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**College of Education for Humanities Sciences**

**Department of English**



# **A Pragma Stylistic Analysis of Flaming Language in Selected Political Speeches**

**A Thesis**

**Submitted to the Council of the College of Education for Humanities Sciences/University of Kerbala in Partial Fulfillment of the Requirements for the Degree of Master in English Language and Linguistics**

**By: Baqir Muhammad Ali**

**Supervised by: Asst. Prof. Dr. Hamed Gittan Jawad**

**2025 A.D.**

**1447 H. D.**

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

﴿ لَا یُحِبُّ اللّٰهُ الْجَهْرَ بِالسُّوْءِ مِنَ الْقَوْلِ إِلَّا مَنْ ظَلَمَ وَكَانَ اللّٰهُ سَمِیْعًا  
عَلِیْمًا ﴾

[النساء: 148]

In the name of Allah, the Gracious, the Merciful

{Allâh does not like that the evil

should be uttered in public except by him

who has been wronged. And Allâh is Ever

All-Hearer, All-Knower.}

[SURA, AL Nisa ,148]

((Al-Hilali and Khan, 1999, P. 135)

### The Supervisor's Declaration

I hereby certify that the thesis entitled **A Pragma Stylistic Analysis of Flaming Language in Selected Political Speeches** written by **Baqir Muhammad Ali** has been prepared under my supervision at the University of Kerbala in partial fulfillment of the requirements for the degree of Master in English Language and Linguistics

Signature:

Supervisor: **Asst. Prof. Dr. Hamid Gittan Jawad**

Date: 11 \ 9 \ 2025

In view of the available recommendations, I forward this thesis for debate by the Examining Committee.

Signature

Name: **Asst. Prof. Dheyaa Khaleel Nayel**

Head of the Department of English, College of Education for Humanities Sciences,  
University of Kerbala

Date: 11 \ 9 \ 2025

### Examining Committee's Certification

We hereby certify that we have read the thesis entitled **A Pragma Stylistic Analysis of Flaming Language in Selected Political Speeches** written by **Baqir Muhammad Ali** and, as Examining Committee, examined the student in its contents, and that, in our opinion; it is adequate as a thesis for the degree of Master in English Language and Linguistics.

Signature.

Name: **Asst. Prof. Dr. Hamid Gittan Jawad**

Signature

Name: **Asst. Prof. Dr. Manaf Abdul Hussain Mahdi**

Member.

Member

Date.

Date

Signature.

Name: **Asst. Prof. Dr. Mu'ayyad Imran Chiyad**

Signature

Name : **Asst. Prof. Dr. Salih Mehdi Adday**

Member.

Member

Date.

Date

Approved by the Council of the College of Education for Humanities Sciences.

Signature:

Name: **Hadi Shandoukh Al-Saeedi**

Dean of the College of Education for Humanities Sciences

Date:

2025 \ 9 \ 11

# DEDICATION

TO MY FAMILY WITH LOVE

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## **Abstract**

The pragma-stylistic approach offers a robust framework for examining the intricate dynamics of language use in political texts. Flaming is a term for verbal abuse that is intended to hurt someone, a group, or an organization. In other words, it constitutes profanity or personal insults that is used by politicians. The present study aims at investigating meanings of flaming as a pragma-stylistic phenomenon and identifying which meaning is mostly used by Donald Trump's Rallies against Harris. It also aims at identifying which impoliteness strategies and stylistics devices are used by Donald Trump and their contribute of flamed speeches. The study hypothesis that directs faming is commonly used in Trump's speech and bald on record and hyperbole are mostly used in his rallies. The study uses eclectic model: Bansal et.al (2012) Meanings of Flaming, Culpeper (1996) Impoliteness Strategies and Stylistics Devices. The data of this study is Donald Trumps's Rallies against Harris in the election of (2024). The analysis of Donald Trump's rhetorical style across his speeches reveals a consistent use of figurative language, speech acts, and flaming strategies to engage audiences, assert authority, and provoke reactions. His dominant use of hyperbole and irony, along with metaphors and similes, showcases a communication style grounded in boldness, exaggeration, and relatability. Together, these linguistic features shape a persona of decisiveness, emotional resonance, and persuasive power.

