to say, relating between a theory and the data being gathered is an important concern in this approach, as it takes into consideration the social context when investigating a particular object. Furthermore, in CDA historical context is always taken into consideration in the process of analysis, which means that CDA usually regards the historical development and the changes that occur in texts and discourses (pp.187-188).

1.2.2. Conversation Analysis

Conversation analysis (CA, henceforth) is an approach to discourse analysis that emerged in the mid and late 1960s and was first introduced by sociologists like Harold Garfinkel (Sidnell, 2010., Scheffrin, 1994). Scheffrin (1994) states that CA is derived from ethnomethodology, which is a sociological approach that was developed by Harold Garfinkel and then applied particularly to conversation by Harvey Sacks, Emanuel Schegloff and Gail Jefferson. However, Scheffrin (1994) distinguishes CA from other branches of sociology in which she argues that CA does not focus on the analysis of social order, rather *“it seeks to discover the methods by which members of society produce a sense of social order”*(p.232). Besides, Scheffrin (1994) notes that CA is similar to both interactional sociolinguistics and ethnography of communication in its concern. Moreover, she claims that all the three approaches share a common focus which is the detailed analysis of particular utterances.

Furthermore Wooffitt (2005) summarized the most significant points of CA as follows:

- *Conversation analysis developed from the work of Harvey Sacks.*
- *It examines language as social action.*
- *Talk-in-interaction is taken to be systematically organized and ordered.*
- *The primary data for research are audio (and, where necessary or appropriate, video) recordings of naturally occurring interaction. Transcripts assist the analysis of audio/video materials.*
- *The transcription system provides a detailed characterization of ‘messiness’ of everyday interaction, focusing on speech production and turn-taking organization”* (p.13).

1.2.3. Interactional Sociolinguistics

Schiffrin (1994) gathered the most notable studies of Gumperz and Goffman and summarized their works on interactional sociolinguistics. However, as noted in (Dil, 1971), the early emphasis of Gumperz's works were mainly on language and culture, and then it includes later on both the individual expressions and code (situational code switching and metaphorical code switching) (as cited in Schiffrin, 1994, p. 98). According to Gumperz (1982), interaction between people from different places and cultures can develop difficulties in the communicative process, because each community perceives differently a particular content dependently on its beliefs and its way of thinking. This difference lies mostly in a person's way of speaking. Likewise Saussure as cited in Gumperz (1982) considers intonation, speech rhythm, lexical, phonetic and syntactic options as 'marginal features of language' or 'signaling mechanisms' which can affect the content of a particular message that may cause a misunderstanding (as cited in Schiffrin, 1994, p. 98). Schiffrin (1994) adds that these signaling mechanisms are also called contextualization cues. According to Gumperz, these cues are the aspects of language that relate what is said to the contextual knowledge (knowledge derived from a particular situation or condition). Those contextualization cues help in distinguishing presuppositions about the inference of what is really meant in a message. This means that, interaction may rely on background knowledge (presuppositions) in order to develop an idea about what is referred to in a conversation (the inference) (as cited in Schiffrin, 1994, pp. 99- 100).

In addition to the work of Gumperz, Schiffrin (1994) discussed also the work of Goffman who developed interactional sociolinguistics in contribution to sociology. Unlike Gumperz who focuses on inferences, Goffman focuses on social interaction. Although this difference, the two works remain interrelated, for that, Schiffrin (1994) states that Goffman's work is a continuity to Gumperz's one. Goffman (1971) in his study relates language to the social and interpersonal (people's relationships) contexts, this process can develop presuppositions about the meaning of a message and thus decode it. In addition, he emphasizes on the importance of understanding the forms and the meaning of contexts which helps in developing the inferences about a particular message. Goffman (1967) also added the face to face interaction. This notion of face can help understand more the real and the intended meaning of the speaker, by paying attention to the body language and to the facial expressions as well (as cited in Schiffrin, 1994, p. 102- 105).

1.2.4. Corpus Based Discourse Analysis

Corpus based discourse analysis is another approach to DA. The word corpus refers to a collection of texts either spoken or written that are stored and digitalized in computers (Thornbury& Slade, 2006, p.40). However, Flowerdew (2012) argues that there is a difference between corpus analysis and discourse analysis. He explains this difference as a matter of focus in which, unlike discourse analysis, *“Corpus analysis treats texts as product rather than as an unfolding discourse”* (Flowerdew, 2012, p.175). Moreover, Flowerdew (2012) claims that corpus based analysis could be discussed from three main perspectives or approaches that are proposed by Holland (2009). These approaches are known as the textual approach, the contextual approach and the critical approach.

Furthermore, Bhatia et al. (2008) note that corpus based discourse analysis was first used in the field of lexicography and grammar. According to Bhatia et al. (2008), we can distinguish two main focus areas of corpus based discourse analysis. The first one is on standard corpora that investigate how people use language in different contexts. Then it shifted its views towards specialized corpora which focus on specific genre and how language is used in academic and professional contexts. Moreover, Bhatia et al. (2008) state that *“One of the reasons for the popularity of corpus-based discourse analysis is the facility that it provides to handle and analyze large quantities of data with minimal effort.”*(p.8) since in the early days with discourse and register analysis, the process of analyzing data manually has always been regarded as an impossible task ,but with the availability of computers and other software programs, the analysis of data does not just become less complicated, rather the results become more reliable and credible as well (Bhatia et al., 2008).

1.2.5. Historical Discourse Analysis

Historical discourse analysis (HDA, henceforth) is the study of language (discourse) synchronically or diachronically (Brinton, 2001). Brinton (2001) states that HDA is a cross-disciplinary field which can be approached from two different perspectives. He maintains that the first perspective (synchronic) deals with the application of discourse analysis to language history and the study of forms, functions and structures of a language in earlier times, in addition to the study of its historical stages. This perspective of HAD is referred to as a synchronic study of language since it focuses on studying the development of the above mentioned features of a language at a specific and a given period of time.

For the second perspective (diachronic), Brinton (2001) argues that HDA also aims at applying discourse analysis to historical linguistics. Thus, it analyzes diachronically the phonological, morphological, syntactic or semantic changes of a particular language throughout time.

Brinton (2001) adds a third possible perspective to the two major ones. This perspective is known as the diachronically oriented discourse analysis approach, which is less developed compared to the two other ones. This approach is mainly oriented on studying how the functions and structures of the discourse marking (such as ‘well’, ‘now’, ‘then’...etc) change and evolve through time.

1.3. Politics and Political Discourse

Since our intention is oriented towards the analysis of the political discourse of the 45th American president Donald Trump, the following section is devoted to define the term politics and highlight the relationship between politics and language.

Politics is a term which is viewed from different angles and defined from different perspectives. According to Heywood (2019), politics in its broad sense refers to the activity or the field through which the general rules are established and which often create conflicts and disagreements of opinions (p.2). The term politics was first introduced by the Greek philosopher Aristotle. Thus, it is important to highlight Aristotle’s view of politics. Woods (2006) states that Aristotle saw human beings as political animals who use language to achieve certain political goals. This view of Aristotle may seem confusing and blurry to understand. For this reason, it was explained by Aristotle (1253a 1-18, Ackrill 1987) that man is not an animal in the exact sense as a bee or another animal; rather humans are gifted by the power of speech that distinguishes them from other animals and which allows them to indicate what is useful and harmful, and what is just and unjust (as cited in Fairclough & Fairclough, 2012, p.18-19).

Yet, Fairclough and Fairclough (2012) view politics as the ability to perform different actions depending on the individual’s surrounded situation where he can use the suitable political policies or strategies that fit the current needs. Also, they further argue that politics could be interpreted as the process that human beings practice to achieve their goals and convey their different ideas. Accordingly, we can say that politicians rely on language to discuss, share and communicate their ideas. Therefore, it is necessary to talk about language and politics and how they are related.

Language and politics have always been regarded as interrelated, in which politics could be effective and fruitful only by the use of a very effective language, as Chilton (2004) claims, “*political activity does not exist without the use of language*” (p.6). Besides, Charteris-Black (2011) states that in politics, people should carefully select their vocabulary as well as their expressions in order to face their opponents and well express their thoughts. Hence, all the language aspects must be taken into consideration during political activity since the choice of language plays a significant role in the relationship between the politician and his audience. That is, the more politicians know how to manipulate their language, the better they affect and impress their targeted audience.

Moreover, Burkhardt (1996) asserts that language can be referred to as political even if it is not produced by politicians. In other words, any conversation (either public, institutional or private) that includes political issues is considered as political language (as cited in Wodak, 2012, p. 527). Thus, language can be regarded as political according to the subject that is being discussed, not to the people who produce the language.

Similarly to politics, political discourse as well is defined by many scholars from different perspectives. As it was maintained before, some researchers see political discourse as any language that contains political issues, whereas for others like Van Dijk (1997), political discourse refers mostly to the language that is produced particularly by political actors. According to Van Dijk (1997), political discourse analysis mainly focuses on the analysis of both texts and talks that are produced by politicians like presidents and ministers, and paid a little attention to the political language that is produced by ordinary people.

However, according to Wilson (2001), Shapiro (1981) made emphasis on the point that any discourse may be considered as political, and argues that discourse analysis as well is political. Likewise, Wilson (2001) claims that when power and control are being referred to in a discourse, this latter is then considered as political.

In addition, Fairclough and Fairclough (2012) view political discourse as “*primarily a form of argumentation, and as involving more specifically practical argumentation, argumentation for or against particular ways of acting, argumentation that can ground decision.*” (p.1). In other words, political discourse is widely related to persuasion in which every single aspect of it aims at achieving a specific goal, and this is by providing arguments and evidences.

As a conclusion to what have been mentioned before, we can say that politics and discourse are intertwined elements. As Chilton (2004) said there is no political activity without language (p.6).

1.4. Discourse and Context

The term context is like the term discourse concerning the elusiveness of its definition (Widdowson, 2004, p. 36). According to Van Dijk (2008), context is the study of an event, an action, a discourse or any other phenomenon in relation to its environment or its surrounding situation. As for Schifffrin (1994), she states that context is viewed as knowledge of situation by pragmatics, speech act theory and interactional sociolinguistics perspectives, whereas for variation analysis, it views context only as a situation without taking into consideration knowledge.

Besides, Song (2010) argues that discourse in its significant role, helps to understand the context in which it is used. Thus, the content of a particular discourse can interpret and give clear clarifications about the time, the place and the situation of a given discourse. As well, he states that context contributes in both understanding and interpreting a discourse.

Moreover, Van Dijk (2008) relates discourse and context in terms of the influence of social situations on languages use. In fact, language use depends on the context in which we consider not only the social groups or categories of such contexts in order to provide meaning, but also the types of situations, activities and goals of a particular communicative event.

Additionally, according to Van Dijk (2008), context can be used in two dimensions, whether to represent a whole communicative process comprised of the communicative event itself that is constituted of text and talk or to represent the social environment of that particular event. That is, context could be seen as a term which is comprised of social environment (time and place), the participants as well as the discourse being conveyed, or it can be just seen as a matter of social patterns which takes into consideration only time and place.

Discourse and context have been ultimately related to social situation. Similarly to Van Dijk who argues that the social situation plays a significant role in influencing the structure of text and talk, Eckert and McConnel-Ginet (1992, 2003) also claim that the social situation such as status, class, and ethnicity could influence the way someone speaks or writes (as cited in Van Dijk, 2008. p. 118).

Section Two: Rhetorical Discourse Analysis

As far as the aim of the current research is concerned with the analysis of Donald Trump's Acceptance Speech at 2020 Republican National Convention from a rhetorical perspective, therefore the present section is mainly devoted to the introduction of the rhetorical conceptual framework. This section involves such essential concepts such as rhetoric, rhetorical discourse, rhetorical analysis, rhetoric and politics and presidential rhetoric.

2.1. What is Rhetoric?

Although the term rhetoric was introduced by such Greek philosophers as Isocrates and Plato, the mostly known works on rhetoric are the ones produced by Aristotle to the extent that, nowadays, whenever we hear the term rhetoric we directly think about him. Consequently, a succinct presentation of this imminent scholar is necessary.

As many other Greek philosophers, Aristotle dealt with various subjects like poetry, music, and geometry...etc. However, his interest towards rhetorical studies started when he became a member of Plato's academy for advanced studies in philosophy, a membership that gave him the opportunity to explore both Plato's early Socratic dialogues and sophistic criticisms. During the first three years of Aristotle's settlement in Athens, Plato was far away from his institution. This lack of direct contact between the two figures led Aristotle to develop his own theory about philosophy without being influenced by Plato. In spite of the good relationship between the two elites, they were different in their opinions and studies. In fact, Aristotle was more interested in natural sciences particularly biology. This interest gave him the chance to develop his approach to ethics, politics, poetics, and rhetoric, considering these subjects as social entities and living organisms with actual development. That is why he was considered as a realist. Aristotle was the first who developed theories about formal logic when he carried his studies on logic and dialectic; among his famous theories was the syllogism theory. However, Aristotle acquired his first experience of political oratory by taking part actively in the rich artistic and political life of Athens, both in the theaters and the assemblies. Afterwards, rhetoric started to take its place in his works when he started to write dialogues. Eventually, in the mid-350s Aristotle started giving lectures about rhetoric and related this latter to dialectic. Later on, he inaugurated his own school at the Gymnasium of the Lyceum and made into practice his lectures of politics, poetics and rhetoric (Kennedy, 1994, 2007).

As mentioned earlier, debate over the importance of political oratory, in general, and rhetoric, in particular, appeared in the early times of the Greek history, particularly in relation to Athenian democracy. However, the concept of rhetoric generated a controversy at that time between Aristotle and Isocrates. Benoit (1990) argues that “*while Isocrates may have been the more successful teacher of rhetoric in classical Greece, Aristotle has been more important in the history of rhetoric*” (p.251). This comparison shows how Aristotle’s rhetoric is more worthy than the one of Isocrates in terms of expansion and influence. Benoit (1990) highlighted the most significant differences between the two philosophers’ views towards rhetoric. According to Isocrates rhetoric is a branch of philosophy, while Aristotle relates rhetoric to dialectic, politics or ethics, in which he considers rhetoric as a counterpart of dialectic. Besides, Isocrates considers the credibility of the speaker which is known as ethos as the most important mode of persuasion, unlike Aristotle who considers the proofs that are created by enthymemes are more important than ethos (Benoit, 1990). Accordingly, we can maintain that the insights of Aristotle about rhetoric and modes of persuasion are much more developed than the ones of Isocrates. This explains how Aristotle’s rhetoric is regarded as the most influential in the history, as Erickson (1975) states, “*The claim that Aristotle's Rhetoric is one of the most influential treatises on the art of persuasion is not controversial, and, accordingly, the literature on Aristotle's rhetorical theory is extensive*” (as cited in Benoit 1990, p.251).

Etymologically speaking, the word rhetoric is derived from the Greek word ‘*rhetorike*’, which means the civic art of public speaking (Kennedy, 1994.p.3). Besides, rhetoric was regarded as the equivalent of eloquence and its basic definition is “*speech designed to persuade*” (Burke, 1969, p.49). Accordingly, the initial views on rhetoric were associated with public oratory and persuasion. However, the term rhetoric is viewed by Aristotle in two ways:

- ✓ Rhetoric as an art of persuasion.
- ✓ Rhetoric as a counterpart of dialectic.

According to Aristotle (as cited in Kennedy, 2007, p.37), rhetoric is “*an ability, in each [particular] case, to see the available means of persuasion.*” In fact, Kennedy (2007) explained this definition by examining each key word separately. To start with, the phrase ‘*each [particular] case*’ is said to refer to specific circumstances or situations where the rhetoric is used, *i.e.* where the language is used. Besides, the verb ‘*see*’ is believed to mean being an observer. Finally, the clause ‘*to see the available means of persuasion*’ corresponds

to being able to get the meaning and the utility of the persuasive means that are used. Thus, rhetoric is not mainly concerned with the art of convincing people; rather it seeks to discover the means of persuasion in a given situation. Accordingly, we can notice that persuasion plays a significant role in the rhetorical studies to the extent that, all the definitions that are given to rhetoric includes the idea of persuasion. Hence, it is necessary to shed light to how these two aspects are related.

Rhetoric and persuasion have always been regarded as an interesting area of study. Many scholars attempt to investigate how these two aspects are associated together. Charteris-Black (2001) measures the successfulness of rhetoric to the audience's persuasiveness and response. He notes that rhetoric and persuasion are inseparable but not identical in terms of their functions. Besides, Charteris-Black (2001) distinguishes persuasion from rhetoric, in which he argues that persuasion focuses on the act of using language to affect and change others' opinions, as he states: "*Persuasion refers generally to the use of language by one party to encourage another to accept a point of view*" (Charteris-Black, 2001, p.13). Conversely, rhetoric focuses on how persuasion is undertaken and how the methods and the strategies of persuasion are applied to convince and affect others (Charteris-Black, 2001).

In addition to the view that rhetoric is the ability to discover the available means of persuasion, Aristotle also claims that rhetoric is a branch of dialectic unlike Isocrates who relates rhetoric to philosophy. Aristotle (2010) states that rhetoric is the counterpart of dialectic since both of them deal with matters that are known to all people and both of them do not belong to any particular science. Also, Aristotle (2010) asserts that ordinary people make use of both of them either by habit or at random in order to discuss, maintain, defend, accuse or attack others. However, Kennedy (2007) highlighted the difference between dialectic and rhetoric, in which he notes that dialectic proceeds by questions and answers unlike rhetoric which proceeds merely by exposing facts and arguments. Besides, dialectic involves just logical arguments, whereas rhetoric includes other emotional and ethical arguments which are known as ethos and pathos. Moreover, dialectic deals with discussing general issues, contrary to rhetoric which deals with more specific ones. Furthermore, he adds that dialectic does not have introduction, narration and conclusion that are included in public speeches (Kennedy, 2007). In addition, Aristotle (2010) argues that the only thing that belongs to the art of rhetoric is the means of persuasion and anything else is considered as merely accessories.

Simultaneously, rhetoric is also seen as an aspect that oppose to reality, as Martin (2014) states, “*Rhetoric*’ is routinely contrasted with speech that adheres to ‘reality’ or with the ‘truth’ that can be found ‘behind’ words, the truth of real ‘interests’ or intentions that are deliberately obscured by language”(p.3). Indeed, sometimes the use of rhetoric does not reveal the real intention of the speaker nor the real interests that are hidden in the language; rather rhetoric is opposed to any kind of truthfulness of the speech that is used in the real world. Similarly, Bitzer (1968) argued that rhetoric is a mode of altering reality by creating a discourse that makes the audience completely submissive in thought and action of the other.

2.2. Rhetorical Discourse

Concerning rhetorical discourse, it is shaped by five characteristics that are distinguished by Herrick (2005). Obviously, rhetorical discourse is planned, adapted to an audience, shaped by human motives, responsive to a situation, and persuasion seeking.

According to Herrick (2005), rhetorical discourse is planned. Herrick (2005) explains that the planning of rhetorical discourse is mostly the focus of the rhetor. Thus, it consists of thinking about how to well organize arguments and what are the focal points that would support the main ideas. In addition, Herrick (2005) emphasizes that the speaker needs to build his choices about how he would face his opponents and address his audience.

Moreover, rhetorical discourse is adapted to an audience. According to Herrick(2005), while a rhetor is writing his discourse, he must have already thought about his audience and intended to understand the people to whom he is about to address. However, he states that even if the rhetor expends significant efforts to understand his audience, sometimes the assumption he has built about it goes wrong. Yet, rhetorical discourse is considered as a means that establishes a bond between the speaker and his audience, a bond which allows the speaker to get in touch with the audience’s beliefs, values, and way of thinking. In sum, each particular audience needs specific arguments and reasoning about what they believe true.

Furthermore, Herrick (2005) identified a third feature of rhetorical discourse, in which he emphasizes that it is shaped by human motives. As much as the planning process and the audience are concerned, Herrick (2005) asserts that rhetorical discourse is particularly based on the rhetor’s goals and purposes. In fact, each speaker has particular reasons, motives and circumstances that push him to take action and adopt a rhetorical discourse perspective.

Additionally, Herrick (2005) claims that rhetoric is responsive, in which rhetorical discourse is an ultimate response to a particular situation. The situation, according to Herrick

(2005), could be a specific period of time, a crisis, or an audience to which a rhetor gives a response. Thus, rhetoric is considered as a matter of response making on one hand and as a matter of response inviting on the other hand, in the sense that every rhetorical expression or every response to a situation elicit further responses particularly from the recipient of the message (Herrick, 2005).

As far, Herrick (2005) further maintains that rhetoric seeks persuasion. Rhetorical discourse, as claimed by Herrick (2005), usually attends to convince and persuade an audience about something that the speaker believes true as much as the audience does. Besides, Herrick (2005) argues that rhetorical discourse is mostly shaped by four major symbols related to persuasion. These symbols are arguments, appeals, arrangement, and aesthetics. For him, arguments are essentially present in a rhetorical discourse in order to influence and affect the audience. Appeals are those strategies that elicit emotions, logic, and ethics *i.e.* Aristotelian appeals (logos, ethos, and pathos). Arrangements are the ordering of arguments in a rhetorical discourse, starting with the strongest to the weakest. Eventually, aesthetics are the different elements that a rhetor uses to add much beauty and nuance to his discourse so that it would be more persuasive and memorable (Herrick, 2005).

2.3. Rhetorical Discourse Analysis

Andrus (2013) argues that rhetorical discourse analysis (RDA, henceforth) is mostly used in order to understand the process of communication in particular contexts. Besides, Zachry (2009) claims that rhetorical analysis aims at finding information about a communicative act, such as the reasons why a discourse is being conveyed and more deeply trying to investigate the different elements that characterize a rhetorical discourse. However, Andrus (2013) emphasizes that DA and rhetoric are two aspects which share several common points. In fact, DA and rhetoric describe both the discursive process and the aspects of discourses. Although this similarity that has been distinguished between the two fields, Andrus (2013) asserts that there is a difference between rhetoric and DA in terms of micro and macro levels. For her, DA is a micro level process that deals with the linguistic features of discourse, whereas rhetoric is a macro level process that deals with the analysis of the authority of the speaker, the persuasion, the goals, the interaction, the audience and the response.

Despite these similarities and differences, the combination of the two fields led to the immergence of RDA which gathers all the norms of rhetoric and DA. For that, Andrus adds

that RDA is an analytical framework which gives the opportunity to analysts to analyze micro and macro processes of discourse and come up with an understanding of the whole communicative act. Moreover, Andrus (2013) states that RDA focuses on the study of the different features of a specific event such as the contextual situation and the objective behind conveying a particular speech. As far, she notes that when dealing with rhetorical analysis, researchers ultimately get reference to Aristotle. Hence, rhetorical analysis covers also the study of the Aristotelian appeals (logos, ethos, and pathos) and how they are used in the process of persuasion.

2.4. Politics and Rhetoric

Scholars in modern times, usually refer to Athens when it comes to a matter of political speeches and rhetoric. Harris (2017) asserts that political speeches were a central subject in Athens' assemblies where they mostly occur and by which people had the opportunity to give points of view and different prepositions. Subsequently, rhetoric was enlightened during the assemblies that took place in Athens' institutions where people intend to reinforce their opinions with arguments and persuasive techniques. During the ancient period of the Greek assemblies, precisely the ones of Athens, politics and rhetoric were known to be closely related. By this time, public speakers in Athens bear in mind to persuade the assembly to take action about particular commitments by their speeches. However, those political speeches were not addressed in order to win elections, but speakers tend to use different arguments to show their care about public interests (Harris, 2017). Therefore, rhetoric is considered as an essential part of Greek politics and the core of Athens' political institutions.

Likewise, Martin (2014) claims that rhetoric and politics are two aspects which are closely interrelated. In fact, he argues that politics is a large system of choices, decision making and judgments, but it is also a source of persuasion and conviction. Obviously, politicians cannot neglect the fact that politics itself is an art of persuasion. For that, Martin (2014) emphasizes that a good orator is distinguished by his way of persuading and by his ability to well convince an audience. That is why politics is considered dependent on rhetoric, which is indeed the best way to have a convictive policy, which is based on arguments that are well selected and well-studied before being publicly pronounced. Therefore, one can maintain that the relation between rhetoric and politics is very obvious, in which politics is concerned with choosing the right words to persuade a listener, and rhetoric is the choice of those words which are adapted to a particular political subject.

Moreover, Laufer (1989) argues that in spite of the difference that exists between Aristotle and Plato's definition of rhetoric, they both agree that rhetoric is "*a technique subordinated to the science of politics.*" (Laufer, 1989, p.184). Besides, he emphasizes that rhetoric shares a link with power, which is considered as the core of politics. For that, it is noted by Laufer (1989) that Aristotle considers the inability to fight with words shameful. Hence, he notes that the notion of rhetoric and politics is considered in nowadays as the equivalent of "discourse of politicians".

To conclude, rhetoric and politics are two aspects which are dependently working for each other since rhetoric is considered as an art of argumentation and persuasion that is used by politicians to convey speeches and make sure that the audience will be persuaded and convinced.

2.5. Presidential Rhetoric

As far as presidential speeches are concerned, Windt (1986) argues that presidents are characterized by three different powers including political and public opinion power. This latter was given more intention and interest by Neustdas, in which he states that "*Presidential power is the power to persuade.*" (as cited in Windt, 1986, p.102). By this definition, Neustdas contributed in shifting the place of the presidential power that was traditionally oriented mainly towards politics and legal power into the persuasion ability (Windt, 1986). In unknowingly way, the works that were presented by Neustdas served to the study of presidential rhetoric that started to get its flows in the early nineteen-seventies through analyzing the different presidential rhetoric, in which Sidney Blumenthal argues in his book that "*persuasion is now central to governing*" (as cited in Windt, 1986, p. 102). Thereby, the study of presidential rhetoric emerged as a separate and recognizable discipline based on the numerous studies that were mainly devoted to the study of presidents' rhetoric, in which Windt (1986) says that "*The discipline of presidential rhetoric is concerned with the study of presidential public persuasion as it affects the ability of a President to exercise the powers of the office.*" (p.103). Moreover, he states that presidential rhetoric studies how presidents either succeed in maintaining the public support or lose that support with speeches or press conferences.

Windt (1986) identified four major categories in the study of presidential rhetoric: criticism of single speeches, criticism of rhetorical movements, development of genres of presidential speeches, and miscellaneous research. According to Windt (1986), single

speeches are the most published and they focus mostly on two types *i.e.* inaugural speeches and crisis speeches. According to Windt (1986), Inaugural speeches attempt “*to articulate the unspoken desires of the people by holding out a vision for their fulfillment*” (p.104), whereas crisis speeches are concerned with mainly declaring a crisis, as Windt (1986) notes, crisis speeches attempt “*to persuade the public that an energy crisis existed.*” (p.104). For the second category which is known as “rhetorical movements”, Windt (1986) asserts that it emphasizes on the “*continuity of rhetorical efforts*” (p.106), that is, it focuses on the development of a particular idea, policy, or arguments during the delivery of speeches. The third category “genre studies” focuses mainly on comparing the sayings of different presidents during similar occasions about similar themes and even to similar audiences, in order to investigate the rhetorical efforts of each speaker (Windt, 1986). The fourth category is referred to as “miscellaneous research”. According to Windt (1986), this category is mainly interested in analyzing different aspects of presidential rhetoric such as textual accuracy, speech preparation, arguments...etc.

Section Three: Introducing Jolliffe’s Rhetorical Framework

This section is mainly devoted to the introduction of the framework of the current research which is considered as the basis of our analysis. Regarding to the aim of the present study, we believe that the adopted Jolliffe’s Rhetorical Framework (2009) is the most suitable model to analyze Trump’s Acceptance Speech. Therefore, in order to provide a very well understanding of this model, we have attempted to explain all its components through defining the rhetorical situation, the three Aristotelian appeals and the surface structure.

3.1. Jolliffe’s Model

In the field of rhetorical discourse analysis, analysts tend to use different models to analyze political speeches. However, in the current research, we have opted for Jolliffe’s Rhetorical Framework (2009) that we find the most adequate and suitable model which would serve the aim of our analytical research. We have selected this model because it provides us with an opportunity to examine the selected speech from three different angles. First, by examining the rhetorical situation of Trump’s acceptance speech. Second, by exploring the appeals that were employed by the speaker. Finally, by getting insights on how his language is constructed by analyzing diction, syntax, imagery and figurative language.

3.2. Components of Jolliffe's Model

According to the diagram below, we can notice that the adopted Jolliffe's Rhetorical Framework (2009) is composed of three main sections which are rhetorical situation, appeals and surface features. Each one of the aforementioned sections plays a significant role in the rhetorical analysis. So what does each section mean and refer to?

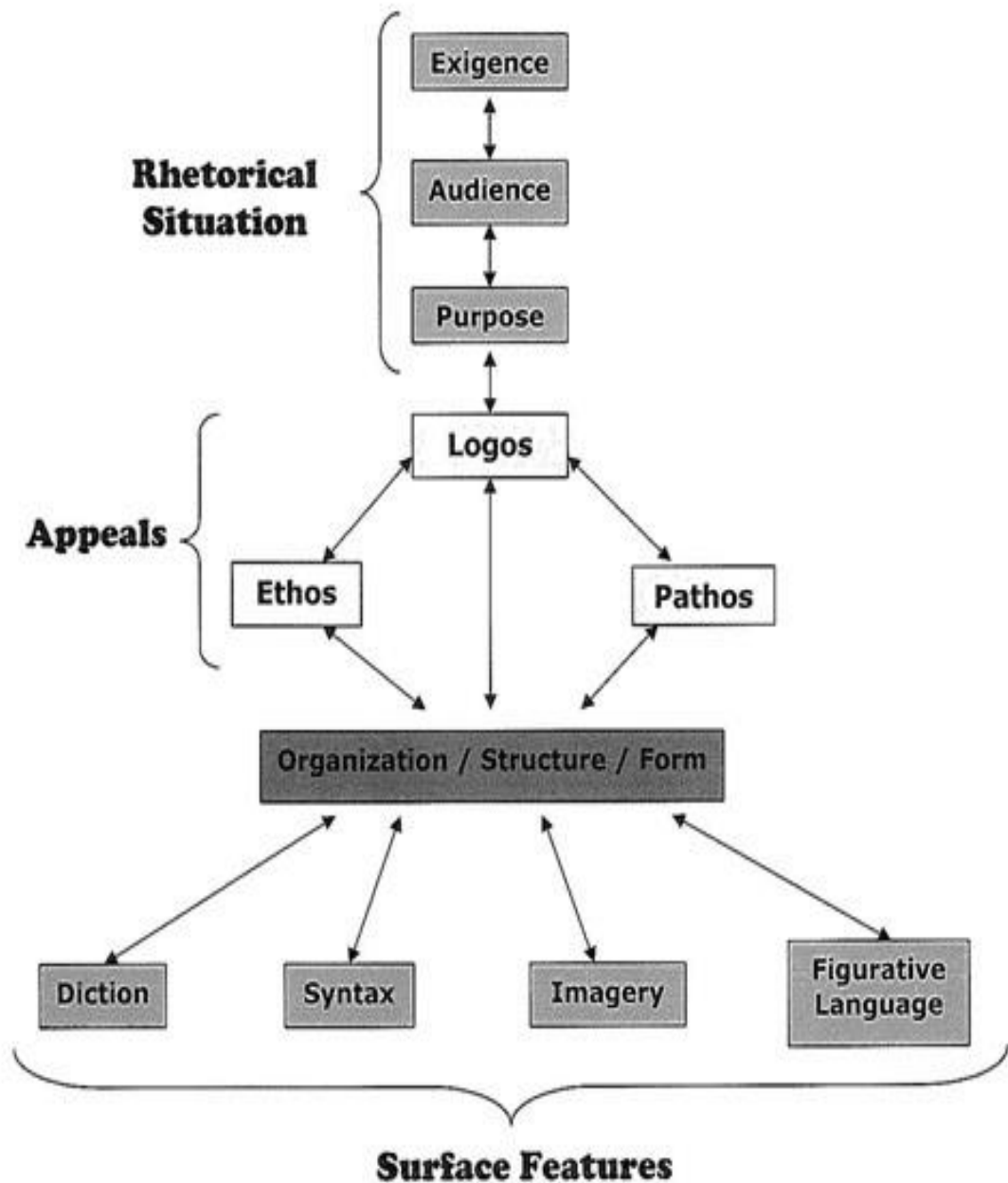


Figure 1: An adopted version of Jolliffe's Rhetorical Analysis Framework (2009)
(Phelan, 1993, p.60)

3.2.1. Rhetorical Situation

Rhetorical situation is the first part of Jolliffe's Rhetorical Framework (2009). It consists of three main aspects *i.e.* exigence, audience and purpose. Bitzer (1968) maintains that a speaker creates a speech as a response to a rhetorical situation, in which he argues that *"The presence of rhetorical discourse obviously indicates the presence of a rhetorical situation"* (p.2). Indeed, there is always a motive or a need behind delivering a speech and a purpose that needs to be achieved. Therefore, in the subsequent part, we have attempted to discuss the different rhetorical situation aspects separately in order to understand them in depth.

a. Exigence

The first aspect of the rhetorical situation is exigence, which refers to a particular motive, need, gap or an urgent situation that pushes the speaker to deliver a speech or write a text (Covino & Jolliffe, 2014). On the other hand, Bitzer (1968) states that: *"Any exigence is an imperfection marked by urgency; it is a defect, an obstacle, something waiting to be done, a thing which is other than it should be"* (p.6). So that, exigence can be regarded as an urgent necessity or situation which may be caused by a problem or by an unexpected situation that requires an immediate resolution, or something that is about to happen if an action is not taken (Grant-Davie, 2014, p.353).

b. Audience

The second aspect of the rhetorical situation is the audience. Audience refers to the people to whom the speech is addressed. Accordingly, Jolliffe (1993) asserts that audience refers to *"people, either immediate or mediated over time and place, capable of responding to this exigence."* (p.9). In other words, audience refers to the people who are supposed to answer to the exigence by taking the suitable action. Similarly, Bitzer (1968) states that audience are *"those persons who are capable of being influenced by discourse and of being mediators of change"* (p.8).

c. Purpose

The third aspect of the rhetorical situation is purpose, which is also referred to as intention. According to Phelan (1993), purpose is mainly related to audience, it refers to what the speaker wants the audience to do as a response to the exigence (p.61).

3.2.2. Appeals

As cited in Kennedy (2007), Aristotle saw rhetoric as the ability where the available means of persuasion could be observed (p.37). However, these means were classified by Aristotle into two types: artistic and inartistic, in which the inartistic ones refer to the external persuasive means or proofs like testimony, documents and other evidences, whereas the artistic ones, they refer to the internal proofs that are created by the speaker which are known as logos, ethos and pathos (Griffin, 2012, p. 291). In the current research, our concern is on the internal ones. These internal proofs are also called Aristotelian rhetorical appeals.

a. Logos

Logos is considered as the first artistic appeal that is listed by Aristotle; this indicates the significance and the importance of logos. Logos is a Greek word which means reason (Covino & Jolliffe, 2014, p.338). Mulvaney (1993) states that: “*logos refers to the formal arguments, reasons, facts, and logical appeals developed in a text.*” (p.34). Aristotle claims that logos could be built by the speaker using examples and enthymemes (as cited in Jolliffe, 1993, p.9). Besides, Houser (2020) argues that persuasive discourses are known to be a source of logical proofs (logos). In fact, the speaker builds his arguments and facts dependently on the audience he addresses. Additionally, Houser (2020) asserts that logos is an appeal which gathers both rhetoric and logic, thus, it can be assumed that logic is an essential part of the rational appeal (logos) (pp.37-38).

b. Ethos

Ethos is a Greek word which means ethics (Houser, 2020). According to Houser (2020), ethos is an appeal which focuses on the speaker himself. In fact, ethos refers to the speaker’s qualities, knowledge, and abilities. Houser (2020) claims that ethos consists of presenting the good characteristics of the speaker that can make the audience follow his path and believe in him. Similarly, according to Griffin (2012), ethos is the appeal that refers to the character of the speaker which is revealed through a discourse. In addition, Griffin (2012) argues that ethos is the major source of credibility and trustworthiness that the speaker can show to people during his address. As Griffin (2012) states, Aristotle identified three main principles of ethos. The first one is the intelligence by which the speaker shows his wisdom and values. The second one is the virtuous character which reveals the good in a person, his honesty, and his image as a whole. The last one is the goodwill which refers to the positive judgment of the speaker and his good intention towards the audience (pp. 292- 293).

c. Pathos

Houser (2020) claims that contrary to ethos which emphasizes on the speaker himself, pathos focuses on the audience. He maintains that pathos is referred to as the emotional appeal since it has the ability to evoke particular emotions and reveal the right feelings in the hearts of people. In fact, the speaker tries to manipulate the audience by saying things that can touch their emotions and make them believe in the ideas that he draws along his speech. According to Houser (2020), pathos is considered as an effective strategy of persuasion that elicits people to respond positively to the call for action and follow the path of the speaker and his instructions. As for Covino and Jolliffe (2014), they claim that an effective discourse has the ability to evoke the emotions and the sympathy of an audience. Thus, pathos is considered as a very effective appeal that makes the listeners submissive and consent to all what have been said by the speaker, therefore this appeal contributes heavily in persuading and influencing the audience.

Furthermore, Aristotle claims that *“Emotions are all those (sc. feelings) that so change men as to make their judgments different.”*(as cited in Wiss, 1989, p.67). In this sense, Aristotle views that being able to affect the emotions of others and control them is effectively having the capacity to change their opinions towards specific ideas and principles. Hence, provoking the emotions of an audience can generate several feelings whether joy, fear or sadness (as cited in Wiss, 1989, p.67). For this reason, politicians rely on this appeal to reach their audiences and create a bond that allows them to well spread their ideas and be accepted upon people.

3.2.3. Organization / structure / Form

The organization or the structure of the text comes just after the appeals in Jolliffe’s Rhetorical Framework (2009). In this section, the analysis is mainly oriented to how the text is structured and seeks to understand how the ideas are sequenced in addition to how they function within a text, also to how they contribute to the meaning of the main idea of the text. Besides, this section is concerned with the analysis of the surface features which consist of diction, syntax, imagery, and figurative language and the way they are mediated in the organization of the text (Jolliffe, 1993, pp.10-11).

Section Four: Literature Review

According to the aim of the current research which is the analysis of Donald Trump's Acceptance Speech at 2020 Republican National Convention from a rhetorical perspective, based on Jolliffe's Rhetorical Framework (2009), we have attempted to summarize the main related studies that have been conducted in the area, and demonstrate how the current research contributes to the literature. To recall back, there are no previous studies that approached Donald Trump's Acceptance Speech from a rhetorical perspective, particularly based on Jolliffe's Rhetorical Framework. However, in the following review, we have summarized some previous studies that are related to our topic and to Trump's rhetoric.

Widyawardani (2016), in her thesis "*Rhetorical Analysis of Donald Trump's Presidential candidacy Announcement speech*", she mainly oriented her analysis towards investigating the rhetorical proofs (logos, ethos and pathos) and the fifth rhetoric canon which is speech delivery. According to her, the use of these two strategies helps the speaker to produce an effective and a well persuasive speech. Besides, the findings of her study show that the former president used all the rhetorical proofs, but the most dominant proof is the emotional appeal which is referred to as "pathos". The second proof that dominates Trump's announcement speech is ethos, which indicates the speaker's credibility and good will. Concerning logos, the findings demonstrate that Donald Trump built his logical reasoning on the basis of enthymeme and examples. However, logos is the less dominant appeal in Trump's speech compared with the other appeals. Moreover, she argued that he used more storytelling in his delivery in addition to the appropriate use of body language and tone.

In the article entitled "*Trump's rhetoric at 100 days: contradictions within effective emotional narratives*", Holland and Fermor (2017) stated that Trump's style is mostly inclined to be simple and informal. Also, they argued that the former president's speeches are characterized by repetition, limited vocabulary and self-interruption. In fact, Holland and Fermor (2017) noted that Trump like Gorge Bush, they repeat the important elements that they have already said in their discourses and therefore succeed to reach their audience. Thereby, the repetition of the same thing along the discourse is considered as a persuasive tactic to convince the audience about a given idea.

In the article entitled "*Trump's and Clinton's Style and Rhetoric during the 2016 Presidential Election*", Savoy (2018) analyzed the differences between Trump's and Clinton's style and rhetoric based on both oral communication (debates) and written forms

(speeches). Savoy (2018) maintained that there is a difference between the oral communication style of Trump and the speeches he delivers unlike Clinton whose oral and written style are almost the same. Besides, the researcher stated that Trump's oral communication is direct characterized by repetitive expressions, brief sentences composed of short words and verbal phrases unlike Clinton who tends to use more descriptive rhetoric crowded of noun adjectives, prepositions and determiners.

Helgadóttir (2018), in her B.A. thesis "*I could stand in the middle of 5th Avenue and shoot somebody and I wouldn't lose voters.*" *Analysis into Donald Trump's rhetoric and how it helped him to become the president of the United States.*" seeks to explore the rhetoric of Donald Trump and how it helped him to succeed to become the 45th president of the United States of America. Besides, the researcher covered several rhetorical aspects of Trump's rhetoric including the use of the Aristotelian appeals, in which she stated that pathos is the most used appeal in his discourse. Additionally, she attempted to highlight his language mechanism through revealing the rhetorical devices that govern his speech such as the use of hyperbole, repetition paralipsis...etc, and how he constructed his syntax which is often characterized by incorrectness and was evaluated as the lowest grade compared with other candidates. She finally concluded that Trump's rhetoric deviates from the traditional rhetorical norms which were used by the former American presidents and politicians as well.

Hendriks (2018) in her Bachelor thesis "*Trump's logic: Rhetoric in the 2016 US elections*" attempted to analyze the rhetorical strategies that were used by Donald Trump in the three campaign speeches of 2016 and how his rhetoric served in winning the elections. Besides, the researcher argued that Donald Trump used the three Aristotelian appeals but ethos and pathos are the most dominant in his speeches compared to logos. The researcher pointed out that the Trump used ethos to show credibility and this by criticizing his opponents and praising himself, using virtues character and good will. Besides, she explained that the former president Donald Trump used pathos to evoke the audience emotions by using the 'us' Vs 'them' discourse. This strategy raises emotions of anger and indignation of the audience in addition to other emotions like fear, shame, hope and empathy. In terms of logos, the findings of the current analysis show that the president did not much rely on logos in his speeches compared with other appeals. Furthermore, the researcher stated that the audience's response to Trump's discourse indicates the success of his rhetoric in convincing and persuading them.

In the article entitled “*Super-Hyperbolic Man: Hyperbole as an Ideological Discourse Strategy in Trump’s Speeches*”, Abbas (2019) adopted McCarthy and Carter approach in order to analyze the use of hyperbole in Trump’s speeches, which is considered as a very effective rhetorical device used by politicians to affect and convince their audience. In this article, the present researcher explores the amount of metaphorical hyperboles that were used by the former president Donald Trump in the different selected speeches. Accordingly, Abbas (2019) claimed that Donald Trump used a variety of hyperbolic categories including numbers, time expressions, adjectives and repetition. However, Abbas (2019) concluded that Trump inclined more to the use of degree adjectives, amplifiers and numbers which helped him to present himself positively and others negatively, in addition to persuading and convincing his audience.

In the article entitled “*A Stylistic Analysis of Donald Trump’s Inaugural Address*”, Haoming (2019) investigated the different features that shape Donald Trump’s speeches, particularly his inaugural speech. However, Haoming (2019) analyzed Trump’s language from the perspectives of phonetics, vocabulary, rhetoric, and syntax. Haoming (2019) claimed that Donald Trump’s speeches are featured by personal characteristics that make them different and unique compared with other presidential speeches. Furthermore, the present researcher argued that Donald Trump’s language is characterized by simplicity and clarity. Besides, the 45th American president used enough rhetorical devices which play a significant role in persuading people. In fact, the findings of the analysis revealed that at the level of phonetic, Trump speaks in a clear way in order to be understood by his audience, he does not use abbreviations or swallow sounds. Besides, the researcher also noticed the frequent pauses that Trump used during his address in addition to the rhythm that shapes his speech. As the findings show, Trump put stress syllables in the appropriate position. Haoming (2019) in her analysis found that Donald Trump used common and short words in his vocabulary with the high implication of the pronoun ‘I’ and ‘we’. Concerning the rhetorical features, the findings show that the former American president used parallel sentences and repetition. Moreover, the researcher distinguished the usage of metaphorical language in the speech which usually elicits the audience’s emotions. As far, according to the results, Donald Trump used declarative sentences to show his objectiveness and sincerity and used imperative sentences to evoke emotions among in his audience. Eventually, Haoming (2019) stated that Trump employed more political logic that raises emotions and makes his speech more persuasive.

Thus, the 45th president of the United States of America Donald Trump is admired for his skilled processing language and admitted to be a successful orator.

In the article entitled “*Donald Trump, legitimisation and a new political rhetoric*”, Ross and Rivers (2020) claimed that the 45th president of the United States of America Donald Trump led to the emergence of a different kind of political rhetoric. According to Ross and Rivers (2020), the rhetoric of Trump’s style and his informal language can be influenced by his background and his professional carrier as a celebrity. They explored in this research how Donald Trump used his rhetorical style in his Tweets in order to legitimize the project of building the Mexican wall. However, this analysis is mainly based on Reyes (2011) framework, in which they maintained that Trump used strategies such as appeal to emotions, hypothetical future, demonstrating rationality, voices of expertise, and demonstrating altruism that are considered as effective strategies in political discourse legitimacy.

In the article entitled “*Donald Trump’s grammar of persuasion in his speech*”, Fanani et al. (2020) analyzed Trump’s speech on Jerusalem through investigating how he built his persuasive appeals (logos, pathos and ethos). The researchers claimed that Trump tends to use declarative statements to build logos and ethos which show credibility. On the other hand, Donald Trump combined declarative and imperative modes to build pathos. Moreover, Fanani et al. (2020) maintained that the use of declarative type to deliver his arguments indicates the fact that he tries to be closer to his audience without any idle talk.