**Keywords: : Pragmatics, stylistics, Speech Acts, , Impoliteness flaming, Impoliteness.**

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## List of Abbreviations

Full Form	Abbreviation
Face Threatening Act	FTA
American psychological Association	APA
Information Communication Technology	ICT
British Computer Society	BCS

# Chapter One

## 1.1 Preliminary Remarks

This chapter points out the background and the problem by posing a number of research questions that need to be answered. It also presents the study's aims, procedures, limits, and value.

## 1.2 Background

Political speech is defined as a discourse delivered by a politician to persuade rather than entertain, aiming to convince the audience of the correctness of the speaker's opinions or proposals, especially in the context of modern parliamentary democracies with diverse audience and mass media platforms. Many politicians use different strategies to persuade their audience. Even if it defames their opponent. Flaming is one of these strategies that refers to a kind of verbal assault that is directed to offend either a person, group, or organizations. That is, it is a form of profanity or personal attacks (Ferber, Foltz, & Pugliese, 2006; Reinig & Mejias, 2004). Similarly, a group of different scholars agree that "flaming" is a person's deliberate intention to ignite a feudal reaction or "flame" by using disdainful language or attacking someone's beliefs without respect or care for his/her response (e.g., Aiken & Waller, 2000; Ceron & Memoli, 2015).

Pragma-stylistics is defined by Hickey as a branch of stylistics that is complemented by a pragmatic component. When investigating the stylistic potential of one language, a certain structure or a particular text. pragma-stylistics concentrates on the features that a speaker may select or has selected from a variety of acceptable forms. These forms, which relate to the same language, have the same semantic meaning and truth-conditional equivalence, however they target different

objectives. To put it in other words, there are many factors affecting the choice of certain linguistic forms rather than others. Such factors could be the context, whether linguistic or extralinguistic, the communicative qualities and the intended effects. In a nutshell, pragma-stylistics provides explanations for the different utterances that have the same meaning but differ linguistically and appropriately. He also argues that pragma-stylistics makes a distinction between the abstract theoretical meaning or semantic import of a sentence or text from its usage or effectiveness in a specific situation and from what the speaker means or intends to achieve by using it.

### **1.3 The Problem**

Flaming is a common phenomenon of language that has implied intentions though it apparently seems an insult or direct attack. Generally, it is popular in political domains specifically in Trump's speeches where the language is of specific personal interests. It is mirrored in varied range of functions attributed to insulting and using of aggressive words and phrases in verbal interactions where is a lack in leading how competitors lead their elections by using flaming language to persuade their audiences which haven't been studied under pragma-stylistic domain. This includes analyzing the stylistic and pragmatic cues that provide insights into how flaming affects communication dynamics and relationships. The present study attempts to answer the following questions:

1. What are the most common rhetorical devices used by Donald Trump's flaming speeches to persuade his audiences.?
2. Why are speech acts be used in the presidential speeches of Trump to exhibit flaming and how they impact the audience's attitudes and actions against Harris?

3. How impoliteness strategies can be demonstrated stylistically in flaming language of Trump's presidential candidates?
4. To what extent can Trump employ flaming types to affect people's minds in presidential speeches?

## **1.4 The Aims**

### **The Study Aims at:**

1. Investigating the most prevalent rhetorical devices employed by Trump's flaming language to persuade his audiences.
2. Finding which kinds of speech acts are employed to show flaming in Trump's speeches.
3. Examining the impoliteness strategies and their effects in Trump's flaming speeches.
4. Demonstrating the type of flaming that is commonly used by Trump that affects his audience's attitude.

## **1.5 The Procedures**

In order to fulfill the aims the study uses the following procedures:

1. Presenting a theoretical background about pragma-stylistic, its approaches, and some related concepts within the field of pragma-stylistic, as well as, providing a full account of flaming with providing the previous studies of the field under question.
2. Conducting a mixed-methods (qualitative and quantitative analysis) in the selected data. While the first is achieved via using the developed model, the second is achieved via using certain statistical means (frequencies and percentages).

3. Presenting research methodology, procedure of data collection, and the criteria of data selection, besides designing an eclectic model for data analysis.
4. Discussing the results of the analysis cohesively.
5. Concluding the study with a summary of the conclusions based on the research findings and offering recommendations and suggestions for further studies.

## **1.6 The Limits**

This study is limited to the analysis of Trump's Rallies in his last candidate's election against Harris in 2024. The analysis is going to include ten speeches that are directed to addressee American people to encourage them to choose him as president. The selected texts were extracted from a diverse array of online platforms to encapsulate a broad spectrum of political ideologies and rhetorical strategies. Each text was subjected to a preliminary review to ascertain its relevance to the research questions and objectives. Texts that demonstrated a clear use of language to influence, persuade, or mobilize were given precedence, as these are prime examples of the pragmatic force of political language. Concerning the model, the researcher has proposed an eclectic model, which consists of four components: Revathy and Norizah (2017) classification of flaming, Culpeper's impoliteness strategies (1996), Searl's classifications of speech act (1980), and stylistic devices. the current study uses APA style (7th) edition in citing and composing its paragraphs and sections.

## 1.7 The Value

1. This study is expected to contribute scientifically and academically to the field of pragma-stylistic, especially, those who deal with political texts. Further, it also could be advantageous to linguists of other disciplines, researchers, socialists, psychologists, students, and even people who are well-educated.
2. It contributes to the field of pragma-stylistic by exploring how flaming is conveyed through language and communication in political discourses, which can provide insights into the social and psychological implications of impoliteness and power dynamics.
3. The current study may give information to the common people and electors to be aware and not be misled by flaming words when they hear political speeches or conferences.

## CHAPTER TWO

### THEORETICAL BACKGROUND

#### 2.1 Preliminary Remarks

Pragma stylistics is an interdisciplinary field that integrates pragmatics and stylistics. It bridges these two areas, exploring how pragmatic principles influence stylistic choices in literary texts. Furthermore, it helps understand how authors convey meaning through language nuances, context, and reader expectations. Thus, this chapter is intended to provide theoretical background of the key concepts and terms around which this study revolves. It includes an overview of pragma stylistics, focusing on the main definitions available in the literature, its components: pragmatics and stylistics. Then, the elements of both pragmatics and stylistics are introduced to provide a theoretical rounding for the practical part.

#### 2.2 Pragma-Stylistics

There has been a growing interest in pragmatic literary stylistics, leading to studies that examine interpretations of specific literary texts and responses from readers and critics. This interest has led to the emergence of a field realized as pragma stylistics. Pragma stylistics is specifically employed to investigate how pragmatic principles (e.g., Gricean maxims) shape stylistic choices in literary works. In other words, researchers interested in pragma stylistics are more concerned with exploring how authors create meaning through dialogue, subtext, and implied intentions (Mey P. 19 , 2009).

On the one hand, pragmatics focuses on how language users interact, communicate, and interpret linguistic behavior in context as it deals with meaning beyond literal definitions, considering social context and intentions. On the other hand, stylistics examines language use in texts, emphasizing features like word choice, sentence structure, and rhetorical devices.

Viewed differently, pragma stylistics relies on pragmatic theory, which considers how speakers use language to achieve their communicative goals. It examines felicity conditions for successful speech acts and implicatures. stylistics operates within the broader framework of the cognitive humanities. This interdisciplinary approach draws from linguistics, cognitive science, and literary studies. In particular, literary stylistics analyzes language use in literary texts, considering semantic, grammatical, phonological, and lexical properties. It applies linguistic tools to explore how texts are produced, understood, and evaluated (Mey ,2009).

To sum up, pragma stylistics provides a valuable lens for understanding how language choices in literature go beyond mere semantics, which is defined as

“The study of meaning in language, examining the relationships between words, concepts, and context to understand how language conveys meaning” (Cruse, 2011; Lyons, 1995).