Rong (2021) in her article “*An Analysis on Stylistic Features of Donald Trump’s Speech*” analyzed the three selected speeches of Donald Trump i.e. Inaugural Speech, Congressional Speech and Davos Speech using the framework of modern general stylistics through examining three levels: linguistic description, textual analysis and contextual analysis. Linguistic description consists of lexis and syntactic analysis. Concerning lexis, the researcher found that Trump used a wide range of abstract nouns which is considered as a recognizable stylistic feature in public speeches. Also, she examined the frequency of personal pronouns, in which the findings show that Donald Trump used the first personal pronoun in plural form “we” more than the singular personal pronoun “I” which indicates unity with people and which also shortens the gap between the speaker and the audience. Concerning the syntactic analysis, she explored that Trump tends to use simple sentences and declarative ones throughout his speeches in order to be more informative. This kind of sentences is usually used in public speeches to persuade, appeal or inform. Besides, the researcher examined the textual analysis of the text of the three speeches, in which she found

that Trump followed topical division, problem- solution division and chronologically division in the body analysis, whereas in the conclusion Trump created a crescendo to close his speeches. Eventually, the researcher examined the contextual analysis through taking into consideration tenor and mode, in which she noted that the language that is used by the former president in his speeches varies from one situation to another but it is well structured and formal.

According to the above studies, we have noticed that all the researchers seek to explore, investigate and examine the rhetoric of the 45th president of the United States Donald Trump from different angles using different frameworks. However, the findings and the aims of the previous studies share some common points that needed to be revealed and discussed. To start with the rhetorical appeals which are considered as the core of the current analysis framework, we notice that a recognizable range of studies is devoted to explore the three Aristotelian appeals in Trump's speeches. According to the studies of Ross and Rivers (2020), Widyawardani (2016), Hendriks (2018), and Helgadóttir (2018) the findings show that Donald Trump's speeches are characterized by the dominance of the emotional appeal (pathos) compared with the other appeals (ethos and logos). These common findings indicate that Trump generally approaches his audience through evoking their emotions which contributes heavily on reaching and convincing them.

Other researchers oriented their analysis towards examining the stylistic features of Trump's speeches by taking into consideration vocabulary, syntax, style, figures of speech ...etc. According to the studies of Holland and Fermor (2017), Savoy (2018), Rong (2021) Haoming (2019), and Fanani et al. (2020), the findings show that Trump uses declarative and simple sentences to deliver his arguments. Besides, the researchers' findings show that Trump's speeches are characterized by repetition to emphasize on the important matters, informality, simplicity and clarity.

Finally, Abbas (2019) and Helgadóttir (2018) explore that Trump makes use of hyperbole in his speeches more than any other rhetorical devices.

As a conclusion to all what have been mentioned before, we can maintain that all the researchers agree that Donald Trump's style and rhetoric are unique and different from the former American presidents. According to the researchers, Trump's way of speaking and his language could be influenced by his carrier as a celebrity which makes him different from other politicians. Besides, the simplicity of Donald Trump's language indicates his spontaneity while talking since most of the time he expresses what he thinks directly without

any idle talk. This fact makes Donald Trump a recognizable figure in the American presidential oratory.

According to the previous studies which are conducted on analyzing Donald Trump's speeches, we have noticed that many researchers' analyses were based whether on the rhetorical strategies or on the surface structure, whereas other researchers limited their rhetorical analysis only to the descriptions of the stylistic features. We have also noticed that a very few rhetorical analyses have been conducted in analyzing Trump's speeches in general and using Jolliffe's rhetorical framework in particular. Hence, the current study will contribute in filling this gap by analyzing Donald Trump's Acceptance Speech at 2020 Republican National Convention from a rhetorical perspective, based on Jolliffe's Rhetorical Framework (2009), through identifying the rhetorical situation, rhetorical appeals (logos, ethos, and pathos) as well as the surface features of his speech.

Chapter Two: Methods, Analysis and Discussion of the Findings

This chapter is divided into three main sections. The first section introduces the research methodology that is used to analyze the target speech, the procedure of data analysis and the description of the selected corpus. The second section is mainly devoted to the analysis of the different rhetorical aspects of the targeted speech following Jolliffe's Rhetorical Framework (2009). Finally, the third section is dedicated to the discussion of the findings, conclusions of the study, limitations and suggestions for further research.

Section One: Research Methods and Study Design

This section represents the research methodology and the research design that have been opted for in the present study. It highlights the types of the research design and methods, explains the data analysis procedure and describes the selected corpus of study.

1.1. Research Design

The aim of the present research is to analyze Donald Trump's Acceptance Speech at 2020 Republican National Convention from a rhetorical perspective based on the adopted Jolliffe's Rhetorical Framework (2009). We believe that the most suitable research design for the current study is descriptive based on a mixed method, which combines both qualitative and quantitative approaches, in order to come up with more reliable and authentic results. The qualitative method is used for the analysis of the rhetorical situation, the appeals and the surface features, whereas the quantitative method is used to quantify the repeated words, pronouns and expressions that are used along out the speech.

1.2. Data Analysis Procedure

The analysis procedure of the current speech is based on Jolliffe's framework (2009). As mentioned earlier, we have opted for Jolliffe's Rhetorical Framework (2009) as it most suitably serves our aim. Therefore, the first phase of the analysis concerns analyzing the rhetorical situation of Trump's acceptance speech, which involves identifying the three major aspects *i.e.* the exigence, the audience and the purpose. The goal is to understand the circumstances that motivate the former American president to deliver the speech. The second phase of the analysis concerns the exploration of the three rhetorical appeals (logos, ethos, and pathos) that are employed by the orator and how they are used as a means of persuasion. Eventually, we are going to describe the surface features of the speech by highlighting the diction, syntax, imagery and the figurative language that is used by the presidential candidate.

1.3. The Corpus of the Study

Throughout our study and exposure to different American politicians' speeches, we have always been attracted by Donald Trump's speeches, and this is probably due to his unique way of speaking compared with other politicians, in addition to the dialectical issues that his language creates in the field of the analytical studies. Therefore, we have decided to analyze one of his recent speeches as a presidential candidate. To our best of luck, there are no previous researchers who attempted to analyze the current speech. Therefore, we seized this opportunity in order to be the first ones who attempt to analyze it from a rhetorical perspective.

The current corpus is entitled "Donald Trump's Acceptance Speech at 2020 Republican National Convention". This speech is a political discourse in which its main objective is to convince the targeted audience to re-elect the presidential nominee. The selected acceptance speech was delivered on August 27th, 2020 at the White House, Washington, D.C. The speech lasted seventy (70) minutes, and its transcript which is retrieved from the official American presidency project website consists of 20 pages, approximately 7000 words. The main purpose of the speaker was to persuade the American people to vote for him in the 2020 elections, because for him it is the most important election in the history of the United States of America, in which the results will determine whether USA will continue on the right path or take another different one.

However, it is of high importance to mention the fact that by comparing the selected speech with the original video on YouTube, we found some slight mistakes and errors in the transcript that was retrieved from <https://www.presidency.ucsb.edu/documents/address-accepting-the-republican-presidential-nomination-4>. For example, in the page 18, line 519, in the transcript it was written "*we have steel in our spines*", whereas in the original video it is "*Americans have steel in their spines*". As a result, we have proceeded to a systematic correction of the script after having listened to the video recording.

Section Two: Analysis of the Speech

In the present section, the main focus is on the analysis of Donald Trump's acceptance speech following Jolliffe's analytical framework (2009). Thus, we have attempted to identify the schemata of the speech, analyze the rhetorical situation that surrounded the speech, explore the three rhetorical appeals *i.e.* logos, ethos and pathos and describe the rhetorical and

the linguistics features of the targeted speech *i.e.* diction, syntax imagery and figures of speech.

2.1. Outline of the Speech

Before we get to the analysis of the speech, it is necessary to first identify the schemata of our corpus and highlight the different subjects that Donald Trump held in his speech. Therefore, it is important to mention that the selected speech is divided in terms of themes rather than paragraphs as a result of the numerous outlines that Donald Trump had developed along the speech in addition to the lack of constancy and coherence which does not help in the division into paragraphs. Accordingly, we have attempted to identify all the themes dealt with by the republican presidential candidate throughout the discourse. The former president of the United States of America, Donald Trump discussed several concerns in his acceptance speech such as political issues, historical facts, functional matters, military defense, medical and health issues, economic and financial framework, security measurement and educational system. Each of these subjects is discussed in details in the upcoming paragraphs.

Donald Trump delivered this speech at the occasion of accepting the presidential nomination for 2020 elections. In the opening part of the speech, Donald Trump made an introduction in which: (1) he expressed his gratitude towards the American people. (2) He showed his honor for the progress that he had realized for his country. (3) He presented his empathy towards the people who suffered from the Hurricane Laura. (4) He finished by announcing his acceptance for the nomination for president of the United States of America.

2.1.1. Political Field

Concerning the political side in general, the former president Donald Trump has talked about the prosperous achievements that he can realize in the upcoming four years. In fact, Donald Trump devoted a significant part of his speech to talk about the political matters, in which he promised his people to build a great economy, ensure labor saving, and protect the country from any possible threat. Besides, he reminded his audience about the importance of the 2020 elections as they were supposed to determine the destiny of the American dream, and claimed that Joe Biden would destroy the country if he got elected. Therefore, in order to reinforce his arguments, Donald Trump cited different misleading facts about Joe Biden through which he blamed him for the loss of jobs and for different problems that led to the decrease of the US economy. On the other hand, Trump attacked the whole Democratic Party and blamed them for the high rate of taxes that they imposed to all the American families, and

promised to cut the taxes and to make an end to fiscal oppression. As a solution to all the problems and the troubles, he suggested several suggestions that would save the American economy and bring prosperity to the country.

2.1.2. Historical Facts

In the current speech, Donald Trump demonstrated a great interest in some historical events that were witnessed by the USA in general and the White House in particular. Honored and thankful to be a part of the “*most beautiful home*”, Donald Trump seized the opportunity to honor the figures that took part in the White House like “*Teddy Roosevelt*” and “*Andrew Jackson*”. He also resuscitated the life of the US ancestors and highlighted the huge efforts they made to keep their union, found a great country and develop it. He named legends like “*Wyatt Earp*”, “*Annie Oakley*” and others, those who offered America the brightest future and paved the way to great generations.

2.1.3. Functional Matters

The former president talked about the functional issues that several workers had encountered during the period in which Joe Biden was a vice president. In fact, he affirmed publically that Biden worked to demolish jobs and prevent hundreds of citizens from working. Then, he ultimately made sure that he would create millions of high paying jobs and rehire all those who lost their jobs, showing respect to them and promising them to establish justice and fair.

2.1.4. Military Defense

It was of high importance for Donald Trump to bring military issues into the content of his speech since it has been a matter of several years. The speaker made a clear vision on the Middle East which was in a total chaotic situation. The former president talked about Afghanistan’s war and the efforts that he has done to kill the most famous terrorist “*Abu Bakr al-Baghdadi*” and “*Qassim Suleimani*”. He also declared that he kept America from new wars and ordered to bring the American troops home. Additionally, Donald Trump referred to his Middle East’s project about recognizing Israel’s true capital and moving the American embassy to Jerusalem, which he has practically realized. As a caring president, he claimed that he had worked to develop the American military and spent much money for the sake of rebuilding the whole institution to achieve well-developed forces and to preserve America’s safety.

2.1.5. Medical and Health Scope

In the selected speech, we can find that Donald Trump talked about the coronavirus pandemic; he asserted to his audience that USA has the capacity to face this nightmare no matter what the challenges are. He assured that lifesaving therapies have been delivered and a vaccine would be produced as soon as possible. In his speech, he fully held China accountable for the tragedy that hit the world and caused a terrible loss. Subsequently, Trump cited major precautions that have been adopted to decrease death rate and reduce the incidence of the disease as he claimed in the following statement:

“We shipped hundreds of millions of masks, gloves and gowns to our frontline health care workers to protect our nation’s seniors. We rushed supplies, testing kits and personnel to nursing homes. We gave everything you can possibly give, and we’re still giving it because we are taking care of our senior citizens. [applause]” (p.9, line. 235-238).

Moreover, the former presidential candidate claimed that in a short period they were able to manage the situation by building new hospitals to treat the people who were infected by Covid-19. Also, he claimed that they realized an advanced testing system with effective treatments including *“convalescent plasma”*. As a result of these great efforts, Trump declared that the United States of America has the lowest case of death rates compared with other countries. Trump assumed amply his actions and defended the travel ban that he imposed on China to prevent the virus from entering the country. Besides, he emphasized heavily on the vaccine that would be developed in sooner times and declared that USA invented three different vaccines which were in the final stage of trials.

2.1.6- Economic and Financial Frameworks

In the field of industry, Trump chose to start by talking about the *Keystone XL* and *Dakota Access* pipelines project, which he approved during his presidency. According to him, this project has brought energy independence for the country and enabled USA to save a large amount of money. Trump also stressed on his attempt, during three years, to build a stronger economy and on his effort to bring an end to the partnership with China by clearing USA from foreign companies and creating jobs for the American people. He also claimed having made an end to the NAFTA agreement and signing a new one, which is the Mexico-US-Canada agreement, in addition to the largest package of financial relief, which USA had witnessed under his presidency. On the last point, Donald Trump affirmed: *“That’s one of the reasons we’re advancing so rapidly with our economy. [applause] Great job. As a result, we*

have seen the smallest economic contraction of any nation, and we are recovering at a much faster rate than anybody.” (p. 9-10, line.258-260).

Furthermore, Trump severely criticized his electoral rival, Joe Biden, by accusing him of destroying the production of the American oil, coal, shale and natural gas, thus affecting several states and jeopardizing their economy. He overtly portrayed his opponent Joe Biden as a “Trojan horse for socialism” (p.13, line.348) who would never protect the country. Eventually, Trump declared his willingness to lead America to become the manufacturing superpower of the world and to expand opportunity zones.

2.1.7. Security Measurement

Throughout the 2020 National Republican Convention, Donald Trump devoted a part of his speech to talk about the different matters and issues related to security and police offices. He claimed that during his four years of presidency, his government fought harshly asylum fraud, human traffickers, deported gangs and criminals. He illustrated his claims by mentioning the border wall that he built to insure the safety of the country, and charged Biden who according to Trump, supports criminals and threatens national security by releasing 400,000 criminals into the streets. He even stated that, law enforcement would decrease and every city would fall into chaos if his rival won the elections. Moreover, Trump declared that the Republican Party would always condemn violence and hold the democrats accountable of the injustice and the insecurity that reigns the democratic cities. Thus, he made a promise to build strong borders, fight terrorists and criminals, keep America away from wars, keep the country safe and provide a peaceful life for Americans.

2.1.8. Educational System

Donald Trump brought into content the subject of schools on which he made a brief passage, and declared that Biden opposed school choice and would close charter schools where Black and Hispanic children have the opportunity to instruct themselves. Trump promised to expand those charter schools, for the sake of the American families, and provide those choices that Joe Biden wanted to demolish. Afterwards, Trump seized the opportunity to salute the American teachers by expressing an extremely huge respect and sending them his best wishes.

2.2. The Analysis of the Rhetorical Situation of the Speech

As the aim of the current research is to analyze Donald Trump's acceptance speech from a rhetorical perspective based on Jolliffe's Rhetorical Framework (2009), we have attempted to analyze the rhetorical situation of the speech which is considered as the first component of Jolliffe's framework. It consists of three main aspects, which are exigence, audience and purpose.

2.2.1. Exigence

The first step in the analysis of the rhetorical situation is to examine the exigence of the targeted speech. In the present case, the exigence is mainly oriented towards the description of the occasion of speech delivery, the reasons and the issues that pushed the speaker to deliver this speech and talk about the aforementioned identified themes. Concerning the occasion, it is mainly based on the description of the discourse's type and the circumstances in which the speech was delivered such as time and place. Concerning the reasons, they refer to what constraints the rhetor to speak or write, whereas for the issues, they are concerned with the different obstacles or problems that require an urgent necessity to talk about and to take an immediate action.

The current discourse, called the acceptance speech, was delivered during the 2020 Republican National Convention at the White House, Washington, D.C. According to Valley (1974) acceptance speeches are considered as a part of American tradition in which every four years each political party selects its nominee who is then required to deliver an address to announce his acceptance for the presidential nomination, during a party's National Convention. Genovese (2010) adds, "*Acceptance addresses continue the convention's theme, reflect the broad context of the party, and shift the focus from the party to the candidates, placing them as the primary agent of political action*"(p.1).

As far as our study is concerned, Donald Trump as a candidate for the US presidential elections took the perspective to convey the acceptance speech, during the 2020's Republican National Convention on August 27th as a response to the republican presidential nomination for 2020 elections. The main reason was to convince the American people to re-elect him for a second mandate. Accordingly, the speaker had other related motives for delivering the speech like showing his merits and the reasons why he deserved to be re-elected, and showing the weaknesses of his rival and why should not be elected. At this occasion, *i.e.* 2020 Republican National Convention, the republican candidate delivered a speech in which he

concerned himself with current events, crises or issues, and events about to happen, for which something needs be done.

Consequently, and based on the intra textual context of the speech, we can identify a set of topics and issues which the former American presidential candidate dealt with. The first and foremost is the issue of the century, which is coronavirus pandemic for which the presidential candidate devoted a relevant part of his speech. The second issue concerns his attitude towards his political rival. In fact, Donald Trump expressed negative view about Joe Biden and the Democratic Party and drew a negative portrait about them by describing them as the destroyers of the American prosperity and the American dream. The third issue concerns his conviction about being the right candidate to be elected and that holding power by the Republican Party is an absolute necessity in order to maintain prosperity and prevent any damage. In fact, Donald Trump attempted to defend his presidential mandate by claiming that during his presidency, the United States of America has witnessed a huge success and a remarkable progress compared with the previous years, hence it is necessary for him to carry on the same path and guarantee a better future with a biggest prosperity. As far, Trump has attempted to dissuade his audience from voting on his opponent Joe Biden, and this by enumerating a set of shortcomings and misbehaviors that he committed such as sealing America's jobs and supporting China in the middle of a pandemic that they caused.

In sum, the former president Donald Trump had several reasons that pushed him to deliver his acceptance speech and fight to win the elections.

a. Exigence of the Political Theme

The analysis of the speech has revealed a set of reasons that motivated Trump to deal with political themes mentioned so far and to take the perspective to accept the nomination for 2020 presidency. Among those reasons, is his belief about the way political situation that is supposed to evolve if Joe Biden takes the lead. The speaker has mentioned the supposedly negative decisions that Biden had made towards his country and expressed his total distrust towards the Democratic Party and its nominee. For instance, the former president claimed that Joe Biden had literally worked to take American jobs and send them to several countries, in addition to many other actions that caused uncountable damages. Trump has also attempted to justify his acceptance to be a candidate for a second mandate by the supposed betrayal of his democratic opponent and by his fear to see all the efforts he had made for the wellbeing of the nation falling by because of the Democratic Party's electoral victory.

b. Exigence of the Historical Theme

To honor the American ancestors and the remarkable figures that America has witnessed, Trump made a significant claim about the history of the United States of America. In fact, the achievements and the prosperity that their ancestors had achieved pushed Trump to hold tight on the elections in order to preserve the extraordinary success that those brave Americans had realized and treasure their memory for centuries. Again, and by all accounts, according to Donald Trump, Joe Biden would demolish the entire legacy that America has preserved for centuries. This reason made the former president get bold action to protect America.

c. Exigence of the Functional Theme

According to the suffering and humiliating situation of the American workers under Joe Biden's functions, Donald Trump took a perspective to talk about the American jobs and what should be done to in order to give their jobs back.

d. Exigence of the Military Defense Theme

Based on the successful achievements that had been realized by the American military defense, Donald Trump seized the opportunity to praise his efforts in supporting and developing the military defense. He talked about the efforts done to solve the chaotic situation in the Middle East by killing the most famous terrorists in the world, in addition to bringing the American troops home from the Afghanistan war.

e. Exigence of the Health and Medical Theme

Obviously, Donald Trump did not talk about such issues in vain or accidentally. Instead, it is the current situation of his country which is threatened by the pandemic and the fear of people that actually pushed him to talk about US health care, the efforts made by his administration and the vaccines that were going to be produced. The objective was to assure his audience that everything was under control and to invite to crush the virus together.

f. Exigence of the Economic and Financial Theme

Donald Trump talked about the economic and the financial field as a response to the failed agreements and projects that had been enacted during the period when Joe Biden was a vice president, and which led to the decreasing of employment rate. Accordingly, Trump explained how he managed the situation by enacting new agreements and by creating millions of jobs to save the American economy from collapsing.

g. Exigence of the Security Measurement Theme

The chaos and the insecurity that dominate some American cities, particularly the ones managed by the democratic party, in addition to the loss of some recognizable figures among the American police officers, like detective Familia, obliged Trump to talk about security matters. He, in fact, expressed his readiness to help the democratscope with the chaotic situations and establish security in their cities.

h. Exigence of the Educational Theme

The oppression and the injustice that the Hispanic and Black communities had suffered from during the rule of the democrats incited Trump to speak about the educational rights. He promised those communities to keep charter schools and provide school choice.

As a conclusion to the aforementioned reasons and sub-motives, we can notice that they all contribute and support the same purpose, which is to win the 2020 elections.

2.2.2. Audience

The Republican presidential candidate Donald Trump addressed his speech to both immediate and mediated audience. Concerning the immediate audience, it refers to the people who were present at the convention, whereas for the mediated audience, it refers to the people who were not present at the convention, and who are supposed to receive the speech in a different time and place.

The presidential candidate initially started to address his immediate audience when he said: *“Friends, delegates and distinguished guests”* (p.1, line. 2). He started to address his words and acknowledgments to his wife Melania Trump: *“I want to thank our magnificent First Lady.”* (p.1, line. 16-17), and to his daughter Ivanka when he said *“I also want to thank my amazing daughter, Ivanka, for that introduction”* (p.1, line.18), to all his children and grandchildren and to his dead brother Robert: *“Thank you. We love you, Robert. [applause]”*(p.1, line.22). Moreover, he expressed his appreciation for the vice president Mike Pence and his wife Karen Pence. Looking for a response to the already identified exigencies, Trump addressed specifically his fellow Americans and attempted to persuade them to give him a chance to become president again and make them aware of the risks that Joe Biden may bring to the American nation. In his speech, we can notice that Trump addressed different immediate audiences from different backgrounds. He addressed the medical corps by magnifying them for their great efforts and their brave sprites to save the American people in which he said: *“we are grateful to be joined tonight by several of our*

incredible nurses and first responders. Please stand and accept our profound thanks and gratitude [applause]” (p.8, line.223-224), also to the border agents: *“we are joined this evening by members of the Border Patrol union, representing our country’s courageous border agents. Thank you very much for being here. Thank you, brave, brave people.[applause and chanting “USA”]*” (p.6, line.144-146), to the police officer Rudy Giuliani: *“Thank you, Rudy”*(p.13, line. 370), to David Dorn’s wife and family: *“We’re honored to be joined tonight by his wonderful wife Ann and beloved family members Brian and Kielen. To each of you, we will never forget the heroic legacy of Captain David Dorn. Thank you very much for being here. Thank you [applause]”* (p.15, line.418-420), and to Detective Familia’s children: *“Detective Familia’s three children are with us this evening. Genesis, Peter, Delilah, we are so grateful to have you here tonight. Thank you very much for coming. Thank you very much. Thank you very much.[applause]”* (p.14, line.378-379). However, In addition to the local audience, Donald Trump addressed explicitly the Democratic Party and his opponent Joe Biden and this was shown in page 15: *“it’s too late, Joe”*(p.15, line.410). Thus, we can assume that Donald Trump tried to convince his opponent to give up on the elections and claimed that his agenda would not bring any good for USA. Besides, he also addressed Tim Scott: *“Thank you Tim Scott”* (p.17, line.471). We can also notice that the former presidential candidate went abroad by addressing other nations like Israel and U.A.E in which he said *“thank you to UAE. Thank you to Israel [applause]”* (p.7, line.188). Besides, he spread his talk to the whole world to make them know that USA will always live in prosperity and will always stand on the top of greatness.