To solve this problematic issue, it is necessary to introduce some details about what pragma stylistics means, what it comprises, the distinction between the two overlapping terms: *Pragma-Stylistics* and *Pragmatic Stylistics*. However, it is essential to begin with presenting various definitions of pragma stylistics.

### 2.3 The Definition of Pragma-Stylistics

Pragma stylistics is interdisciplinary area which incorporates pragmatics, which investigates “language use in context”, and stylistics, which examines “linguistic elements in texts”. It combines “theories from both pragmatics and stylistics” to discover how language has purposes in various texts. In particular, it is dedicated to the real fundamentals of language use in different types of texts. It stresses how pragmatic issues (e.g., presupposition, speech acts, inference and implicatures) influence the total stylistic consequence of a certain text. In other words, pragma stylistics is an area which intends to relate the consequences and procedure of pragmatics to the notion of language style, or “the differences in usage between spoken and written language, such as by looking at the language of literary writings from various authors, genres, and historical periods” (Allan 2016, p. 217).

More elaborately, scholars interested in pragma stylistics tends to examine “dialogue, subtext, implied intentions, and indirect speech acts in literature”. They are more concerned with the purposeful employment of stylistic devices (e.g. simile, antithesis, metaphor, and metonymy) by authors to attain specific communicative purposes. In this sense, pragma stylistics takes into account how readers understand the stylistic selections grounded in their “pragmatic knowledge and context”. In accordance with Sell (1991, p. 99), the purpose of pragma stylistics is to relate the “writing and reading of literary texts to the linguistic and sociocultural contexts in which those processes have taken place.”

In the same vein, Huang (2012, p.19) describes pragma stylistics as the utilization of “the findings and methodologies of the theoretical pragmatics to the study of the concept of style in language”. Put differently, the stylistic analysis can be implemented in various types of texts in terms of “formal aspects of language”.

In the analysis of literary texts stylistics, it utilizes “pragmatic theories and strategies to arrive at a comprehensive analysis”. Hence, scholars interested in stylistics recurrently rely on “pragmatics theories and discourse analysis” in the analysis of literary texts.

Supportively, Mey (2009, p. 256) contends that pragma stylistics is mainly concerned with “literary texts”. Furthermore, it is an established topic which can be developed to “a subfield of narrative studies”. This leads him to describe it as the "science of the unsaid" which refers to the study of what is left unspoken in human communication—such as implicit meanings, unconscious assumptions, and culturally embedded silences. It explores how these unarticulated elements shape understanding, relationships, and social norms. Stern, D. B. (2019)

In psychoanalytic theory, Donnel B. Stern describes the "unsaid" as unformulated experience—mental content that exists but has not yet been put into words, often influencing behavior and emotion beneath awareness, or consecutively as the analysis of the "user's part in the societal creation and consumption texts". In this respect, Pragma stylistics carried out in consistent with the pragmatics background endeavors to “ascertain, examine, and codify the underlying meanings of utterances”. Still, what marries it is the emphasis on explicating former understandings of texts rather than making additional understandings.

Pragma stylistics, for Davies (2007, p. 106), is “stylistics with a pragmatic element”. It is concerned with the application of pragmatic theories to various literary texts to elucidate how efficient language or “structural devices” can be employed in literary texts, particularly in contexts they are created. Its approaches relate "pragmatic and stylistic approaches to describe how (literary) language is employed in context and how it could help characterize the characters in a work of

literature or explain how power relations are established, among other things” (Nørgaard, Busse & Montoro 2010,p. 39).

## 2.4 Pragma-Stylistics and Pragmatic Stylistics

As a way of delineating the boundaries between pragmatic stylistics and pragma-stylistics, Chapman and Clark (2014, pp. 6-7) offer a concrete example with their development of *Pragmatic Literary Stylistics*. Their primary objective is not just to present new readings or evaluations but also to trace the genesis, development, and spread of these interpretations. This suggests that, in their view, pragmatic stylistics is especially concerned with the processes through which these interpretations are formed, rather than simply generating readings of specific texts.