2.2.3. Purpose

As our sample demonstrates and as far as our understanding goes, we can maintain that the major objective behind the delivery of the acceptance speech by Donald Trump is to urge his audience to take the right decision and over think of what would be the best for USA. In other words, Donald Trump aimed to persuade the American people to re-elect him for the second time as a president of the United States of America. A set of secondary goals can be identified in relation and in application of the primary one. The first secondary goal concerns showing his merits and why he deserves to be re-elected by mentioning his different realizations and projects. The second secondary goal concerns expressing sympathy for winning that of his co-citizens through a number of messages like, seizing the opportunity to thank the American nation and institutions that worked for the brightest prosperity of USA, whether the security office or the medical corps who faced with courage the corona virus

disease. Furthermore, he delivered his speech to send his support to the cities that have been severely damaged by the Hurricane Laura. Besides, he took the perspective in order to hold China accountable for the tragedy that hit the world and cost many people's lives. The third secondary goal concerns denigrating his rival, the democratic candidate, and dissuading the Americans from voting for him. Accordingly, Trump attacked his opponent in order to shake the norms of the Democratic Party and destabilize the electoral elections of Joe Biden.

2.3. The Analysis of the Rhetorical Appeals

In this part, we have attempted to analyze the different rhetorical strategies that Donald Trump used in his speech in order to persuade his audience and reach his objective. Therefore, we have attempted to identify the three rhetorical appeals (logos, pathos, and ethos), and how they are used in the speech.

2.3.1. Logos

Throughout the speech, Donald Trump has used some logical arguments and systematic reasoning to convince his audience. In fact, we can find logos in relation to all and each of the different subjects (themes) that the former president dealt with in his speech. The following passages are examples of Trump's use of logos.

Example (01): *“This has been the home of larger-than-life figures like Teddy Roosevelt and Andrew Jackson, who rallied Americans to bold visions of a bigger and brighter future.*

Within these walls lived tenacious generals like President Grant and Eisenhower, who led our soldiers in the cause of freedom. From these grounds, Thomas Jefferson sent Lewis and Clark to chart our continent.

In the depths of a bloody Civil War, President Abraham Lincoln looked out these very windows upon a half-completed Washington Monument and asked God and his Providence to save our nation.

Two weeks after Pearl Harbor, Franklin Delano Roosevelt welcomed Winston Churchill, and just inside, they set our people on course to victory in the Second World War.” (p.2, line.45-54)

Example (02): *“Our American ancestors sailed across the perilous ocean to build a new life on a new continent. They braved the freezing winters, crossed the raging rivers, scaled the rocky peaks, trekked the dangerous forests, and worked from dawn till dusk. These pioneers didn't have money. They didn't have fame. But they had each other. They love their families, they love their country, and they love their God.*

When opportunity beckoned-- [applause] -- they picked up their bibles, packed up their belongings, climbed into their covered wagons, and set out West for the next adventure.” (p.19, line. 525-531)

In example (01), Trump has attempted to revive the memory of the main figures that got through the White House; thus, it is considered as a part of history that shaped the long ride of USA. Therefore, we can notice Donald Trump's usage of logos through the mention of historical facts. As long as history is real and true, Trump made use of this strategy as a means of persuasion which appeals to reason and logic.

In example (02), we can find another historical fact that Trump mentioned in order to remind the audience about the flow of majestic events that the American ancestors had got through in order to build a great country, and to portray the greatness of the American nation.

Example (03): *“Unlike many presidents before me, I kept my promise, recognized Israel’s true capital and moved our Embassy to Jerusalem [applause]*

But not only did we talk about it as a future site; we got it built. Rather than spending \$1 billion on a new building as planned, we took an already owned, existing building in a better location. Real estate deal, right? [laughter and applause]

And opened it at a cost of less than \$500,000[applause]” (p.7, line.179-184).

Example (04): *“In addition, we obliterated 100 percent of the ISIS caliphate and killed its founder and leader, Abu Bakr al-Baghdadi.*

Then, in a separate operation, we eliminated the world’s No. 1 terrorist by far, Qassim Suleimani” (p.7, line.189- 192).

In example (03), we can notice that Trump appealed for logos by talking about a political historical fact which is recognizing Israel's true capital and moving the American embassy to Jerusalem. Through this example, Donald Trump has revealed the political realization that no former president could achieve before. Besides, in this example the former president talked about the amount of money that he could save by settling the embassy in an already constructed building instead of constructing a new one. This act showed to the Americans that Trump could be the one who can save America's economy and prevent all risks of threat. Thus, one can notice that the speaker tried to convince his audience that it was the right action to take in order to serve the American interest.

In example (04), Donald Trump continued his attempt to provide logical arguments about his sound policy and governance by referring to security matters. In fact, he mentioned his interventions that he operated in order to fight terrorism and eliminate its mostly known leaders “*Qassim Souleimani*” and “*Abu Bakr al-Baghdadi*”. Trump provided those military

details in order to emphasize on the fact that he is the one who can preserve the safety of the country and even that of the whole world as those terrorists are supposed to constitute a threat for every country in the world. In fact, the former presidential candidate has evoked these matters because of the terrible tragedy that the American nation had witnessed on September 11th, 2001 and the phobia of terrorism that most of the Americans suffer from. So that, Trump confidently assured his people that he is always ready to fight terrorists and keep America safe.

Example (05): *“Joe Biden is not a savior of America’s soul. He is the destroyer of America’s jobs, and if given the chance, he will be the destroyer of American greatness”* (p.4, line. 92-93).

In example (05), as we can see, Trump used that statement to express an enthymeme and thus appeal for logos. According to the enthymeme that we can identify in this example, Trump has made a supposition *“if given the chance”* and designed its consequence which is *“he will be the destroyer of America’s greatness”*. Therefore, Donald Trump used in the example one probable premise and one possible conclusion. This fact awakens people’s reasonable thinking (or logical reasoning), in which the former president took the chance to convince the audience to take an action.

Example (06): *“They said that it would be impossible to terminate and replace NAFTA, but again they were wrong. Earlier this year, I ended the NAFTA nightmare and signed the brand-new Mexico-U.S.-Canada agreement into law.*

And right now, auto companies and others are building their plants and factories in America, not firing their employees, and not deserting us for other countries. [applause]”(p.5, line. 128- 132).

In example (06), Donald Trump talked about an economic realization which shows the effort that he has spent to replace NAFTA agreement by another useful and powerful one which is Mexico-US-Canada that will better serve the American economy. Accordingly, the former republican presidential candidate appealed for logos through emphasizing on the fact that he brought beneficial agreements for the American economy which led to the construction of factories and the creation of millions of jobs.

Example (07): *“China would own our country if Joe Biden got elected. Unlike Biden, I will hold them fully accountable for the tragedy that they caused, all over the world, they caused”* (p.8, line. 218-219).

As far as the previous examples, we can also notice in this one Trump’s use of logos. In the first expression *“China would own our country if Joe Biden got elected”*, he expressed an

enthymeme by creating a premise which is “*if Joe Biden got elected*” which leads to a conclusion which is “*China would own our country*”. In addition, to support his view, Trump compared between himself and Joe Biden concerning their reactions towards China, in which Donald Trump publicly confessed that China is the only responsible for this pandemic unlike his rival who still supports them even the tragedy they caused to the American nation and to the whole world.

Example (08): “*Biden voted for the NAFTA disaster, the single-worst trade deal ever enacted. He supported China's entry into the World Trade Organization, one of the greatest economic disasters of all time*” (p.8, line.201-204).

Example (09): “*After those Biden calamities the United States lost one in four manufacturing jobs. We laid off workers in Michigan, Ohio, New Hampshire, Pennsylvania, and many other states. They didn't want to hear Biden's hollow words of empathy. They wanted their jobs back*” (p.8, line. 205-207).

Example (10): “*He backed the horrendous South Korea trade deal, which took many jobs from our country, and which I've reversed and made a great deal for our country. He repeatedly supported mass amnesty for illegal immigrants. He voted for the Iraq War. He opposed the mission to take out Osama Bin Laden. He opposed killing Souleimani. He oversaw the rise of ISIS and cheered the rise of China as a positive development for America and the world. Some positive development. That's why China supports Joe Biden and desperately wants him to win. I can tell you that, upon very good information.*” (p.8, line. 211-217).

In the above three examples, we can find a set of political facts that Donald Trump provided against Joe Biden. The presidential republican nominee tried to show to his audience that the democratic nominee had never worked for the wellbeing of the American nation. Thus, he appealed for logos by persuading his audience about the necessity to respond to his call and vote for him. At the end of the tenth (10) example, Donald Trump said “*I can tell you that, upon very good information.*” which shows the extent of his certitude of what he said. By this saying, Donald Trump wants to convince his audience that what he said is not just a matter of talking but they are real facts that the American people should consider before taking any action.

Example (11): “*The Army Corps of Engineers built field hospitals, and the Navy deployed our great hospital ships. We developed from scratch the largest and most advanced testing system anywhere in the world.*”

America has tested more than every country in Europe put together and more than every nation in the Western Hemisphere combined. Think of that” (p.9, line.239-243).

In example (11), we can maintain that Donald Trump resorted to logos by citing different medical facts and statistical data. We can see in this extract that Trump emphasized the strength of the medical corps by citing different achievements that can fix the terrible situation that the USA went through.

Example (12): *“If we had listened to Joe, hundreds of thousands more Americans would have died.” (p.10, line.266).*

In the example (12), we can notice that Trump used a logical supposition based on previous actions taken by Joe Biden in order to appeal for logos. The former president attempted to demonstrate what would happen to the American people if they took into consideration Biden’s assignments. Therefore, we can assume that Donald Trump used this statement as a probable assumption of the American future if they had taken into account Biden’s solutions.

2.3.2. Ethos

The ethical appeal tends to show a person’s virtuous character, good will, and credibility through the different expressions that he/ she utters. In Donald Trump’s speech, we can distinguish multiple examples that show ethos with its three features. The former president expressed ethos to show his personality and his values, this can be noticed in what follows:

Example (01): *“Thank you very much. Thank you very much. Thank you. [applause]*

Thank you very much. Friends, delegates and distinguished guests, please. I stand before you tonight honored by your support, proud of the extraordinary progress we have made together over the last four incredible years and brimming with confidence in the bright future we will build for America over the next four years.[applause]” (p.1, line.1-5).

In the introductory part of the speech, Donald Trump chose to start with thanking his audience as a response to their encouragements; this shows how much Donald Trump appreciated the encouragements of the American people, and this by his use of the strategies of appraisal, gratitude and recognition for the sake of winning respect and sympathy.

Example (02): *“And I say very modestly that I have done more for the African-American community than any president since Abraham Lincoln, our first Republican president. [applause].”* (p.7, line.170-171).

In this example, Donald Trump appealed for ethos by showing his virtuous character. In fact, the expression *“I say very modestly”* allowed Trump to make his audience not think of him as an arrogant person rather he wanted to show his humble personality.

Example (03): *“Four years ago, I ran for president because I cannot watch this betrayal of our country any longer. I could not sit by -- [applause] -- as career politicians let other countries take advantage of us on trade, borders, foreign policy and national defense.”* (p.4, line.100-102).

Example (04): *“From the moment I left my former life behind -- and it was a good life -- [laughter] -- I have done nothing but fight for you.”* (p.4, line.109-110).

Example (05): *“You have seen that. They are angry at me because instead of putting them first, I very simply said, “America first.””* (p.5, line.114-115).

In the examples above, we can notice that the former president applied ethos in order to give a good image of his virtuous character. As a loving person for his country, he chose to sacrifice his former life which was harmonious and blessing to save his country and prevent people from all harm. For the moment he expressed his ethical character, Trump was trying to arise people’s spirit of solidarity and make them believe in him and in the brightest future that he will bring for America. The fact of providing a good image on oneself can help the speaker gain a remarkable place among people and society as a whole. For that, Trump took the opportunity to whitewash his image and take the role of the great person who cares for each state in the country.

Example (06): *“When I learned that the Tennessee Valley Authority laid off hundreds of American workers and forced them to train their lower-paid foreign replacements, I promptly removed the chairman of the board, and now those talented American workers have been rehired and are back providing power to Georgia, Alabama, Tennessee, Kentucky, Mississippi, North Carolina and Virginia. [applause]”* (p.6, line.148-152).

Example (07): *“Last month, I took on big pharma. You think that’s easy? It’s not. And signed orders that would massively lower the cost of your prescription drugs and give critically ill patients access to lifesaving cures.”* (p.6, line.156-158).

Donald Trump also appealed for ethos by trying to convince his audience about his credibility and his ability to take the right decisions that would solve the country’s problems.

By his claiming so, Trump attempted to make emphasis on the fact that he is the right person to make considerable decisions and bring the suitable solutions. As demonstrated in the example (06), the former president claimed to have faced the issues that the workers of Tennessee Valley have endured, as a consequence he did not hesitate to remove the chairman and bring back workers' rights. This shows his ethical virtues which opposed any kind of oppression or injustice.

Example (08): *"In a new term as president, we will again build the greatest economy in history, quickly returning to full employment, soaring incomes and record prosperity. [applause]*

We will defend America against all threats and protect America against all dangers." (p.2, line. 34-36).

In this example, Donald Trump appealed for ethos by showing his good will and demonstrating his good intentions and willingness to make America stronger and safe.

2.3.3. Pathos

As a component of the Aristotelian theory, pathos is also considered as an important aspect that a speaker can make use of in order to strengthen the process of persuasion. Throughout the speech, Donald Trump used several strategies to reveal the audience's emotions and convince them through provoking their feelings. We can notice that Trump in his emotional expressions has attempted to reveal different emotions in his audience such as anger, hope, fear, hatred...etc. In the following examples, we can find Trump's appealing for pathos.

a. Pride

Example (01): *"Because we understand that America is not a land cloaked in darkness. America is the torch that enlightens the entire world. [applause]"*

Gathered here at our beautiful and majestic White House, known all over the world as the people's house, we cannot help but marvel at the miracle that is our great American story." (p.2, line.41-44).

Example (02): *"What united generations past was an unshakable confidence in America's destiny and an unbreakable faith in the American people. They knew that our country is blessed by God and has a special purpose in this world."* (p.3, line.60-62).

In example (01) and (02), Donald Trump like many other American presidents, sees America as an exceptional nation. Similarly to Bush who said that America is the beacon of the world, Trump also considers America as the torch of the world. Accordingly, Trump

appealed for pathos through describing the glorifying faith of the American nation. Thus, in these two examples Trump attempted to arise pride and superiority in the hearts of his audience and make them feel blessed to take part from the greatest country.

b. Confidence

Example (03): *“In recent months, our nation and the entire planet has been struck by a new and powerful invisible enemy. Like those brave Americans before us, we are meeting this challenge. We are delivering lifesaving therapies and will produce a vaccine before the end of the year, or maybe even sooner. [applause]”*

We will defeat the virus and the pandemic and emerge stronger than ever before. [applause]” (p.3, line.55-59).

In this example, we can notice that Trump tried to evoke another sort of emotion to convince his audience that he can manage any kind of situation. Trump in this passage, reminded the audience that for America nothing is impossible. Accordingly, he attempted to raise a sense of confidence in the spirits of his audience, and this by telling them that even the worst situation of the last century (Covid-19) would not bring any harm to the country.

c. Fear

Example (04): *“This towering American spirit has prevailed over every challenge and has lifted us to the summit of human endeavor. And yet despite all of our greatness as a nation, everything we have achieved is now in danger.”(p.3, line.66-68).*

Example (05): *“Instead of following the science, Joe Biden wants to inflict a painful shutdown on the entire country. His shutdown would inflict unthinkable and lasting harm on our nation's children's, families and citizens of all backgrounds.”(p.10, line.268-270).*

Example (06): *“If the left gains power, they will demolish the suburbs, confiscate your guns, and appoint justices who will wipe away your second amendment and other constitutional freedoms.”(p.12, line.346-347).*

In the example (04), Donald Trump touched a sensible wire, in which he emphasized on the gravity of the situation that the corona virus has caused to the country and make people aware of the terrible things that the country may go through. As a result, Donald Trump raised the feeling of fear in his audience about the threat that surrounded the American nation.

Besides, in the example (05), Donald Trump appealed for pathos through showing the predictable negative consequences of Joe Biden's decisions. By this statement, the former president evoked the emotions of fear and anxiety in his audience about their safety.

In addition, in the example (06), Donald Trump raised fear in his audience by developing a portrait about the situation that would govern the country and about the threatening of people's wellbeing if the Democratic Party takes the lead.

Through the use of these examples, Trump evoked fear in his audience in order to make them act and respond to his call.

d. Hatred

Example (07): *“At the Democrat National Convention, Joe Biden and his party repeatedly assailed America as a land of racial, economic and social injustice, so tonight, I ask you a simple question: How can the Democratic Party ask to lead our country when it spends so much time tearing down our country?”* (p. 3-4, line.82-85).

Example (08): *“In the left's backward view, they do not see America as the most free, just and exceptional nation on Earth. Instead, they see a wicked nation that must be punished for its sins.”* (p.4, line.86-87).

As far, the former president in examples (07) and (08) claimed that Joe Biden showed no respect towards his country. This fact allowed Donald Trump to evoke hatred in the audience's heart towards Joe Biden and to make Biden's image as bad as possible. Therefore, through the use of these examples, Trump appealed for pathos which is showed in his expressions of hatred towards his opponent.

e. Anger

Example (09): *“For 47 years, Joe Biden took the donations of blue-collar workers, gave them hugs, and even kisses...[laughter and applause]...and told them he felt their pain, and then he flew back to Washington and voted to ship our jobs to China and many other distant lands.”* (p.4, line.93-96).

In Donald Trump's speech we can also find expressions of anger. Like in the example above, Trump showed his anger towards Biden's action and transferred the same feeling to his audience by showing the deceptive character of Joe Biden. Thus, he managed to convince people about the misfortune that Biden caused to them.

f. Solidarity

Example (10): *“They have their old jobs back, and some are here with us this evening. Please stand. You went through a lot. Please stand. Thank you. Thank you very much. [applause] You have been through a lot. Thank you very much. [applause]”*(p.6, line.153-154).

Trump in his speech referred to the workers that have been fired by the authority of the Tennessee Valley and gave them all his support and managed to give them all their jobs back. In this example, the former president appealed for pathos by arising a sense of solidarity towards those workers. Yet, Trump addressed those workers specifically in order to gain more supporters to his side.

g. Unification

Example (11): *“But it is all because of you. Together, we will write the next chapter of the great American story.”*(p.17, line.468-469)

Example (12): *“Together we are unstoppable. Together, we are unbeatable, because together we are the proud citizens of the United States of America. [applause] ”* (p.19, line.553-554).

Far from all the existing matters, Donald Trump talked about the important relationship that exists between the people of a unified nation. In the above examples, the presidential candidate made a clearer vision about the extraordinary future that they can realize all together. Therefore, he attempted to glorify the spirit of union through spreading it among his citizens.

h. Hope

Example (13): *“In their honor, we unite in their memory. We will overcome.”* (p.8, line.227- 228).

Under the corona virus pandemic, Trump honored those who were the victims of the disease, and gave hope to people by telling them that they will crush the virus and fixe the situation even if it takes long time and hard efforts. Thus, we can notice that Trump spread an optimistic vision among his audience by evoking hope during a harsh and a sensible period.

i. Power

To obtain more support and trust, Trump appealed for pathos by trying to make the audience feel powerful and feel the strength of their country as well. The two following examples show Trump’s evoking power in his audience.

Example (14):*“And when the China virus hit, we launched the largest national mobilization since World War II, invoking the Defense Production Act. We produce the world’s largest supply of ventilators. Not a single American who has needed a ventilator has been denied a ventilator, which is a miracle. [applause].”*(p.9, line.229-232).

Example (15):*“Whenever our way of life was threatened, our heroes answered the call, from Yorktown to Gettysburg, from Normandy to Iwo*

Jima. American patriots raced into cannon blasts, bullets, and bayonets to rescue American liberty.

They had no fear, but America did not stop there. We looked into the sky and kept pressing onward.” (p.19, line.542-547).

In the example (14), Donald Trump tried to affect his audience by speaking about the most stressful issue that America and the whole world is going through. Thus, through the use of this example, Donald Trump assured his audience that USA is strong enough to face the pandemic and take care of the whole nation. As for the example (15), once again the former president assured that America will always remain strong and will always face all the possible struggles that may hamper its way.

j. Sadness

Example (14): *“Many Americans, including me — I have sadly lost friends and cherished loved ones to this horrible disease. As one nation, we mourn, we grieve, and we hold in our hearts forever the memories of all of those lives that have been so tragically taken. So unnecessary.”* (p.8, line.225-227).

As the most sensitive issue of the year, Donald Trump talked about the corona virus disease which has left several victims. Accordingly, the president evoked a feeling of sadness among the people who lost their relatives and showed to them that he felt their pain since he also lost closed people to him. Therefore, the former presidential candidate appealed for pathos in which he tried to influence on the audience in a moment of weakness and despair.

k. Care

Example (15): *“We shipped hundreds of millions of masks, gloves and gowns to our frontline health care workers to protect our nation’s seniors. We rushed supplies, testing kits and personnel...to nursing homes. We gave everything you can possibly give, and we’re still giving it because we are taking care of our senior citizens.[applause]”* (p.9, line.235 -238).

As we can observe in the example above, Trump appealed for pathos through evoking a sense of care by showing his audience that his policy will always protect and think of the American nation even if the situation does not help.

l. Protestation

Example (16): *“We must reclaim our Independence from the left’s repressive mandates. Americans are exhausted, trying to keep up with the latest lists of approved words and phrases, and the ever-more restrictive political decrees.”* (p.16, line.444-446).

The former president in this example incites the American citizens to always claim for their rights. By this call, Trump developed the spirit of protesting in his audience and tried to convince them that no matter what, they should always look for their respective rights and never give up on them.

m. Mistrust

Example (17): *“At the Democrat convention, you barely heard a word about their agenda. But that is not because they don’t have one; it’s because their agenda is the most extreme set of proposals ever put forward by a major party nominee.”* (p.11, line.289-291).

In this example, the former president incites his audience to not trust the democrats and be aware of anything that comes from their side.

n. Empathy

Example (18): *“We begin this evening, our thoughts are with the wonderful people who have just come through the wrath of hurricane Laura”* (p.1, line.6-7).

In example (18), we can find that Trump expressed his empathy towards the people who suffered from the disaster of Hurricane Laura and sent all his support to them. Donald Trump appealed for pathos by evoking empathy in his audience and developing that feeling in them.

As a conclusion, we can maintain that Donald Trump used pathos frequently along his speech by revealing and evoking different and various emotions in his audience. Besides, the presidential candidate in his acceptance speech made use of the two other appeals logos and ethos in order to reach his objective which is the winning of the 2020 elections.

2.4. Organization/Structure/ Form

The last component of Jolliffe’s Rhetorical Framework (2009) is the structure, surface and the organization of the speech. This section of the model plays a significant role in the rhetorical analysis. Therefore, we attempt in the subsequent sections to analyze the diction, the syntax, the imagery and the figurative language used by the rhetor in the target speech.

2.4.1. Diction

Diction refers to the word choice that is used by the speaker, in addition to the use of pronouns that indicate togetherness and uniqueness. As mentioned earlier, unlike other presidents, Donald Trump is characterized by a unique way of speaking and this is due to his background as a non-political figure. Obviously, in this discourse Trump inclined more to the

use of negative words to criticize his opponent Joe Biden and positive words to praise himself and the Republican Party, since the aim behind the delivery of this speech is to convince the American people to re-elect him for the second time as a president.

In the introductory part of the speech, Donald Trump created some kind of emotional diction to express his gratitude, happiness, thankfulness, love and appreciation to people who supported him throughout his journey as a president in general and to his family in particular. In the following passages, we can notice the use of such diction:

“Friends, delegates and distinguished guests, please, I stand before you tonight honored by your support, proud of the extraordinary progress we have made together over the last four incredible years and brimming with confidence in the bright future we will build for America over the next four years.”(p.1, line.2-5).

“And we will always protect, love and care for each other. Here tonight are the people who have made my journey possible and filled my life with so much joy. For her incredible service to our nation and its children, I want to thank our magnificent First Lady.”(p.1, line.14-17).

“I also want to thank my amazing daughter, Ivanka, for that introduction — and to all of my children — Ivanka, please stand up. [applause]”(p.1, line. 18-19).

“And to all of my children and grandchildren, I love you more than words can express.” (p.1, line. 20).

“I know my brother Robert is looking down on us right now from heaven. He was a great brother and was very proud of the job we are all doing. We love you, Robert. [applause].”(p.1, line. 21-22).

“Let us also take a moment to show our profound appreciation for a man who has always fought by our side and stood up for our values, a man of deep faith and steadfast conviction, our Vice President Mike Pence.”(p.1, line.23-25).

In addition, Trump used some key words that show intimacy and closeness throughout the speech. For example, he said: *“we are one national family”* (p.1, line. 14); he also said: *“our troops are coming home”* (p.7, line. 193); and referred to the White House as *“People’s House”* (p.2, line. 44). This kind of diction raises the audience’s sense of togetherness and intimacy. Trump used home to refer to America which indicates that it is not only a country but a home, as well. We can also notice the use of a connotative diction in the words *“home”* and *“house”*.

Moreover, Trump raised the audience’s sense of togetherness and inclusivity by using the plural pronouns like “we” “our” and “us” in his speech, in addition to the use of the word “together” to say that with unification, cooperation and collaboration they can achieve high levels of success and face all the struggles and obstacles that may threaten Americans interests. He said:

“Together we will crush the virus.” (p.10, line. 287- 288).

“Together we will write the next chapter of the great American story.” (p.17, line. 468).

“Together we are unstoppable. Together, we are unbeatable, because together we are the proud citizens of the United States of America. [applause]”(p.19, line. 553- 554).

Table 01: Frequency of Pronouns that indicate togetherness in Trump’s Acceptance Speech

<i>Pronouns</i>	<i>Frequency</i>
our	95
we	178
Us	14

Table 02: Frequency of Pronouns that indicate uniqueness in Trump’s Acceptance Speech

<i>Pronouns</i>	<i>Frequency</i>
My	19
I	64

According to the table above, we can notice the massive use of the plural pronouns “we”, “our” and “us” compared to the singular ones “I” and “my”. In fact, the use of the plural pronouns makes the audience feel more close to the speaker and raises the sense of solidarity between the speaker and his audience.

However, since the current speech is delivered with a purpose to win the 2020 elections, Trump used formal diction through employing positive and negative words that indicate the importance of the 2020 elections and the consequences if he does not get re-elected. For instance he said:

“This election will decide whether we save the American dream or whether we allow a socialist agenda to demolish our cherished destiny.”(p.3, line. 71-72).

“Your vote will decide whether we protect law-abiding Americans or whether we give free rein to violent anarchists and agitators and criminals who threaten our citizens.”(p.3, line. 77-78).

“And this election will decide whether we will defend the American way of life or whether we will allow a radical movement to completely dismantle and destroy it. That won't happen. [applause]”(p.3, line. 79-81).

He then proceeded by criticizing Joe Biden’s agenda through creating a figurative diction based on irony like in the third statement. He said:

“Joe Biden's agenda is "Made in China."”(p.11, line. 303).

“Or whether we allow a socialist agenda to demolish our cherished destiny.”(p.3, line. 72).

“Joe Biden may claim he is an 'ally of the light,' but when it comes to his agenda, Biden wants to keep us completely in the dark”. [laughter] (p.11, line. 292-293).

Moreover, Trump mentioned the word “God” throughout his speech several times in order to reveal the American deep faith in God and make the audience feel themselves as a unique and an exceptional nation on earth. He also attempted to remind them that America is a land blessed by God, which is in fact a puritan belief. He revived the root of the puritan faith and the success of his ancestors. In fact, according to the puritan beliefs success is considered as a sign of salvation. For example he said:

“They knew that our country is blessed by God and has a special purpose in this world.” (p.3, line. 61-62).

“But in this country we don't look to career politicians for salvation. In America, we don't turn to government to restore our souls; we put our faith in almighty God.” (p.4, line. 89-91).

“We're a nation of pilgrims, pioneers, adventurers, explorers and trailblazers who refuse to be tied down, held back, or in any way reigned in. Americans have steel in their spines and grit in their souls and fire in their hearts. There is no one like us on earth.”(p.18, line. 518- 520).

“These pioneers didn't have money. They didn't have fame. But they had each other. They love their families. They love their country, and they love their God.”(p.19, line. 527- 529).

Obviously, Trump exploited this opportunity to praise himself and remind the audience that he is a trustworthy, honest and a loyal person unlike Biden. His main strategy was to repeat the word “*kept*” and that he kept his promises when he was a president. He said:

“I kept my word to the American people.” (p.5, line.126).

“I kept my promise.” (p.4, line.111).

“Unlike many presidents before me, I kept my promise, recognized Israel's true capital and moved our embassy to Jerusalem.”(p.7, line.179).

On the other hand, we have noticed that Donald Trump created a polite and a respectful diction through using the expression “*Great people*” to express the extent of his gratitude and respect to both people who supported America and to those who sacrificed their lives for their country. He said:

“And we will always treat our teachers with the tremendous respect that they deserve[applause]

Great people. Great, great people”. (p.12, line. 335).

“One of these incredible Americans was Detective Miosotis Familia. She was part of a team of American Heroes called the NYPD, or New York's finest, who I was very, very proud to get their endorsement just the other day. Great people. Great, great people.” [applause](p.13, line.368).

“We're honored to be joined tonight by his wonderful wife Ann and beloved family members Brian and Kielen. To each of you, we will never forget the heroic legacy of Captain David Dorn. Thank you very much for being here. Thank you. [applause]

Thank you very much. Great man. Great man.” (p.15, line.421).

We have also noticed that Trump dedicated a very respectful part of his speech to talk about the “Covid-19” pandemic, which is the disease of the century, and about the efforts that have been done by the administration to face this invisible enemy. Therefore, Trump used some diction that shows his care and his sense of responsibility towards his nation by referring to the medicines, vaccines and treatments. For instance he said:

“We developed a wide array of effective treatments including a powerful antibody treatment known as convalescent plasma.”(p.9, line.240 -241).

“We're producing them in advance so that hundreds of millions of doses will be quickly available. We will have a safe and effective vaccine this year.” (p. 10, line. 286-288).

“We shipped hundreds of millions of masks, gloves and gowns to our front-line health care workers. To protect our nation's seniors we rushed supplies, testing kits and personal... to nursing homes” (p.9, line. 235-237).

According to all what have been mentioned earlier, we can conclude that the presidential candidate of the United States of America, Donald Trump, used a very specific diction that serves his objective and supports his arguments. Also, through diversifying his diction, the former president was able to express his thoughts in a very clear way. Moreover, we can notice that he has selected his diction according to the themes being discussed, for instance in the medical theme, he referred to the name of the treatment to show that he is aware of everything that was going on in the field. In addition, the use of pronouns that show togetherness “we”, “our” and “us” reveals a sense of unification and solidarity between the speaker and his audience. In sum, we believe that Donald Trump succeeded in choosing his words to affect the audience and make a dent in their minds and hearts.

2.4.2.Syntax

Attempt in this stage has been to analyze Trump’s language in terms of long and short sentences. Generally speaking, it has been noticed that the candidacy speaker, who was also the former president of the United States of America, made use of both short and long sentences to express his ideas, describe his thoughts clearly in order to reach and convince his audience. The subsequent sections provide a detailed analysis of this issue.

a. Long Sentences

Donald Trump used long sentences to make his ideas clear and more detailed and also to express his thoughts freely in order to reach his audience’s heart.

In the introduction, he started with a long sentence in order to make his statement more expressive and more powerful by showing his gratitude and expressing his appreciation in a smoothly way to the people who supported him throughout his journey. For instance he said:

“Friends, delegates and distinguished guests, please, I stand before you tonight honored by your support, proud of the extraordinary progress we have made together over the last four incredible years and brimming with confidence in the bright future we will build for America over the next four years[applause].” (p.1, line.2-5).

Besides, he used another long sentence to express his gratitude and appreciation particularly to the vice president *Mike Pence*. He said:

“Let us also take a moment to show our profound appreciation for a man who has always fought by our side and stood up for our values, a man of deep faith and steadfast conviction, our Vice President Mike Pence” (p.1, line. 23-25).

In addition, he used another long sentence to speak about the greatness, the equality and the fair of the Republican Party towards the American nation since Abraham Lincoln. He said:

“The Republican Party, the party of Abraham Lincoln, goes forward united, determined and ready to welcome millions of Democrats, Independents and anyone who believes in the greatness of America and the righteous heart of the American people”(p.2, line. 31-33).

On the other hand, Donald Trump talked about what he had done for the American workers and about the remedial measures he took in order to fix the situation. In a long sentence, he explained how he acted towards the miserable situation that the American workers had suffered from. He said:

“When I learned that the Tennessee Valley Authority laid off hundreds of American workers and forced them to train their lower paid foreign replacement, I promptly removed the chairman of the board and now those talented American workers have been rehired and are back providing power to Georgia, Alabama, Tennessee, Kentucky, Mississippi, North Carolina and Virginia.” (p.6, line.148-152).

b. Short Sentences

In addition to the long sentences, Trump also used short sentences that indicate straightforwardness. In other words, saying something directly without going around.

In the following sentence *“We are one national family.”*(p.1, line. 14), Trump expressed his view towards the American nation by considering the American people as one family that indicates solidarity and intimacy.

Moreover, he used another short sentence in which he declared in a direct and straightforward manner his acceptance to the republican nomination for 2020 presidency. He said: *“My fellow Americans, tonight with a heart full of gratitude and boundless optimism, I profoundly accept this nomination for President of the United States”* (p.2, line, 28- 30).

In addition, Donald Trump spoke directly about the major challenge and threat that faces America and the entire world as well. He said: *“In recent months, our nation and the entire planet has been struck by a new and powerful invisible enemy”* (p.3, line. 55-56).

Obviously, in this speech, Trump attacked Joe Biden directly without going around using short sentences. For example, he said:

“Biden's record is a shameful roll call of the most catastrophic betrayals and blunders in our lifetime.” (p.8, line.201- 202).

“He opposed the mission to take out Osama Bin Laden. He opposed killing Souleimani.”(p. 8, line.213. 214).

“He also supports deadly sanctuary cities that protect criminal aliens.”(p.10, line.325).

“Joe Biden is weak.” (p.16, line.455).

Furthermore, Trump used a short sentence in which he directly confessed the exceptionality and the uniqueness of the American people compared with others when he said: *“There is no one like us on earth.”* (p.18, line.520).

He ended by declaring his pride to be the nominee of the Republican Party *“I'm very, very proud to be the nominee of the Republican Party.”* (p. 20, line. 557).

In addition to the long and short sentences, Donald Trump used declarative sentences and some interrogative ones which are, in fact, rhetorical questions which do not require any answer.

2.4.3. Imagery

Throughout the speech, we can also notice the use of imagery by the former president Donald Trump. He provided different expressive and vivid images in order to develop a sense of imagination in his audience and make them feel all kind of situation that he talked about. In the following examples, we can find Donald Trump's use of imagery:

Example (01): *“Because we understand that America is not a land cloaked in darkness. America is the torch that enlightens the entire world.”* (p.2, line.41-42).

In this example, we can notice that Trump used an image by comparing America to a torch. Through the use of this comparison, the speaker helped his audience to create an image in their minds through visualizing the picture of their country that enlightens the world like a torch.

Example (02): *“The Left's backward view, they do not see America as the most free, just and exceptional nation on earth. Instead, they see a wicked nation that must be punished for its sins”*(p.4, line. 86-87).

In this second example, Donald Trump used an image that reflects the negative and the depraved view of the Democrats towards the American nation.

Example (03): *“Joe Biden is not a savior of America's soul; he is the destroyer of America's jobs, and if given the chance he will be the destroyer of American greatness.”*(p.4, line.92).

By this contrast, Trump created an image that shows the negative effect if Joe Biden gets elected.

Example (04): *“From the moment I left my former life behind -- and it was a good life --[laughter]-- I have done nothing but fight for you”* (p.4, line. 109-110).

By this sentence, Donald Trump used an image that reflects the sacrifice that he has made for his country and this by leaving his former life which was a very good one.

Example (05): *“we ended catch-and-release, stopped asylum fraud. Took down human traffickers who prey on women and children”*(p.5, line.138-139).

In the fifth example, Trump specified his use of diction by using the verb prey on. By this expression, Donald Trump created an image that shows the violence and the inhumanity of the human traffickers.

Example (06): *“When I took office, the Middle East was in total chaos. ISIS was rampaging. Iran was on the rise. And the war in Afghanistan had no end in sight”* (p.7, line.176-177).

In the above example, the former president Donald Trump managed to show his audience and make them imagine the chaotic situation and the total mess that govern the Middle East.

Example (07): *“Many Americans, including me, have sadly lost friends and cherished loved ones to this horrible disease. As one nation, we mourn, we grieve, and we hold in our hearts forever the memories of all of those lives that have been so tragically taken. So unnecessary. In their honor we will unite, in their memory we will overcome.”*(p.8, line. 225-228).

In example (07), the former presidential candidate tried to give an image that reflects the national tragic situation which was caused by the coronavirus pandemic.

Example (08) : *“Three years ago on the 4th of July weekend, Detective Familia was on duty in her vehicle when she was ambushed just after midnight and murdered by a monster who hated her purely for wearing the badge”* (p.13,line.371-372).

Example (09): *“In June, Captain Dorn was shot and killed as he tried to protect a store from rioters and looters, or as the Democrats would call them, peaceful protesters. They call them peaceful protesters.”* (p.14, line.415-416).

In the two above examples, Trump described the horrifying events that Detective Familia and Captain Dorn went through and got killed. This description reflects an image of the savagery of the killers. Through the use of this image, the audience can imagine or visualize in their minds the scenarios of the two crimes.

Example (10): *“Last year over 1,000 African-Americans were murdered as a result of violent crime in just four Democrat-run cities. The top 10 most dangerous cities in the country are run by Democrats and have been for many decades. Thousands more African-Americans are victim and victims of violent crime in these communities.”* (p.15, line. 447-430).

In the above example, Trump used an image that reflects the sufferance of the African-Americans and the violence that dominates the Democratic cities.

Example (11): *“The far Left wants to coerce you into saying what you know to be false and scare you out of saying what you know to be true.”* (p.16, line. 450-451).

By this example, the former president portrayed the dictatorship of the Democratic Party. In other words, this image describes how the democrats oblige people to say just what they want and believe to be true.

Example (12): *“Our American ancestors sailed across the perilous ocean to build a new life on a new continent. They braved the freezing winters, crossed the raging rivers, scaled the rocky peaks, trekked the dangerous forests, and worked from dawn till dusk. These pioneers didn't have money. They didn't have fame. But they had each other. They love their families. They love their country, and they love their God.”*(p.19, line. 525-529).

Donald Trump in this example used an image that reflects the hard working and the deep faith in God of the American ancestors, which actually represent the principles of the puritan’s beliefs. According to them, with these principles they can achieve success which is considered as a sign of salvation.

2.4.4. Figurative Language

Throughout the analysis of this speech, we have noticed a massive use of figurative language, which plays a significant role in persuasion. We believe that Trump made huge efforts to be more persuasive by using a variety of figures of speech in order to convince the

audience to not vote for Joe Biden and to re-elect him for the second time as the president of the United States of America.

Therefore, attempt in what follows is to identify the different figures of speech used by Trump like personification, metaphor, parallelism, simile, rhetorical questions ... etc. In order to provide valid and reliable results, we have opted for a combination of qualitative and quantitative approaches. The quantitative approach is based on the measurement of the frequency of occurrence for each figure of speech. The quantitative results are displayed in the following statistical table:

Table 4: Frequency of Occurrence of Figures of Speech in Trump’s Acceptance Speech

Type of figure of speech	Frequency
Personification	15
Metaphor	10
Simile	04
Parallelism	12
Rhetorical questions	10
Hyperbole	05
Contrasts	09
Repetition	17

As shown in the table above, the republican presidential candidate Donald Trump used a variety of figures of speech in his acceptance address. As we can notice, the former presidential candidate relied more on the use of repetition than on the other figures of speech. In fact, repetition is considered as a very effective strategy used by politicians to elicit something or to make emphasis on a certain idea. Besides, we can also notice that he used personifications, contrasts and parallelism that contribute in making his speech more impressive and effective. On the other hand, the presidential candidate used metaphors to approach the different images to his audience and make them react to his words. In addition, he frequently used the rhetorical questions in order to keep the audience engaged throughout the speech. However, as shown in the table, Donald Trump did not rely much on the use of similes.

a. Personification

Trump used in his speech a number of personifications by attributing certain human characteristics and properties to non-human entities in order to express his thoughts and make the audience react to his words. We have noticed that similarly to many political figures, the majority of personifications employed by Donald Trump are nearly about countries. He refers to the countries as people through attributing to them different human properties, characteristics and actions. In the sentences below some examples of personifications used by Donald Trump in his acceptance speech.

Example (01): *“Joe Biden is not a savior of America’s soul; he is the destroyer of America’s jobs, and if given the chance he will be the destroyer of American greatness...”* (p.4, line.92).

In the first example, Trump used a personification in which he attributed a human property, which is the “soul” to America, which is a country. In fact, a country does not have a soul. In this case, Trump used this personification to refer to the American citizens. This personification in particular is so important because Donald Trump considers America as a human being that has a soul, which could be affected by any negative or positive influence.

Example (02): *“I could not sit by -- as career politicians let other countries take advantage of us on trade, borders, foreign policy and national defense.”*(p.4, line.101).

In this second example, Trump made another personification where he attributed a human action to a country. In this sentence, Trump wanted to say that the members of the Chinese government are the ones who take advantage of their trade, not China as a country.

Example (03): *“They pleaded with me to let China continue stealing our jobs, ripping us off, and robbing our country blind.”*(p.5, line.124).

Same as the second example, Trump attributed human actions to China as a country. In fact, a country does not steal, rip or rob; rather it is the Chinese government or authorities and members who steal the jobs. Trump always attacks the Chinese government because it is considered, nowadays, as the first economic competitor of the United States of America.

Example (04): *“this country loves our law enforcement.”* (p.6, line. 147).

In the fourth example, Trump attributed a human state, which is love to a country. In fact, a country could not love but he meant by this personification the American people.

Example (05): *“China would own our country if Joe Biden got elected.”* (p.8, line. 21).

Similarly to the above example, Trump also attributed a human characteristic, which is ownership, to a country. In fact, a country could not own, it is the people who could own something.

b. Metaphors

The 45th president of the United States used some metaphorical figures to support his ideas and attract the audience.

Example (01): *"America is the torch that enlightens the entire world."* (p.2, line. 41).

In this example, Trump made use of a metaphorical sentence in which he compared America to a torch. We believe that the aim behind the use of this metaphor is to say that without America the world will get lost and prevailed by darkness and chaos. In other words, this comparison shows the importance and the place of America in the world because the torch is the tool which paves the way to reach the purpose and which leads also to the right place.

Example (02): *"Took down human traffickers who prey on women and children."* (p. 5, line. 138-139).

In this second example, Trump compared the human traffickers' savagery to animals by using the verb "prey on". The former president made use of this metaphor to express the evil and the inhumanity of the human traffickers.

Example (03): *"Joe Biden may claim he is an 'ally of the light', but when it comes to his agenda, Biden wants to keep us completely in the dark."* (p.11, line. 292-293).

In the above example, Joe Biden used a metaphor by comparing himself to an "ally of light". This sentence is considered as a metaphor because there is no comparison tool. Donald Trump quoted this metaphor to express his astonishment and exclamation of Biden's view of himself, in which Trump claimed, "Biden wants to keep us completely in the dark".

Example (04): *"We don't tear down our past"* (p.19, line. 537).

In this example, Donald Trump used another metaphor by associating the word "past" to something solid that can be torn down like stone or steel. In fact, the past cannot be torn down since it is not a concrete object. But he used this sentence in a metaphorical sense to say that they will preserve and keep what the old generations and ancestors had realized for America.

c. Simile

Donald Trump used in his speech some similes to support his ideas and approach them to the audience.

Example (01): *“Joe Biden and his party repeatedly assailed America as a land of racial, economic and social injustice.”*(p.3, line.82-83).

In the first example, Trump used a simile to speak about the view of Biden and the Democratic Party towards America using a comparison tool which is “as”. He used this simile to approach the image to the audience by showing the negative intentions of his opponent towards America.

Example (02): *“Now they're starting to mention it because their poll numbers are going down like a rock in water.[applause]”* (p.15,line. 408-409).