Chapman and Clark's theory of pragmatic stylistics introduces another fundamental principle. They argue that the various approaches to the theoretical and methodological eclecticism of pragmatic stylistics should not be viewed as competitors. Instead, they should be seen as complementary, collaborating to uncover the deep insights needed to meet analytical goals. The essence of pragmatic-stylistic analysis lies in the simultaneous application and examination of pragmatic and stylistic theories during data analysis.

Hickey (1989), posits that the integration of stylistics and pragmatics can be visualized as a spectrum of interests, with the focus of each discipline influencing the direction of the spectrum. The subject allows attention to be placed at either end of this interdisciplinary spectrum—pragmatic or stylistic—or at any point in between. This is despite the term "pragma-stylistics" having an adjectival prefix "pragma" and nominal root “stylistics”. Hickey further asserts that the core of pragma-stylistic inquiry is the examination of how language users alter the form of

language to convey varied intentions. Relationally, it is often proposed that the main difference between pragmatic stylistics and pragma-stylistics lies in their emphasis. Pragmatic stylistics primarily focuses on stylistics, whereas pragma-stylistics emphasizes both pragmatics and stylistics, though not to the same extent. Nevertheless, these terms are often used interchangeably in the literature (Nørgaard, et al, 2010)

Wales (2011, p. 400), highlights pragmatic stylistics focuses on features such as politeness, tell ability, deixis, and modality. Consequently, stylistics has evolved to incorporate the latest developments in linguistics, notably pragmatics and discourse analysis, which arose in the 1970s and 1980s. Hence, it can be asserted that pragma-stylistics holds equal importance to other subfields of stylistics. It examines the impact of situational context on the communication styles of participants. Furthermore, pragma-stylistics is a relatively new field of inquiry that equally considers both literary and non-literary language, rather than representing a singular theory. While the focus may lean towards style, the current research indicates that the pragmatic dimension of the employed model is as crucial as the stylistic one.

As stated earlier, the main components of pragma stylistics are pragmatics and stylistics, it is necessary to give emphasis on each one highlighting the elements each constitutes. However, a brief account of the term pragmatics seems to be necessary.

## **2.5 Pragmatics**

Diverse perspectives can lead to varied definitions of pragmatics. Roever (2010) , states that research in pragmatics within applied linguistics mainly concentrates on

how language use is connected to the social and interpersonal contexts of interaction. Morris (1938) was among the first to propose the use of pragmatics in the modern context. He described syntax as "the formal relation of signs to one another", semantics as "the relation of signs to the objects they are applicable to", and pragmatics as "the study of the relation of signs to their interpreters" (Levinson, 1983). He delineated the field of pragmatics according to his behavioristic semiotic theory. Levinson (1983) posits that pragmatics could be accurately characterized as dealing with the biotic aspects of communication. Semiosis encompasses the biological, psychological, and societal elements that influence signal functionality. For, Trosborg (1995) pragmatics is a semiotics subfield focusing on the interaction between users and linguistic expression signs. This linguistics branch investigates language use contexts and the behaviors of both speakers and listeners.

Relationally, Crystal (1997), defines pragmatics as "the study of language from the point of view of users, especially the choices they make, the constraints they encounter in using language in social interaction, and the effects their use of language has on other participants in the act of communication". Therefore, pragmatics can be described as the study of communicative acts within their social contexts (Rose & Kasper, 2001).

In this respect, pragmatics is the branch of linguistics concerned with language in use and the contexts in which it is used, focusing on the interpretation of language to understand the intended meaning in a given situation. It examines how speakers organize their language based on who they are talking to, the timing, location, and circumstances (Yule, 1996).