Trump used another simile by comparing the reduction or the decrease of the poll numbers to the rock’s dive in water using a comparison tool “like”. This simile indicates the extent of the poll’s numbers decrease as the same way when a rock dives in deepest water and the difficulty or even the impossibility of floating again.

d. Parallelism

Donald Trump used parallelism in his speech for several times by different parallel forms including verbs, nouns, phrases and clauses.

Example (01): *“In a new term as president, we will again build the greatest economy in history, quickly returning to full employment, soaring incomes and record prosperity. [applause]*

We will defend America against all threats and protect America against all dangers. We will lead America into new frontiers of ambition and discovery and we will reach for new heights of national achievement.

We will rekindle new faith in our values, new pride in our history and a new spirit of unity that can only be realized through love for our great country. [applause].”(p.2, line. 34-40).

In the first example, Donald Trump used parallelism to show what they can do and bring together to America if he got re-elected for the second time as a president. He used parallel clauses with the modal verb “will” that indicates future actions and plans.

Example (02): *“They are afraid to act. They are afraid to lose their pension. They are afraid to lose their jobs.”* (p. 14, line. 384).

He also used a parallel structure in the second example by repeating the expression “*they are afraid to*” to make emphasis on the fact that people have fear and worries about their financial carriers.

Example (03): “*And on November 3rd, we will make America safer. We will make America stronger. We will make America prouder. And we will make America greater than ever before.*”(p.20, line. 555- 556).

Similarly to the above example, in this third example Trump used a parallel form to express the importance of the election’s day and the positive changes that will be brought to America if he gets re-elected.

e. Rhetorical Questions

During the analysis of the current speech, we have noticed the repetitive use of the rhetorical questions which do not require an answer from the recipients. This can be explained by the fact that Donald Trump tended to use rhetorical questions from time to time in order to engage the audience in his speech and make them feel that he addresses them.

Example (01): “*How can the Democrat Party ask to lead our country when it spends so much time tearing down our country?*” (p.4, line. 83-84).

Example(02): “*Last month, I took on Big Pharma. You think that's easy?*”(p.6, line. 156).

Example (03): “*The Biden plan would eliminate America's borders in the middle of a global pandemic. And he’s even talking about taking the wall down. How about that?*” (p.12, line.328-329).

f. Hyperbole

The former presidential candidate has also used some metaphorical hyperboles in his acceptance speech to express his ideas.

Example (01): “*Joe Biden took the donations of blue-collar workers, gave them hugs and even kisses...[laughter and applause]...*” (p.4, line. 93-95).

In this example, we can notice that Donald Trump exaggerated when he said “*even kisses*”. He used this expression to show the extent of Joe Biden’s deceptive ability and what he can do in order to get what he wants , because may be in the reality Joe Biden did not give them kisses.

Example (02): “*I ended the NAFTA nightmare*” (p.5, line. 129).

Similarly to the above example, Donald Trump used another hyperbolic figure by considering the *NAFTA* agreement as a nightmare. This indicates that this agreement is not just bad, but the worst ever that has been enacted in America.

Example (03): *“they do anything having to do with your free speech, colleges have to pay a tremendous, tremendous financial penalty”* (p.18, line.502-503).

By this example, the former president Donald Trump expressed a hyperbolic figure by repeating the adverb *“tremendous”* twice. This repetition indicates the huge bundle of money that they have to pay.

g. Contrasts

Donald Trump employed contrast to support his arguments and views, in which he denies qualities or actions of his competitor on the one hand and described them with opposing bad qualities or actions on the other hand. The goal of Donald Trump was to emphasize that Biden was neither the suitable nor the right person for the American presidency position. For example, he said:

Example (01): *“Joe Biden is not a savior of America's soul; he is the destroyer of America's jobs”* (p.4, line.92).

Example (02): *“Joe Biden's plan is not a solution to the virus, but, rather, it's a surrender to the virus.”* (p.10, line.273).

Besides, as shown in the third example below, the former presidential candidate also used a contrast by revealing and demonstrating the negative and the depraved view of the democrats towards America.

Example (03): *“They do not see America as the most free, just and exceptional nation on earth. Instead, they see a wicked nation that must be punished for its sins.”* (p.4, line. 86-87).

h. Repetition

As mentioned earlier in the literature review, Donald Trump is like President Bush, he uses a lot of repetition, which is in fact a rhetorical strategy used by politicians to make emphasis on something. For instance, in the fifth example below, Trump uses repetition to make emphasis on the idea of necessity. Also, in the example (06), he uses repetition to make emphasis on the exigency to build a wall around the country. Besides, throughout the speech we can also notice the repetitive use of the phrase *“think of that”*.

Example (01): *“They do. [applause] They do. They really do”* (p.6, line.147-148).

Example (02): “Brave, brave people.”(p.6, line.145-146).

Example (03): “but you don't hear that. They don't write about that. They don't want to write about that. They don't want you to know those things.”(p.9, line.252-253).

Example (04): “They have to be open. They have to get back to work. [applause]

They have to get back to work, and they have to get back to school.”(p.10, line.279-280).

Example (05): “without borders we don't have a country. Don't have a country.”(p.17, line.481- 482).

i. Irony

In addition to the aforementioned figures of speech, Trump also used irony to underestimate the Democratic Party and his opponent Joe Biden. For instance he said:

Example (01): “How can Joe Biden claim to be an "ally of the light," when his own party can't even keep the lights on. [laughter and applause]” (p.11, line, 312-313).

Example (02): “Joe Biden took the donations of blue-collar workers, gave them hugs and even kisses... [Laughter and applause]...” (p.4, line. 93-94).

Example (03): “Joe Biden may claim he is an 'ally of the light,' but when it comes to his agenda, Biden wants to keep us completely in the dark. [laughter]”(p.11, line. 292-293).

Section Three: Discussion of the Findings, Conclusions, Limitations and Suggestions for Further Research

3.1. Discussion of the Findings

We have focused in the present research on the analysis of Donald Trump’s Acceptance Speech at 2020 Republican National Convention from a rhetorical perspective based on the adopted Jolliffe’s Rhetorical Framework (2009). Attempt in this part is to summarize and discuss the findings and the results obtained in the previous section.

Following Jolliffe’s Rhetorical Framework (2009), the analysis of the speech has gone through three main phases: (1) the analysis of the rhetorical situation, (2) the analysis of the rhetorical appeals, (3) the analysis of the surface features.

In the first phase of our analysis, we have studied the speech in terms of a rhetorical situation. In fact, we have worked to identify the context in which the speech was delivered

by focusing on exigence, audience and purpose. Therefore, we analyzed and revealed the exigence which led Trump to deliver his speech, the audience which the former presidential candidate was addressing, and the purpose behind taking the perspective and presenting the speech.

As far as exigence is concerned, the analysis of the speech showed that Donald Trump had several reasons, sub-reasons and motives that invited him to discuss different themes and concerns throughout the speech. However, the major and the most notable reason was his response to the republican nomination for 2020 elections, in order to convince the American people to vote for him and incite them to be the actors of a better change. In addition, Trump developed throughout his speech some issues as a response to the matters that faced his country. He talked about the coronavirus pandemic which was threatening his country in order to assure his people that everything was under control and to give them hope that they would overcome the situation. Besides, Donald Trump condemned several acts that Joe Biden has committed towards his country and the disastrous plans that he was supposedly going to establish. In defense of his part, its ideology and its beliefs, and in an attempt to win the solidarity of his party's activists and followers, and that of the US voters, Trump has proclaimed the need for a republican sovereignty for more years and even for decades, to maintain an essential balance for the country under a republican reign.

Subsequently, Donald Trump addressed his speech to several audiences instead of one audience. More precisely, Donald Trump targeted a local audience, which included the American people in general, and the different communities and professional corporations in particular. As mentioned in the analysis section, the domestic audience that Trump addressed involved his family (his wife Melania Trump, his daughter Ivanka, his other children and grandchildren and his brother Robert), in addition to the vice-president Mike Pence and his wife. Donald Trump also mentioned explicitly the medical corps, the police agents (Rudy Giuliani), the border agents, David Dorn's family, detective Familia's children (Genesis, Peter, and Delilah), and his electoral opponent Joe Biden. Outside the United States of America, the former presidential candidate addressed Israel and U.A.E in particular and the whole world in general which comprises his broad audience. Yet, the former president addressed and honored the workers who lost their lives while doing their duty and presented his condolences to their families. In addition, we can also notice that throughout the whole speech, Donald Trump and his audience at the national convention were mutually responding to each other, whether from Trump's side when responding to the audience's clapping hands by saying "*thank you*",

or from the audience's side by appreciating the president's speech by clapping hands, laughing and chanting. Moreover, we can notice that Donald Trump succeeded in convincing a significant number of the American citizens to vote for him, and this had been shown during the announcement of the results of the 2020 elections. According to the CNN report, Biden won the presidential elections with 51.3% and Trump got 46.9% of votes. Hence, these percentages show that even though the republican presidential candidate lost the elections, he succeeded in convincing a remarkable number of people and brought thousands of voices into his electoral campaign.

Additionally, Donald Trump had well targeted his objectives and purposes during the delivery of his acceptance speech. In addition to the major purpose which is to convince the American people to re-elect him, Trump attempted to achieve other sub-purposes that serve his main objective. Accordingly, he seized the opportunity to show that he is the right person to take the lead. Also, he took the chance to win people's sympathy by showing his deepest gratitude and appreciation. Furthermore, he tried to destabilize the electoral elections of Joe Biden by denoting to his different depraved and negative actions against the American nation.

The second phase of the analysis concerned the rhetorical appeals, which involved logos, ethos, and pathos. The analysis of the results showed that the 45th president of the USA made use of all the three rhetorical appeals to varying degrees. Accordingly, we can maintain that Trump succeeded in using the rhetorical appeals, which had partially contributed to the success of the process of persuasion, and to the realization of the pre-established objective(s). Through the analysis of the findings, we found that our results are almost similar to the previous research studies that were mentioned in the literature review, in which Donald Trump based more on the use of pathos as compared to logos and ethos. Through the use of this appeal, the presidential candidate succeeded in affecting his audience by evoking different emotions such as anger, pride, confidence, hope, empathy...etc. Therefore, we can notice that Donald Trump varied his use of pathos by arising multifarious emotions in his audience, in which anger and hatred were the most prevailed ones. Moreover, Donald Trump provided logical arguments to almost all the subjects that he has treated in his speech whether by historical facts or real evidences. Even though Trump is known for using more emotions, he additionally made sure of using logic to give his speech more authenticity and validity. Furthermore, Donald Trump appealed for ethos to show his good character and credibility in order to convince his audience about the truthfulness of his claims and his trustworthiness.

We also noticed the balance that the former president had made between the three components of ethos *i.e.* virtuous character, good will, and credibility.

In terms of surface, structure and organization of the speech, which is the last phase of our analytical framework, we have analyzed the diction, the syntax, the imagery and the figurative language used by the former presidential candidate. According to the findings, we can maintain that Donald Trump varied his use of diction according to the themes being discussed and attempted to very carefully select his words to reach his purpose. In addition, Trump emphasized more on the idea of togetherness and inclusiveness by using words that show intimacy like “*together*” and pronouns such as “*us*”, “*our*” and “*we*”.

Concerning syntax, the findings show that Donald Trump made use of both long and short sentences to build his arguments and to express his thoughts. Besides, he used different and multifarious vivid images throughout his speech.

Eventually, we analyzed the figures of speech that were used by the former presidential candidate. According to the results, we can distinguish how Trump’s language is unique and different from other politicians. We found that Donald Trump used a variety of figures of speech, which often play a significant role in the success of political rhetoric since it helps politicians to reach their audiences easily. According to the identified figures, Trump relied more on the use of repetition than on other figures of speech, which is justified by the need to put emphasis on something. This is similar to previous researchers’ findings like Fermor (2017), Savoy (2018) and Rong (2021) who claimed that Trump’s speeches are characterized by repetition to emphasize on the important matters. To a lesser but still important extent, Trump used metaphors and similes in order to support his arguments and approach the image to his audience, in addition to other figures of speech like hyperboles, parallelism, contrasts, irony and rhetorical questions.

3.2. Conclusions of the Study

The present research study seeks to analyze Donald Trump’s Acceptance Speech at 2020 Republican National Convention from a rhetorical perspective based on Jolliffe’s Rhetorical Framework (2009), to investigate and explore the rhetoric that is used by the former republican presidential candidate in order to convince the American people to re-elect him for the second time. In order to come up with more reliable and valid results, we have opted for a descriptive research design based on the mixed method, both qualitative and quantitative. In fact, the qualitative method is mainly used for the analysis of the rhetorical

situation, the rhetorical appeals and the surface features of the targeted speech, whereas for the quantitative one, it is used to quantify the repetitive use of pronouns, words and figures of speech that contributed in providing valid and accurate results. Thereby, Through the use of the aforementioned research methodology, we have succeeded in achieving our objective by answering all the four research questions: 1-What is the rhetorical situation of Donald Trump's Acceptance speech? 2-How does the American president include all the three Aristotelian appeals (logos, ethos and pathos) in his Acceptance speech? 3-Does Donald Trump diversify the use of figurative language in his Acceptance speech? 4- Does Jolliffe's Rhetorical Framework (2009) help in exploring and investigating the rhetorical elements used by Trump in his Acceptance speech?

The first research question is concerned with the analysis of the rhetorical situation that surrounded Donald Trump's Acceptance Speech. The result and the discussion of the findings have shown that the former republican presidential candidate delivered this speech as a response to the republican presidential nomination for 2020 elections in order to convince the Americans that he is the right and the suitable person to take the lead. In addition to this reason, we have found that there are other sub- motives and issues that made an exigency to discuss the aforementioned identified themes. This speech is delivered particularly to the American nation in order to persuade them about the great future that waits America if Donald Trump wins the elections.

Secondly, concerning the analysis of the three rhetorical appeals, we have found that Donald Trump made use of all the three appeals *i.e.* logos, ethos and pathos to varying degrees in order to support his arguments and make a dent in people's minds and hearts. In this speech, the 45th president, Donald Trump attempted to attract and affect his audience by relying more on the use of pathos compared to the other appeals. In fact, his reliance on the emotional proof (pathos) helped him to evoke different emotions such as pride, confidence, hope...etc, that made the audience react positively to his thoughts and beliefs.

As for the third research question, it is concerned with the description of the surface rhetorical features of Donald Trump's acceptance speech. The results have shown that the former presidential candidate used a colorful language characterized by diversity in diction, specific syntax and a variety of imagery and figures of speech. In fact, Donald Trump supported his speech with a very reach and multifarious figurative language by using different figures of speech like repetition, parallelism, metaphors, contrasts, personifications ...etc, which play a significant role in the persuasion process.

Eventually, we can conclude that the adopted Jolliffe's Rhetorical Framework (2009) has contributed heavily in doing an inclusive and an overall analysis of Donald Trump's rhetoric. This analytical model gave us the opportunity to analyze the targeted speech from different angles (rhetorical situation, appeals and surface features) and draw valid conclusions by answering all the four research questions.

3.3. Limitations of the Study

It is worth noting that the current study is mainly oriented towards the analysis of the written form of Trump's acceptance speech without taking into consideration the video representation. In addition to that, while conducting our research, we have faced some slight difficulties to reach our objective. First of all, it is the current situation of Covid- 19 which prevented us from meeting and obliged us to do the most of the work online. Second, is the lack of resources concerning Jolliffe's Rhetorical framework (2009). For that reason, we have tried to give deepest insights and clear clarification of the model through explaining all its sections in details (rhetorical situation, appeals and surface features). However, in spite of these obstacles, with determination, fortitude and hardworking, we were able to fully analyze this speech and reach our objective.

3.4. Suggestions for Further Research

We selected this speech among all other speeches because of its importance in the United States of America and its role in convincing the American people on whether to carry on the path of the republican doctrine or shift to the democratic one. Accordingly, this analysis has investigated the rhetoric used by the former presidential candidate Donald Trump, using Jolliffe's Rhetorical Framework (2009). However, other researchers can seize the opportunity to analyze this speech from different perspectives.

- ✓ This speech could be analyzed with other selected speeches of the same speaker using Jolliffe's Rhetorical Framework (2009) in order to reveal and discover the mutual rhetorical elements that govern Trump's speeches.
- ✓ This speech could be analyzed using other rhetorical frameworks.
- ✓ This speech could be analyzed through investigating the five canons of rhetoric *i.e.* invention, arrangement, style, memory and delivery.
- ✓ This speech could also be analyzed from a critical perspective to discover the ideologies used by the former president Donald Trump.

General Conclusion

By the end of 2020, two major and powerful parties in USA tried all their best to reach one mutual goal which is the winning of 2020 elections. For this reason, the presidential candidate of the Republican Party, Donald Trump, seized this opportunity as the last chance to convince the American people to re-elect him by delivering his acceptance speech on August 27th, 2020. Accordingly, in the present research, we have attempted to analyze Trump's speech from a rhetorical perspective based on the adopted Jolliffe's Rhetorical Framework (2009). This framework consists of three main sections *i.e.* rhetorical situation, appeals and surface features. The aforementioned model paved us the way to discover and to draw clear insights about Trump's rhetoric, and also about the way he managed his speech in order to affect his audience and reach his objective. Based on the content of the targeted speech, the former republican presidential candidate delivered his address with high confidence, high spirit and steadfast conviction to win the elections and to raise the flag of his party for the second time. On this mindset, Trump relied more on the use of emotional proofs (pathos) by evoking different emotions in his audience such anger, hatred, confidence and other feelings which helped him in persuading and affecting his audience. Besides, Donald Trump included other stylistic features to his speech mixed with a touch of frankness and openness that gave a unique stamp and a special sight to the speech. Like other presidents, Donald Trump tried to attract his audience through using different types of diction by employing pronouns and words that indicate togetherness and intimacy. Moreover, he used vivid images and a variety of figures of speech such as repetitions, metaphors, similes ...etc that contributed in expressing his thoughts, approaching the images to the audience and facilitating his interaction with it. As a conclusion, Donald Trump's acceptance speech is characterized by a diversity of rhetorical devices and appeals that helped him in the persuasion process.

References

- Abbas, A. H. (2019). Super-hyperbolic man: Hyperbole as an ideological discourse strategy in Trump's speeches. *Int J Semiot Law*, 32, 505–522.
<https://doi.org/10.1007/s11196-019-09621-8>
- Alba-Juez, L. (2009). *Perspectives on discourse analysis: Theory and practice*. Cambridge Scholars.
- Andrus, J. (2013). Rhetorical discourse analysis. In C.A. Chapelle (Ed.), *The encyclopedia of applied linguistics* (pp. 4975- 4981). Blackwell.
- Aristotle. (2010). *Rhetoric* (W.R. Roberts, Trans.). In W.D.Ross (Ed.). Cosimo (Original work published 1910-1931)
- Benoit, W. (1990). Isocrates and Aristotle on rhetoric. *Rhetoric Society Quarterly*, 20 (3), 251- 259.<https://www.jstor.org/stable/3885845>
- Bhatia, V. K., Flowerdew, J., & Jones, R. H. (2008). Approaches to discourse analysis. In V.K. Bhatia, J. Flowerdew & R. H. Jones (Eds.), *Advances in discourse studies* (pp.1-17). Routledge.
- Bitzer, L. F. (1968). The rhetorical situation. *Philosophy & Rhetoric*, 1(1), 1-14.<https://www.jstor.org/stable/40236733>
- Brinton, L. J. (2001). Historical discourse analysis. In D. Schiffrin, D. Tannen & H.E. Hamilton (Eds.), *The handbook of discourse analysis* (pp.138- 160). Blackwell.
- Brown, G., & Yule, G. (1983). *Discourse analysis*. Cambridge University Press.
- Burke, K. (1969). *Arhetoric of motives*. University of California Press
- Charteris-Black, J. (2011). *Politicians and rhetoric: The persuasive power of metaphor* (2nd ed.). Palgrave Macmillan.
- Chilton, P. (2004). *Analysing political discourse: Theory and practice*. Routledge.
- Covino, W., & Jolliffe, D. (2014). What is rhetoric? In E.A. Wardle & D.P. Downs (Eds.), *Writing about writing: A college reader* (2nd ed., pp. 325-346). Bedford/St. Martins.

- Fairclough, I., & Fairclough, N. (2012). *Political discourse analysis: A method for advanced students*. Routledge.
- Fairclough, N. (1992). *Discourse and social change*. Polity Press.
- Fairclough, N. (2010). *Critical discourse analysis: The critical study of language* (2nd ed.). Routledge.
- Fanani, A., Setiawan, S., Purwati, O., Maisarah, M., & Qoyyimah, U. (2020). Donald Trump's grammar of persuasion in his speech. *Heliyon*, 6, 1-7.
<https://www.sciencedirect.com/science/article/pii/S2405844019367416>
- Flowerdew, L. (2012). Corpus-based discourse analysis. In J. P. Gee & M. Handford (Eds.), *The routledge handbook of discourse analysis* (pp. 174-187). Routledge.
- Gee, J.P., & Handford, M. (2012). Introduction. In J. P. Gee & M. Handford (Eds.), *The routledge handbook of discourse analysis* (pp. 1-6). Routledge.
- Genovese, M.A. (2010). *Encyclopedia of the American presidency*. Facts On File.
- Grant-Davie, K. (2014). Rhetorical situations and their constituents. In E.A. Wardle & D.P. Downs (Eds.), *Writing about writing: A college reader* (2nd ed., pp. 347-364). Bedford/St. Martins.
- Griffin, Em. (2012). *A first look at communication theory* (8th ed.). Mc Graw-Hill.
- Haoming, L. (2019). A stylistic analysis of Donald Trump's inaugural address. *Studies in Literature and Language*, 19(3), 75-80. <http://dx.doi.org/10.3968/11407>
- Harris, E.M. (2017). Rhetoric and politics. In M.J. MacDonald (Eds.), *The Oxford handbook of rhetorical studies* (pp. 53- 62). Oxford University Press.
- Helgadóttir, A. (2018). "I could stand in the middle of 5th Avenue and shoot somebody and I wouldn't lose voters." Analysis into Donald Trump's rhetoric and how it helped him to become the president of the United States. [B.A. thesis, University of Iceland].
<http://hdl.handle.net/1946/30253>
- Hendriks, L. (2018). *Trump's logic: Rhetoric in the 2016 US elections*. [Bachelor's thesis, University of Tilburg, The Netherlands].