The term pragmatics is considered under various descriptions, but it is agreed that it "plays a crucial role in analyzing, understanding and generating human

language” (Lakshmi Sravanthi et al., 2024, )Harnish extends and provides a more technical definition stating that “pragmatics is the study of language from the standpoint of the users, especially their knowledge of language and their abilities as speakers and hearers” (Fried et al., 2022). Leech (1983) says pragmatics is “the study of language from the point of view of users, especially its functional meanings in communicative exchanges.” Derived from the first two definitions, Mey gives a more comprehensive definition asserting that:

“Pragmatics refers to the study of language use in human communication; the relationships between formal linguistic properties and the contexts in which they are used. It covers non-performative verbal acts committed in a human language.” (ibid)

In the study of language pragmatics, it is essential to understand that the field extends beyond mere language usage; it also involves conversational interaction. Pragmatics, which centers on language in use, explores how meaning emerges at the intersection of form (phonology or sound units) and content (semantics or word meanings). These core elements enable connections with previous language experiences. Pragmatics covers complex language functions such as considering the social context, audience, timing, and location of communication. Truth is a pivotal concept in all linguistic exchanges (Mey,1980).

Originally, pragmatics, derived from the Greek word 'pragma' meaning 'the study of language in use,' is a relatively new branch of linguistics. It emerged prominently in 1976, a year culturally and historically significant for the publication of H.P. Grice's seminal work "Logic and Conversation," which introduced the concept of implicature (Grice, 1975). Semantics, which is the study of meaning, explores not

only how When a speaker employs a specific phrase to convey meaning, the field of pragmatics delves into the implicit and nuanced aspects of that meaning.

## 2.6 Scope of Pragmatics

Pragmatics is concerned with the study of the relations between linguistic forms, speakers, and hearers in communication. In its broadest conception, pragmatics studies how meanings are constructed, interpreted, and understood, often in the context of language use (Bojic et al., 2023).

Since its inception, pragmatics has been a subfield of linguistics, even as theories of pragmatics have implications for other fields, such as psychology, philosophy, and computer science. One of the core ideas of pragmatics is that details in language use determine the construction of meaning in *context*, either by filling in (determinacy of interpretation) or narrowing down (under-determinacy of interpretation) the meanings of phrases. In other words, linguistic forms by themselves are typically underspecified semantically and must be paired with additional information in context (linguistic, social, physical, etc.) to be fully understood. In light of the importance of context for pragmatics, this purported orientation makes a great deal of sense. Context is a blend of various factors including the physical setting, noise and environmental conditions, the participants in the conversation, the knowledge and beliefs of those participants (often built from previous interactions), and many other features of the communication setting (Rohlfing et al., 2016).

Additionally, *context* is a key concept in pragmatics; it is the set of assumptive conditions against which an utterance is interpreted. Despite recent criticisms (Morgan et al. 2015), the method of *presupposition* has been employed with great

success in clarifying how certain aspects of meaning emerge in communication. Although presuppositions are sometimes said to be entailed by what a speaker has said (Stalnaker 1974), this is misleading. Rather, presuppositions and their corresponding triggers are assertions about the facts as rhetorically underspecified, such that implausible alternatives are not taken seriously in the conversation. As such, presupposition behaves very much like implication, and the two phenomena are best credited for having redundant functions in linguistic and nonlinguistic communication.

**Politeness**, in linguistics, it refers to the use of language strategies to show respect, consideration, and awareness of social norms, mitigating potential face threats or conflicts (Brown & Levinson, 1987).

According to Brown and Levinson (1987), politeness involves:

1. Positive face : attending to the hearer's desire for approval and connection.
2. Negative face : respecting the hearer's autonomy and freedom from imposition.

Strategies for politeness include:

- Using indirect speech acts
- Showing deference or humility
- Avoiding direct confrontation

The primary focus of pragmatics was on aspects of meaning that are not directly contributed by the meanings of words and phrases (i.e., semantics), an area that has come to be called *implicature*. In fact, Paul Grice's (1967) insights into the

nature and function of standard implicature are often credited with having inaugurated the subfield of pragmatics. Although the boundaries are artificially imposed, much of pragmatics is often seen as concerned with communication — that is, the conveyance of information, opinion, or behavior from a sender to a receiver via a signal interpreted by convention. It is true that the primary concern of pragmatics is the study of speaker's intended meaning and the implicature they trigger. It also can include the study of the following linguistic phenomena under the general title of speaker meaning: *presupposition* or what the speaker assumes to be true, *Entailment* or what the speaker infers.