- Heracleous, L. (2006). *Discourse, interpretation, organisation*. Cambridge University Press.
- Herrick, J. A. (2005). *The history and theory of rhetoric: An introduction* (3rd ed.). Pearson Education.
- Heywood, A. (2019). *Politics* (5th ed). Red Globe Press.
- Holland, J., & Fermor, B. (2017). Trump's rhetoric at 100 days: Contradictions within effective emotional narratives. *Critical Studies on Security*, 5(2), 182-186. <https://doi.org/10.1080/21624887.2017.1355157>
- Houser, R. E. (2020). *Logic as a liberal art: An introduction to rhetoric & reasoning*. The Catholic University of America Press.
- Jaworski, A., & Coupland, N. (2006). Introduction: Perspectives on discourse analysis. In A. Jaworski & N. Coupland (Eds.), *The discourse reader* (2nd ed., pp. 1-37). Routledge.
- Jolliffe, D.A. (1993). On reading and writing analytically: Theory, method, crisis, action plan. In The College Board, *English language: Reading and writing analytically* (pp. 5-17). Beacon Press.
- Jones, R. H. (2012). *Discourse analysis: A resource book for students*. Routledge.
- Kennedy, G. A. (1994). *A new history of classical rhetoric*. Princeton University Press.
- Kennedy, G. A. (2007). *Aristotle on rhetoric: A theory of civic discourse* (2nd ed.). Oxford University Press.
- Laufer, R. (1989). Rhetoric and politics. In M. Meyer (Ed.), *From metaphysics to rhetoric* (pp.183-197). Kluwer Academic Publishers.
- Martin, J. (2014). *Politics and rhetoric: A critical introduction*. Routledge.
- Mulvaney, M.K. (1993). Analytic writing in college: Forms, sites, and strategies. In The College Board, *English language: Reading and writing analytically* (pp.19- 42). Beacon Press.

- Phelan, B. (1993). Teaching analysis of nonfiction prose as language landscape. In The College Board, *English language: Reading and writing analytically* (pp.57- 68). Beacon Press.
- CNN Politic. (n.d). *Presidential results*.<https://edition.cnn.com/election/2020/results/president>
- Rong, J. (2021). An analysis on stylistic features of Donald Trump's speech. *International Journal of English Linguistics*, 11(3), 11-18.doi:10.5539/ijel.v11n3p11
- Ross, A.S., & Rivers, D. J. (2020). Donald Trump, legitimisation and a new political rhetoric. *World Englishes*, 39,623-637.
<https://onlinelibrary-wiley-com.snd11.arn.dz/doi/epdf/10.1111/weng.12501>
- Savoy, J. (2018). Trump's and Clinton's style and rhetoric during the 2016 presidential election. *Journal of Quantitative Linguistics*, 25(2), 168-189.
<https://www.tandfonline.com/doi/abs/10.1080/09296174.2017.1349358>
- Schiffrin, D. (1994). *Approaches to discourse*. Blackwell.
- Sidnell, J. (2010). Conversation analysis. In N. H. Hornberger & S. L. McKay (Eds.), *Sociolinguistics and language education* (492-527). Multilingual Matters.
- Song, L. (2010). The role of context in discourse analysis. *Journal of Language Teaching and Research*, 1(6), 876-879
- Thornbury, S., & Slade, D. (2006). *Conversation: From description to pedagogy*. Cambridge University Press.
- Trump, D.J. (2020). *Address accepting the republican presidential nomination*.
<https://www.presidency.ucsb.edu/documents/address-accepting-the-republican-presidential-nomination-4>
- Valley, D.B. (1974). Significant characteristics of democratic presidential nomination acceptance speeches, *CentralStates Speech Journal*, 25(1), 5662.
<http://dx.doi.org/10.1080/10510977409367769>
- Van Dijk, T. A. (1985). *Introduction: Discourse analysis as a new cross-discipline*. Academic Press.

- Van Dijk, T. A. (1997). What is political discourse analysis?. *Belgian Journal of Linguistics*, 11(1), 11-52.
- Van Dijk, T. A. (2008). *Discourse and context: A sociocognitive approach*. Cambridge University Press.
- Van Dijk, T. A. (2015). Critical discourse analysis. In D.Tannen, H. E. Hamilton & D. Schiffrin (Eds.), *The handbook of discourse analysis* (2nd ed., pp.466- 485). Wiley Blackwell.
- Widdowson, H. G. (2004). *Text, context, pretext: Critical issues in discourse analysis*. Blackwell Publishing.
- Widyawardani, Y.I. (2016). *Rhetorical analysis of Donald Trump's presidential candidacy announcement speech*. [Bachelor thesis, Sanata Dharma University, Indonesia].
- Wilson, J. (2001). Political discourse. In D. Schiffrin, D. Tannen & H.E. Hamilton (Eds.), *The handbook of discourse analysis* (pp. 398- 415). Blackwell.
- Windt, T. O. (1986). Presidential rhetoric: Definition of a field of study. *Presidential Studies Quarterly*, 16(1), 102-116.
- Wiss, J. (1989). *Ethos and pathos: From Aristotle to Cicero*. Adolf M. Hakkert.
- Wodak, R. (2004). Critical discourse analysis. In C.Seale, G.Gobo, J. F.Gubrium& D. Silverman (Eds.), *Qualitative research practice* (pp.185-201). Sage Publications.
- Wodak, R. (2012). Politics as usual: Investigating political discourse in action. In J. P.Gee & M.Handford (Eds.), *The routledge handbook of discourse analysis*(pp. 525-540). Routledge.
- Woods, N. (2006). *Describing discourse: A practical guide to discourse analysis*. Hodder Arnold.
- Wooffitt, R. (2005). *Conversation analysis and discourse analysis: A comparative and critical introduction*. Sage Publications.
- Zachry, M. (2009). Rhetorical analysis. InF. Bargiela-Chiappini (Ed.), *The handbook of business discourse* (pp. 68-79). Edinburgh University Press.

Abstract in French (Résumé)

La diversité de la rhétorique des présidents Américains, notamment au cours des deux dernières décennies, est devenue un sujet et un point central dans le domaine de l'analyse de discours. En effet, contrairement aux anciens présidents américains, le 45ème président des Etats Unis d'Amérique a marqué l'histoire de la rhétorique américaine avec son unique style et sa différente façon d'utiliser la langue. En fin 2020, Donald Trump, a prononcé le discours d'acceptation à la Convention Nationale Républicaine de 2020 à fin de convaincre le peuple américain de le réélire pour la deuxième fois en tant que président des Etats Unis. La présente étude vise à analyser ce discours à partir d'une perspective rhétorique basée sur le model rhétorique de Jolliffe (2009), par l'identification de la situation rhétorique (exigence, audience et objectif), les trois dimensions rhétoriques (logos, ethos et pathos) ainsi que les caractéristiques superficielles du discours (diction, syntaxe, imagerie et langage figuratif). Pour cela, le plan de recherche de cette étude est descriptif basé sur deux méthodes combinées, la méthode qualitative et la méthode quantitative, pour arriver à des résultats plus fiables et authentiques. Les résultats de l'analyse montrent que le candidat républicain a prononcé le discours dans un cadre rhétorique spécifique en guise de réponse à la nomination républicaine des élections de 2020, à une audience ciblée avec l'objectif de gagner les élections présidentielles. De plus, les résultats indiquent que Donald Trump a fait usage des trois dimensions rhétoriques à fin de persuader son audience, néanmoins, il s'est plus incliné sur l'usage de pathos comparativement aux autres dimensions rhétoriques logos et ethos. En outre, Donald Trump a utilisé une diction, une syntaxe, une imagerie et un langage figuratif spécifiques pour conforter sa position et être plus persuasif. Pour conclure, la présente étude contribue à mieux comprendre la rhétorique utilisée par Donald Trump dans son discours d'acceptation à fin de gagner les élections présidentielles.

Mots Clés: Discours d'acceptation à la Convention Nationale Républicaine de 2020, Donald Trump, La rhétorique des présidents américains, model rhétorique de Jolliffe (2009), rhétorique,

Abstract in Tamazight (Agzul)

Aberrar n tesninawt n yiselwayen imarikaniyen, ulama deg snat n temrawin tineggura, yuḡal-d anemhir agejdan deg uḥric n tesleḏt n yinaw, maca, anemgal iselwayen iɛeddan n Marikan, aselway n Marikan wis 45 iɛellem amezruy n tesninawt n Marikan s twila-ines d ubrid-is yemxalafen deg useqdec n tutlayt. yer taggara n 2020 Donald Trump, aselway wis 45 n timunin n Marikan yemmeslay deg yinaw n wemtawa deg umesddugam ayelnaw amsegdud n 2020 iwakken ad iqennaɛ agdud amarikani ad t-id isbed d aselway n Marikan i tikelt tis snat. Tazrawt agi tettnadi ad tesleḏ inaw agi s tmuyli n tesninawt irekden yef tugna tasninawt n Jolliffe (2009) s tukza n waddad asninaw (tamara, tibeddi d yiswi), kraḍ n tisektiwin tisninawin (logos, ethos d pathos), akk d imsekniyen n ufella n yinaw (timsiwla, inmalayen, tugna tazarurant d usiwel n uyanib). Yef waya, ayawas n unadi n tezrawt agi d uglm yebna yef snat n tarrayin yedduklen, tarrayt tamerkdant d tarrayt tamsektant, iwakken ad naweḍ ad naf igmaḍ inaflasen. Igmada n tesleḏt agi skanayen-d d akken ambedday agdudan yessusru-d inaw deg yiwen ukatar asninaw ulmis am tiririt i usemmi amsegdud n tefranin n 2020, i tibeddi yettwagubren syur umbedday, d yiswi ad irbaḥ tefranin tiselwayanin. Akken dayen, igmad ttemmalen-d d akken Donald Trump yessexdem kraḍ ni n tisektiwin tisninawin iwakken ad iqennaɛ tibeddi-ines. Lamaɛna imal nezzah yer useqdec n pathos s wassay yer tisektiwin tisninawin niḍen logos d pathos. Akken dayen, Donald Trump yesseqdec timsiwla, inmalayen, tugna tazarurant d usiwel n uyanib wid yellan d ulmisen iwakken ad isiḡhed amkan-is, iwakken dayen ad yili d amalyad. Yer taggara, tazrawt agi tettekki deg usefhem n tesninawt i yessexdem Donald Trump deg yinaw n umtawa iwakken ad irbaḥ deg tefranin tiselwayanin.

Awalen Igejdanen : Inaw amtawa deg umesddugam ayelnaw amsegdud n 2020, Donald Trump, Tasninawt n iselwayen n Marikan, Tugna tasninawt n Jolliffe (2009), Tasninawt.

Appendix 1: Address Accepting the Republican Presidential Nomination Transcript

By Donald .J. Trump

August 27, 2020

1 Thank you very much. Thank you very much. Thank you. [*applause*]

2 Thank you very much. Friends, delegates and distinguished guests, please, I stand before you
3 tonight honored by your support, proud of the extraordinary progress we have made together
4 over the last four incredible years and brimming with confidence in the bright future we will
5 build for America over the next four years. [*applause*]

6 We begin this evening, our thoughts are with the wonderful people who have just come
7 through the wrath of Hurricane Laura. We are working closely with state and local officials in
8 Texas, Louisiana, Arkansas, Mississippi, sparing no effort to save lives. While the hurricane
9 was fierce, one of the strongest to make landfall in 150 years, the casualties and damage were
10 far less than thought possible, only 24 hours ago. [*applause*]

11 And this is due to the great work of FEMA, law enforcement, and the individual states. I will
12 be going this weekend. And congratulations, thank you for that great job out there. We really
13 appreciate it.

14 We are one national family. And we will always protect, love and care for each other. Here
15 tonight are the people who have made my journey possible and filled my life with so much
16 joy. For her incredible service to our nation and its children, I want to thank our magnificent
17 First Lady. [*applause*]

18 I also want to thank my amazing daughter, Ivanka, for that introduction — and to all of my
19 children — Ivanka, please stand up. [*applause*]

20 And to all of my children and grandchildren, I love you more than words can express. I know
21 my brother Robert is looking down on us right now from heaven. He was a great brother and
22 was very proud of the job we are all doing. Thank you. We love you, Robert. [*applause*]

23 Let us also take a moment to show our profound appreciation for a man who has always
24 fought by our side and stood up for our values, a man of deep faith and steadfast conviction,
25 our Vice President Mike Pence. [*applause*]

26 And Mike is joined by his beloved wife, a teacher and military mom, Karen Pence. Thank
27 you, Karen. [*applause*]

28 My fellow Americans, tonight with a heart full of gratitude and boundless optimism, I
29 profoundly accept this nomination for President of the United States. [*applause and chanting*
30 "*USA*"]

31 The Republican Party, the party of Abraham Lincoln, goes forward united, determined and
32 ready to welcome millions of Democrats, Independents and anyone who believes in the
33 greatness of America and the righteous heart of the American people. [*applause*]

34 In a new term as president, we will again build the greatest economy in history, quickly
35 returning to full employment, soaring incomes and record prosperity. [*applause*]

36 We will defend America against all threats and protect America against all dangers. We will
37 lead America into new frontiers of ambition and discovery and we will reach for new heights
38 of national achievement.

39 We will rekindle new faith in our values, new pride in our history and a new spirit of unity
40 that can only be realized through love for our great country. [*applause*]

41 Because we understand that America is not a land cloaked in darkness. America is the torch
42 that enlightens the entire world. [*applause*]

43 Gathered here at our beautiful and majestic White House, known all over the world as the
44 People's House, we cannot help but marvel at the miracle that is our great American story.

45 This has been the home of larger-than-life figures like Teddy Roosevelt and Andrew Jackson,
46 who rallied Americans to bold visions of a bigger and brighter future.

47 Within these walls lived tenacious generals, like President Grant and Eisenhower, who led our
48 soldiers in the cause of freedom. From these grounds, Thomas Jefferson sent Lewis and Clark
49 on a daring expedition to cross a wild and uncharted continent.

50 In the depths of a bloody civil war, President Abraham Lincoln looked out these very
51 windows upon a half-completed Washington Monument, and asked God, in his providence to
52 save our nation.

53 Two weeks after Pearl Harbor, Franklin Delano Roosevelt welcomed Winston Churchill. And
54 just inside they set our people on a course to victory in the Second World War.

55 In recent months, our nation and the entire planet has been struck by a new and powerful
56 invisible enemy. Like those brave Americans before us, we are meeting this challenge. We are
57 delivering life-saving therapies and will produce a vaccine before the end of the year, or
58 maybe even sooner. [*applause*]

59 We will defeat the virus and the pandemic and emerge stronger than ever before. [*applause*]

60 What united generations past was an unshakeable confidence in America's destiny and an
61 unbreakable faith in the American people. They knew that our country is blessed by God and
62 has a special purpose in this world.

63 It is that conviction that inspired the formation of our union, our westward expansion, the
64 abolition of slavery, the passage of civil rights, the space program, and the overthrow of
65 fascism, tyranny and communism.

66 This towering American spirit has prevailed over every challenge, and lifted us to the summit
67 of human endeavor. And yet despite all of our greatness as a nation, everything we have
68 achieved is now in danger.

69 This is the most important election in the history of our country. [*applause*]

70 Thank you. At no time before have voters faced a clearer choice between two parties, two
71 visions, two philosophies or two agendas. This election will decide whether we save the
72 American dream or whether we allow a socialist agenda to demolish our cherished destiny.
73 [*applause*]

74 It will decide whether we rapidly create millions of high-paying jobs or whether we crush our
75 industries and send millions of these jobs overseas as has foolishly been done for many
76 decades.

77 Your vote will decide whether we protect law-abiding Americans or whether we give free rein
78 to violent anarchists and agitators and criminals who threaten our citizens.

79 And this election will decide whether we will defend the American way of life or whether we
80 will allow a radical movement to completely dismantle and destroy it. That won't happen.
81 [*applause*]

82 At the Democrat National Convention, Joe Biden and his party repeatedly assailed America as
83 a land of racial, economic and social injustice. So tonight I ask you a simple question: How

84 can the Democrat Party ask to lead our country when it spends so much time tearing down our
85 country? [*applause*]

86 In the Left's backward view, they do not see America as the most free, just and exceptional
87 nation on earth. Instead, they see a wicked nation that must be punished for its sins.

88 Our opponents say that redemption for you can only come from giving power to them. This is
89 a tired anthem spoken by every repressive movement throughout history. But in this country,
90 we don't look to career politicians for salvation. In America, we don't turn to government to
91 restore our souls; we put our faith in almighty God. [*applause*]

92 Joe Biden is not a savior of America's soul; he is the destroyer of America's jobs, and if given
93 the chance he will be the destroyer of American greatness. For 47 years, Joe Biden took the
94 donations of blue-collar workers, gave them hugs and even kisses...[*laughter and*
95 *applause*]...And told them he felt their pain. And then he flew back to Washington and voted
96 to ship our jobs to China and many other distant lands.

97 Joe Biden spent his entire career outsourcing their dreams and the dreams of American
98 workers, off shoring their jobs, opening their borders and sending their sons and daughters to
99 fight in endless foreign wars, wars that never ended.

100 Four years ago I ran for president because I could not watch this betrayal of our country any
101 longer. I could not sit by -- [*applause*] -- as career politicians let other countries take
102 advantage of us on trade, borders, foreign policy and national defense. Our NATO partners, as
103 an example, were very far behind in their defense payments. But at my strong urging, they
104 agreed to pay \$130 billion more a year the first time in over 20 years that they upped their
105 payments. [*applause*]

106 And this \$130 billion will ultimately go to \$400 billion a year. And Secretary General
107 Stoltenberg who heads NATO was amazed after watching for so many years, and said that
108 President Trump did what no one else was able to do. [*applause*]

109 Thank you. From the moment I left my former life behind -- and it was a good life --
110 [*laughter*]-- I have done nothing but fight for you. I did what our political establishment never
111 expected and could never forgive. Breaking the cardinal rule of Washington politics: I kept
112 my promise. [*applause*]

113 Together we have ended the rule of the failed political class, and they are desperate to get
114 their power back by any means necessary. You've seen that. They are angry at me because,
115 instead of putting them first, I very simply said America first. [applause]

116 Thank you.

117 Days after taking office, we shocked the Washington establishment and withdrew from the
118 last administration's job-killing Trans Pacific Partnership. [applause]

119 I then immediately approved the Keystone XL and Dakota Access Pipelines. [applause]

120 Ended the unfair and very costly Paris Climate Accord. [applause]

121 And secured for the first time American energy independence. [applause]

122 We passed record-setting tax and regulation cuts at a rate nobody had ever seen before.

123 Within three short years, we built the strongest economy in the history of the world.

124 Washington insiders asked me not to stand up to China. They pleaded with me to let China
125 continue stealing our jobs, ripping us off, and robbing our country blind.

126 But I kept my word to the American people. We took the toughest, boldest, strongest and
127 hardest-hitting action against China in American history by far. [applause]

128 They said that it would be impossible to terminate and replace NAFTA. But again, they were
129 wrong. Earlier this year, I ended the NAFTA nightmare and signed the brand-new U.S.-
130 Mexico-Canada Agreement into law.

131 And right now, auto companies and others are building their plants and factories in America,
132 not firing their employees, and not deserting us for other countries. [applause]

133 And perhaps no area did the Washington special interests try harder to stop us than on my
134 policy of pro-American immigration. [applause]

135 But I refused to back down, and today America's borders are more secure than ever before.
136 [applause]

137 Thank you.

138 We ended catch-and-release, stopped asylum fraud. Took down human traffickers who prey
139 on women and children. And we have deported 20,000 gang members and 500,000 criminal
140 aliens. [applause]

141 We have already built 300 miles of border wall, and we are adding 10 new miles every single
142 week. The wall will soon be complete. And it is working beyond our wildest expectations.
143 [*applause*]

144 We are joined this evening by members of the Border Patrol Union representing our country's
145 courageous border agents. Thank you very much for being here. Thank you. Brave, brave
146 people. [*applause and chanting "USA"*]

147 You see, this country loves our law enforcement. They do. [*applause*]

148 They do. They really do. Love and respect. When I learned that the Tennessee Valley
149 Authority laid off hundreds of American workers and forced them to train their lower paid
150 foreign replacement, I promptly removed the chairman of the board and now those talented
151 American workers have been rehired and are back providing power to Georgia, Alabama,
152 Tennessee, Kentucky, Mississippi, North Carolina and Virginia. [*applause*]

153 They have their old jobs back, and some are here with us this evening. Please stand. You went
154 through a lot. Please stand. Thank you. Thank you very much. [*applause*]

155 You've been through a lot. Thank you very much. [*applause*]

156 Last month, I took on Big Pharma. You think that's easy? It's not. And signed orders that will
157 massively lower the cost of your prescription drugs and give critically ill patients access to
158 life-saving cures. We passed the decades-long awaited right-to-try. Right-to-try. [*applause*]

159 We also passed VA Accountability and VA Choice. [*applause*]

160 Our great veterans, we're taking care of our veterans. [*applause*]

161 91 percent approval rating this month, the VA, given by our veterans. First time anything like
162 that's ever happened.

163 By the end of my first term, we will have approved more than 300 federal judges, including
164 two great, new Supreme Court justices. [*applause*]

165 And to bring prosperity to our forgotten inner cities, we worked hard to pass historic criminal
166 justice reform, prison reform, opportunity zones and long-term funding of Historically Black
167 Colleges and Universities and before the China virus came in, produced the best
168 unemployment numbers for African-Americans, Hispanic Americans and Asian Americans
169 ever recorded. [*applause*]

170 And I say very modestly that I have done more for the African-American community than any
171 president since Abraham Lincoln, our first Republican president. [*applause*]

172 And I have done more in three years for the Black community than Joe Biden has done in 47
173 years. [*applause*]

174 And when I'm re-elected, the best is yet to come. [*applause and chanting "four more years"*]

175 Thank you very much. [*applause*]

176 When I took office, the Middle East was in total chaos. ISIS was rampaging. Iran was on the
177 rise. And the war in Afghanistan had no end in sight. I withdrew from the terrible one-sided
178 Iran nuclear deal. [*applause*]

179 Unlike many presidents before me, I kept my promise, recognized Israel's true capital and
180 moved our embassy to Jerusalem. [*applause*]

181 But not only did we talk about it as a future site, we got it built. Rather than spending \$1
182 billion on a new building as planned, we took an already-owned existing building in a better
183 location, real estate deal, right? [*laughter and applause*]

184 And opened it at a cost of less than \$500,000. [*applause*]

185 Many things like that that government is doing right now. We also recognized Israeli
186 sovereignty over the Golan Heights. [*applause*]

187 And this month we achieved the first Middle East peace deal in 25 years. [*applause*]

188 Thank you to UAE. Thank you to Israel. [*applause*]

189 In addition, we obliterated 100 percent of the ISIS caliphate and killed its founder and leader
190 Abu Bakr al-Baghdadi. [*applause*]

191 Then in a separate operation, we eliminated the world's number one terrorist by far, Qassem
192 Solemeini.

193 Unlike previous administrations I have kept America out of new wars, and our troops are
194 coming home. We have spent nearly \$2.5 trillion on completely rebuilding our military,
195 which was very badly depleted when I took office, as you know. This includes three separate
196 pay raises for our great warriors. [*applause*]

197 We also launched the Space Force, the first new branch of the United States military since the
198 Air Force was created almost 75 years ago.

199 We have spent the last four years reversing the damage Joe Biden inflicted over the last 47
200 years.

201 Biden's record is a shameful roll call of the most catastrophic betrayals and blunders in our
202 lifetime. He has spent his entire career on the wrong side of history. Biden voted for the
203 NAFTA disaster, the single-worst trade deal ever enacted. He supported China's entry into the
204 World Trade Organization, one of the greatest economic disasters of all time.

205 After those Biden calamities the United States lost one in four manufacturing jobs. We laid
206 off workers in Michigan, Ohio, New Hampshire, Pennsylvania, and many other states. They
207 didn't want to hear Biden's hollow words of empathy. They wanted their jobs back.

208 [*applause*]

209 As vice president, he supported the Trans Pacific Partnership which would have been a death
210 sentence for the U.S. auto industry.

211 He backed the horrendous South Korea trade deal, which took many jobs from our country,
212 and which I've reversed and made a great deal for our country. He repeatedly supported mass
213 amnesty for illegal immigrants. He voted for the Iraq War. He opposed the mission to take out
214 Osama Bin Laden. He opposed killing Soleimani. He oversaw the rise of ISIS and cheered the
215 rise of China as a positive development for America and the world. Some positive
216 development. That's why China supports Joe Biden and desperately wants him to win. I can
217 tell you that, upon very good information.

218 China would own our country if Joe Biden got elected. Unlike Biden, I will hold them fully
219 accountable for the tragedy that they caused, all over the world, they caused.

220 In recent months, our nation and the world has been hit by the once in a century pandemic that
221 China allowed to spread around the globe. They could have stopped it but they allowed it to
222 come out.

223 We are grateful to be joined tonight by several of our incredible nurses and first responders.
224 Please stand and accept our profound thanks and gratitude. [*applause*]

225 Many Americans, including me, have sadly lost friends and cherished loved ones to this
226 horrible disease. As one nation, we mourn, we grieve, and we hold in our hearts forever the
227 memories of all of those lives that have been so tragically taken. So unnecessary. In their
228 honor we will unite, in their memory we will overcome.

229 And when the China virus hit, we launched the largest national mobilization since World War
230 II, invoking the Defense Production Act. We produced the world's largest supply of
231 ventilators. Not a single American who has needed a ventilator has been denied a ventilator,
232 which is a miracle. [*applause*]

233 Good job heading the task force by our great vice president. Thank you very much, Mike,
234 please stand up. Please. [*applause*]

235 We shipped hundreds of millions of masks, gloves and gowns to our front-line healthcare
236 workers. To protect our nation's seniors we rushed supplies, testing kits and personal ... to
237 nursing homes, we gave everything you can possibly give and we're still giving it because
238 we're taking care of our senior citizens. [*applause*]

239 The Army Corps of Engineers built field hospitals. And the Navy deployed our great hospital
240 ships. We developed from scratch the largest and most advanced testing system anywhere in
241 the world.

242 America has tested more than every country in Europe put together, and more than every
243 nation in the Western Hemisphere combined. Think of that.

244 We have conducted 40 million more tests than the next closest nation, which is India. We
245 developed a wide array of effective treatments including a powerful antibody treatment
246 known as convalescent plasma. You saw that on Sunday night when we announced it. That
247 will save thousands and thousands of lives.

248 Thanks to advances, we have pioneered the fatality rate and you look at it, and you look at the
249 numbers, it has been reduced by 80 percent since April. 80 percent. [*applause*]

250 The United States has among the lowest case fatality rates of any major country anywhere in
251 the world. The European Union's case fatality rate is nearly three times higher than ours, but
252 you don't hear that. They don't write about that. They don't want to write about that. They
253 don't want you to know those things.

254 All together, the nations of Europe have experienced a 30 percent greater increase in excess
255 mortality than the United States. Think of that.

256 We enacted the largest package of financial relief in American history. Thanks to our
257 Paycheck Protection Program, we have saved or supported more than 50 million American
258 jobs. That's one of the reasons that we're advancing so rapidly with our economy. [*applause*]

259 Great job. As a result, we have seen the smallest economic contraction of any major Western
260 nation. And we are recovering at a much faster rate than anybody. Over the past three months,
261 we have gained over 9 million jobs, and that's a record in the history of our country.
262 [*applause*]

263 Unfortunately, from the beginning our opponents have shown themselves capable of nothing
264 but a partisan ability to criticize. When I took bold action to issue a travel ban on China, very
265 early indeed, Joe Biden called it hysterical and xenophobic. And then I introduced a ban on
266 Europe very early again. If we had listened to Joe, hundreds of thousands more Americans
267 would have died.

268 Instead of following the science, Joe Biden wants to inflict a painful shutdown on the entire
269 country. His shutdown would inflict unthinkable and lasting harm on our nation's children's,
270 families and citizens of all backgrounds.

271 The cost of the Biden shutdown would be measured in increased drug overdoses, depression,
272 alcohol addiction, suicides, heart attacks, economic devastation, job loss and much more.

273 Joe Biden's plan is not a solution to the virus, but, rather, it's a surrender to the virus.
274 [*applause*]

275 My administration has a very different approach. To save as many lives as possible, we are
276 focusing on the science, the facts and the data. We are aggressively sheltering those at highest
277 risk, especially the elderly, while allowing lower risk Americans to safely return to work and
278 to school and we want to see so many of those great states be opened by Democrats. We want
279 them to be open. They have to be open. They have to get back to work. [*applause*]

280 They have to get back to work, and they have to get back to school.

281 Most importantly, we are marshalling America's scientific genius to produce a vaccine in
282 record time.

283 Under Operation Warp Speed, we have three different vaccines in the final stage of trials,
284 right now, years ahead of what has been achieved before. Nobody thought it could ever be
285 done this fast. Normally it would be years and we did it in a matter of a few months.

286 We're producing them in advance so that hundreds of millions of doses will be quickly
287 available. We will have a safe and effective vaccine this year. And together we will crush the
288 virus. [*applause*]

289 At the Democrat convention, you barely heard a word about their agenda. But that's not
290 because they don't have one; it's because their agenda is the most extreme set of proposals
291 ever put forward by a major party nominee.

292 Joe Biden may claim he is an 'ally of the light,' but when it comes to his agenda, Biden wants
293 to keep us completely in the dark. [*laughter*]

294 He doesn't have a clue. He has pledged a \$4 trillion tax hike on almost all American families,
295 which will totally collapse our rapidly improving economy.

296 And once again, record stock markets that we have right now will also collapse. That means
297 your 401(k)s, that means all of the stocks you have.

298 On the other hand, just as I did in my first term, I will cut taxes even further for hard-working
299 moms and dads. I will not raise taxes. I will cut them, and very substantially. [*applause*]

300 And we will also provide tax credits to bring jobs out of China back to America, and we will
301 impose tariffs on any company that leaves America to produce jobs overseas. [*applause*]

302 We will make sure our companies and jobs stay in our country as I've already been doing for
303 quite some time, if you've noticed. Joe Biden's agenda is "Made in China." My agenda is
304 "Made in the USA." [*applause and chanting "USA"*]

305 Biden has promised to abolish the production of American oil, coal, shale and natural gas,
306 laying waste to the economies of Pennsylvania, Ohio, Texas, North Dakota, Oklahoma,
307 Colorado, and New Mexico, destroying those states. Absolutely destroying those states, and
308 others.

309 Millions of jobs will be lost. And energy prices will soar. These same policies led to crippling
310 power outages in California just last week, everybody saw that. Tremendous power outage.
311 Nobody has seen anything like it. But we saw that last week in California.

312 How can Joe Biden claim to be an "ally of the light," when his own party can't even keep the
313 lights on. [*laughter and applause*]

314 Joe Biden's campaign has even published a 110 page policy platform, you can't get away from
315 this. Coauthored with far left senator, crazy Bernie Sanders.

316 The Biden Bernie Manifesto calls for suspending all removals of illegal aliens, implementing
317 nationwide catch and release and providing illegal aliens with free, taxpayer-funded lawyers.

318 Everybody gets a lawyer. Come on over to our country, everybody has a lawyer, we have a
319 lawyer for you. That's what we need is more lawyers. [*laughter*]

320 Joe Biden recently raised his hand on the debate stage and promised, here give away -- he was
321 going to give it away, your healthcare dollars to illegal immigrants, which is going to bring
322 massive number of immigrants into our country. Massive numbers will pour into our
323 country in order to get all of the goodies that they want to give, education, healthcare,
324 everything.

325 He also supports deadly sanctuary cities that protect criminal aliens. He promised to end
326 national security travel bans from Jihadist nations, and he pledged to increase refugee
327 admissions by 700 percent. This is in the manifesto.

328 The Biden plan would eliminate America's borders in the middle of a global pandemic. And
329 he's even talking about taking the wall down. How about that? [*booing*]

330 Biden also vowed to oppose school choice and close all charter schools, ripping away the
331 ladder of opportunity for Black and Hispanic children. In a second term I will expand charter
332 schools and provide school choice to every family in America. [*applause*]

333 And we will always treat our teachers with the tremendous respect that they deserve.
334 [*applause*]

335 Great people. Great, great people. Joe Biden claims he has empathy for the vulnerable. Yet
336 the party he leads supports the extreme late-term abortion of defenseless babies right up until
337 the moment of birth.

338 Democrat leaders talk about moral decency, but they have no problem with stopping a baby's
339 beating heart in the ninth month of pregnancy. Democrat politicians refuse to protect innocent
340 life and then they lecture us about morality and saving America's soul.

341 Tonight we proudly declare that all children born and unborn have a God-given right to life.
342 [*applause*]

343 During the Democrat Convention, the words "under God" were removed from the Pledge of
344 Allegiance, not once, but twice. We will never do that. [*applause*]

345 But the fact is, this is where they're coming from. Like it or not. This is where they're coming
346 from. If the left gains power they will demolish the suburbs, confiscate your guns and appoint
347 justices who will wipe away your Second Amendment and other constitutional freedoms.

348 Biden is a Trojan horse for socialism. If Joe Biden doesn't have the strength to stand up to
349 wild-eyed Marxists like Bernie Sanders and his fellow radicals, and there are many, there are
350 many, many, we see them all the time, it's incredible, actually, then how is he ever going to
351 stand up for you? He's not.

352 The most dangerous aspect of the Biden platform is the attack on public safety. The Biden-
353 Bernie manifesto calls for abolishing cash bail, immediately releasing 400,000 criminals onto
354 the streets and into your neighborhoods.

355 When asked if he supports cutting police funding, Joe Biden replied, "Yes, absolutely." When
356 Congresswoman Ilhan Omar called the Minneapolis Police Department a cancer that is rotten
357 to the root, Biden wouldn't disavow her support and reject her endorsement. He proudly
358 displayed it shortly later on his website. Displayed it in big letters.

359 Make no mistake, if you give power to Joe Biden, the radical left will defund police
360 departments all across America. They will pass federal legislation to reduce law enforcement
361 nationwide. They will make every city look like Democrat-run Portland, Oregon.

362 No one will be safe in Biden's America. My administration will always stand with the men
363 and women of law enforcement. [*applause*]

364 Every day police officers risk their lives to keep us safe. And every year many sacrifice their
365 lives in the line of duty.

366 One of these incredible Americans was Detective Miosotis Familia. She was part of a team of
367 American Heroes called the NYPD, or New York's finest, who I was very, very proud to get
368 their endorsement just the other day. Great people. Great, great people. [*applause*]

369 If they were allowed to do their job. You'd have no crime in New York. Rudy Giuliani knows
370 that better than anybody. Thank you, Rudy.

371 Three years ago on the 4th of July weekend, Detective Familia was on duty in her vehicle
372 when she was ambushed just after midnight and murdered by a monster who hated her purely
373 for wearing the badge. Detective Familia was a single mom. She recently asked for the night
374 shift so she could spend more time with her kids.

375 Two years ago, I stood in front of the U.S. capitol alongside those beautiful children and held
376 their grandmother's hand as they mourned their terrible loss. And we honored detective
377 Familia's extraordinary life. It was extraordinary.

378 Detective Familia's three children are with us this evening, Genesis, Peter, Delilah, we are so
379 grateful to have you here tonight. Thank you very much for coming. [*applause*]

380 I promise you that we will treasure your mom in our memories forever. We must remember
381 that the overwhelming majority of police officers in this country, and that's the overwhelming
382 majority, are noble, courageous and honorable. We have to give law enforcement, our police,
383 back their power. [*applause*]

384 They are afraid to act. They are afraid to lose their pension. They are afraid to lose their jobs.
385 And by being afraid, they are not able to do the job that they so desperately want to do for
386 you.

387 And those who suffer most are the great people who they protect and who they want to protect
388 at an even higher level.

389 When there is police misconduct, the justice system must hold wrongdoers fully and
390 completely accountable, and it will. But when we can never have a situation where things are
391 going on as they are today, we must never allow mob rule. We can never allow mob rule.

392 In the strongest possible terms the Republican party condemns the rioting, looting, arson and
393 violence we have seen in Democrat-run cities all, like Kenosha, Minneapolis, Portland,
394 Chicago and New York, many others, Democrat-run.

395 There's violence and danger in the streets of many Democrat-run cities throughout America.
396 This problem could easily be fixed if they wanted to. Just call, we're ready to go in. We'll take
397 care of your problem in a matter of hours. Just call. We have to wait for the call. It's too bad
398 we have to, but we have to wait for the call.

399 We must always have law and order. All federal crimes are being investigated, prosecuted and
400 punished to the fullest extent of the law. When the anarchists started ripping down our statues
401 and monuments, right outside, I signed an order immediately. 10 years in prison, and it was a
402 miracle, it all stopped. No more statues. [*laughter*]

403 They said, that's just too long, as they looked at a statue. I think we'll rip it down. Then they
404 said 10 years in prison I think that's too long, let's go home.

405 During their convention Joe Biden and his supporters remained completely silent about the
406 rioters and criminals spreading mayhem in Democrat-run cities. They never even mentioned it
407 during their entire convention. Never once mentioned.

408 Now they're starting to mention it because their poll numbers are going down like a rock in
409 water. [*applause*]

410 It's too late, Joe. In the face of left-wing anarchy and mayhem in Minneapolis, Chicago and
411 other cities, Joe Biden's campaign did not condemn it. They donated to it.

412 At least 13 members of Joe Biden's campaign staff donated to a fund to bail out vandals,
413 arsonists, anarchists, looters and rioters from jail.

414 Here tonight is the grieving family of retired police captain David Dorn, a 38-year veteran of
415 the St. Louis Police Department, a great man and a highly respected man by all. In June,
416 Captain Dorn was shot and killed as he tried to protect a store from rioters and looters, or as
417 the Democrats would call them, peaceful protesters. They call them peaceful protesters.

418 We're honored to be joined tonight by his wonderful wife Ann and beloved family members
419 Brian and Kielen. To each of you, we will never forget the heroic legacy of Captain David
420 Dorn. Thank you very much for being here. Thank you. [*applause*]

421 Thank you very much. Great man. Great man. As long as I am president, we will defend the
422 absolute right of every American citizen to live in security, dignity and peace.

423 If the Democrat Party wants to stand with anarchists, agitators, rioters, looters and flag
424 burners, that is up to them. But I, as your president, will not be a part of it. The Republican
425 Party will remain the voice of the patriotic heroes who keep America safe and salute the
426 American flag. [*applause*]

427 Last year over 1,000 African-Americans were murdered as a result of violent crime in just
428 four Democrat-run cities. The top 10 most dangerous cities in the country are run by
429 Democrats and have been for many decades. Thousands more African-Americans are victim
430 and victims of violent crime in these communities.

431 Joe Biden and the Left ignore these American victims. I never will. If the Radical Left takes
432 power, they will apply their disastrous policies to every city, town and suburb in America.
433 Just imagine if the so-called peaceful demonstrators in the streets were in charge of every
434 lever of power in the U.S. government, just think of that.

435 Liberal politicians claim to be concerned about the strength of American institutions. But who
436 exactly is attacking them? Who is hiring the radical professors, judges and prosecutors? Who

437 is trying to abolish immigration enforcement and establish speech codes designed to muzzle
438 dissent.

439 In every case the attacks on American institutions are being waged by radical left.

440 Always remember they're coming after me because I am fighting for you. That's what's
441 happening. [*applause*]

442 And it's been going on from before I even got elected. [*applause*]

443 And remember this, they spied on my campaign and they got caught. Let's see now what
444 happens. We must reclaim our independence from the Left's repressive mandates. Americans
445 are exhausted trying to keep up with the latest lists of approved words and phrases. And the
446 ever-more restrictive political decrees.

447 Many things have a different name now. And the rules are constantly changing. The goal of
448 cancel culture is to make decent Americans live in fear of being fired, expelled, shamed,
449 humiliated and driven from society as we know it.

450 The far Left wants to coerce you into saying what you know to be false and scare you out of
451 saying what you know to be true. Very sad. [*applause*]

452 But on November 3rd, you can send them a very thundering message they will never forget.
453 [*applause*]

454 Thank you. [*Chanting "four more years"*]

455 Thank you very much. Joe Biden is weak. He takes his marching orders from liberal
456 hypocrites who drive their cities into the ground while fleeing far from the scene of the
457 wreckage. These same liberals want to eliminate school choice while they enroll their children
458 in the finest private schools in the land.

459 They want to open our borders while living in walled-off compounds and communities in the
460 best neighborhoods in the world.

461 They want to defund the police while they have armed guards for themselves. This November
462 we must turn the page forever on this failed political class. The fact is I'm here -- [*applause*] --
463 what's the name of that building? [*applause*]

464 But I'll say it differently. The fact is we're here and they're not. [*applause*]

465 To me one of the most beautiful buildings anywhere in the world, and it's not a building, it's a
466 home, as far as I'm concerned. Not even a house, it's a home. It's a wonderful place, with an
467 incredible history.

468 But it's all because of you. Together we will write the next chapter of the great American
469 story. Over the next four years we will make America into the manufacturing superpower of
470 the world. We will expand opportunity zones. [*applause*]

471 Thank you, Tim Scott. Bring home our medical supply chains, and we will end our resilience
472 for bad things, we will go right after China. We will not rely on them one bit. We're taking
473 our business out of China. We are bringing it home. We want our business to come home.
474 [*applause*]

475 We will continue to reduce taxes and regulations at levels not seen before. We will create 10
476 million jobs in the next ten months, and it will be higher than that. We will hire more police,
477 increase penalties for assaults on law enforcement, and surge federal prosecutors into high-
478 crime communities. We will ban deadly sanctuary cities and ensure that federal healthcare is
479 protected for American citizens, not for illegal aliens.

480 [*applause*]

481 We will have strong borders. And I've said for years, without borders we don't have a country.
482 Don't have a country. Strike down terrorists who threaten our people, and keep America out
483 of endless and costly foreign wars. [*applause*]

484 We will appoint prosecutors, judges, justices who believe in enforcing the law, not enforcing
485 their own political agenda. [*applause*] -- which is illegal. We'll ensure equal justice for
486 citizens of every race, religion, color and creed. We will uphold your religious liberty and
487 defend your Second Amendment right to keep and bear arms. [*applause*]

488 And if we don't win, your Second Amendment doesn't have a chance. I can tell you that. I
489 have totally protected it.

490 We will protect Medicare and Social Security.

491 We will always and very strongly protect patients with pre-existing conditions. And that is a
492 pledge from the entire Republican Party. Thank you, Kevin. [*applause*]

493 We will end surprise medical billing; require price transparency, and further reduce the costs
494 of prescription drugs and health insurance premiums. They're coming way down. We will

495 greatly expand energy development, continuing to remain the number one in the world and
496 keep America energy-independent. [*applause*]

497 And for those of you that still drive a car, look how low your gasoline bill is. You haven't
498 seen that in a long time. [*applause*]

499 We will win the race to 5G and build the world's best cyber and missile defense, already
500 under construction. We will fully restore patriotic education to our schools and always protect
501 -- we will always, always protect free speech on college campuses. [*applause*]

502 And we put a very big penalty in -- they do anything having to do with your free speech,
503 colleges have to pay a tremendous, tremendous financial penalty. And again it's amazing how
504 open they've been lately.

505 We will launch a new age of American ambition in space. America will land the first woman
506 on the moon, and the United States will be the first nation to plant its beautiful flag on Mars.
507 [*applause*]

508 This is the unifying national agenda that will bring our country together. So tonight I say to all
509 Americans, this is the most important election in the history of our country. There has never
510 been such a difference between two parties or two individuals in ideology, philosophy or
511 vision than there is right now.

512 Our opponents believe that America is a depraved nation. We want our sons and daughters to
513 know the truth. America is the greatest and most exceptional nation in the history of the
514 world. [*applause*]

515 Our country wasn't built by cancel culture, speech codes and soul-crushing conformity. We
516 are not a nation of timid spirits. We are a nation of fierce, proud and independent American
517 patriots.

518 We're a nation of pilgrims, pioneers, adventurers, explorers and trailblazers who refuse to be
519 tied down, held back, or in any way reigned in. Americans have steel in their spines and grit
520 in their souls and fire in their hearts. There is no one like us on earth.

521 I want every child in America to know that you are part of the most exciting and incredible
522 adventure in human history. No matter where your family comes from, no matter your
523 background in America, anyone can rise, with hard work, devotion and drive, you can reach
524 any goal and achieve every ambition.

525 Our American ancestors sailed across the perilous ocean to build a new life on a new
526 continent. They braved the freezing winters, crossed the raging rivers, scaled the rocky peaks,
527 trekked the dangerous forests, and worked from dawn till dusk. These pioneers didn't have
528 money. They didn't have fame. But they had each other. They love their families. They love
529 their country, and they love their God.

530 When opportunity beckoned -- [*applause*] -- they picked up their bibles, packed up their
531 belongings, climbed into their covered wagons and set out west for the next adventure.

532 Ranchers and miners, cowboys and sheriffs, farmers and settlers, they pressed on past the
533 Mississippi to stake a claim in the wild frontier.

534 Legends were born. Wyatt Earp, Annie Oakley, Davy Crocket and Buffalo Bill. Americans
535 built their beautiful homesteads on the open range. Soon they had churches and communities.
536 Then towns. And with time, great centers of industry and commerce.

537 That is who they were. Americans build their future. We don't tear down our past. We are the
538 nation -- [*applause*] -- that won a revolution, toppled tyranny and fascism, and delivered
539 millions into freedom. We laid down the railroads, built the great ships, raised up the
540 skyscrapers, revolutionized industry and sparked a new age of scientific discovery. We set the
541 trends in art and music, radio and film, sport and literature.

542 And we did it all with style and confidence and flair because that is who we are. Whenever
543 our way of life was threatened, our heroes answered the call. From Yorktown to Gettysburg,
544 from Normandy to Iwo Jima, American patriots raced into cannon blasts, bullets and bayonets
545 to rescue American liberty.

546 They had no fear, but America didn't stop there. We looked into the sky and kept pressing
547 onward. We built a 6 million pound rocket and launched it thousands of miles into space. We
548 did it so that two brave patriots could stand tall and salute our wondrous American flag,
549 planted on the face of the moon.

550 For America, nothing is impossible. Over the next four years, we will prove worthy of this
551 magnificent legacy. We will reach stunning new heights. And we will show that the world, for
552 America, there is a dream. And it is not beyond your reach.

553 Together we are unstoppable. Together, we are unbeatable, because together we are the proud
554 citizens of the United States of America. [*applause*]

555 And on November 3rd, we will make America safer. We will make America stronger. We
556 will make America prouder. And we will make America greater than ever before.

557 I'm very, very proud to be the nominee of the Republican Party. I love you all. God bless you
558 and God bless America. Thank you very much.