The study of pragmatics can also include *speech acts theory* in the sense that pragmatics focuses on expressions of certain types of predicates. A speech act is the function of an utterance as signaled by its form in a particular context of use; in the words of John Searle, “actually doing with words what they say”

Finally, deixis is one of the important pragmatic issues; it is described as the most noticeable manner the association between “language and context” which can be established within “the structures of languages themselves” (Levinson ,1983, p. 54). Deixis can be classified under the class of pragmatics since it focuses on the complicated connection “between grammatical structures and their context”. It investigates “how individuals understand and perform communicative or speech acts within specific situations”, suggesting that “without knowledge of the context, the information conveyed may remain incomprehensible” (Dylgjeri and Kazazi, 2013, p.87). In terms of the pragmatic issues involved in the present study, the following pages are devoted to the presentation of speech acts theory and deixis.

## **2.7 Speech Acts Theory**

The first attempt to define speech acts began with the publication of Austin's well-known book "*How to Do Things with Words*" in which he clarified that words used by speakers are assumed to perform actions. The study of action in private, moral, or public life, while still an underdeveloped field, has customarily been relegated to such related areas as logic, psychology, anthropology, or political science. All this conspires to make the institutionalization of a new area which takes action per se as its subject matter quite difficult. However, Austin's linguistic philosophy, although it is not primarily intended as a foundation for such novelty, is a possible philosophical setting for those who feel that any philosophical theory dealing with action has to come to terms with the interplay of interlocutory discourses as well. (Mey, 1980)

In correlation with Austin's ideas and opinions, Searle (1969,1975) constructs a comprehensive analysis of speech acts. He offers a methodology for classifying, describing, and performing speech acts. The definition of speech acts is a normative one, in that Searle.J (1969) seeks to designate what speakers' meaning amounts to, and how communicating certain things in a certain way can actually alter reality. In his view, speech acts are the actions; they are the basic units of human communication, through which people perform a variety of social activities. Whether they are aware of it or not, people use several types of speech acts for each sentence they utter. For instance, an interrogative (a question) is the same speech act that has the illocutionary force of questioning, i.e., requiring information from the hearer. In this sense, the speaker's intention predicates the use of a particular sentence, fixing utterance-time's meaning.

Defining speech acts is not a straightforward task. This is due to the range of different speakers' intentions and communicative goals, as well as the many forms of speaker behavior motivated by them. Scholars such as Austin, Searle, Austin, and

Levinson have all proposed theories on speech acts, and various debates have erupted over how to categorize and define these acts. Speech acts theory seeks to resolve these disputes, at the same time providing a framework for pragmatics - the study of meaning as communicated by language from one speaker to another.

### **2.7.1 Austin's Contribution**

According to Austin (1962), a speech act is the minimal linguistic unit of communication. In other words, every utterance is a speech act; it is an important part of communication. More specifically, he defines speech acts as saying something, in contrast to describing or saying something about things. In linguistics, a speech act is an utterance defined in terms of a speaker's intention and the effect it has on a listener. Essentially, it is the action that the speaker hopes to provoke in his or her audience. Speech acts might be requests, warnings, promises, apologies, greetings, or any number of declarations. Originally, the term 'speech act' is used to refer to an utterance and the "total situation in which the utterance is issued" (Austin, 1962, p.52).

Today, the term 'speech act' is used to mean the same as 'illocutionary act'. Moreover, the terms speech act, illocutionary act, illocutionary force, pragmatic force or just force, all are used to mean the same thing, although the use of one rather than another may imply different theoretical positions. Just as the same words can be used to perform different speech acts, so different words can be used to perform the same speech act.

The following utterances illustrate different ways of performing the speech act of requesting someone to:

1. *Close the door. (direct speech acts)*

2. *Shut the door! (direct speech acts)*
3. *Could you shut the door? (indirect speech acts)*
4. *Did you forget the door? in(direct speech acts)*
5. *Put the wood in the hole. (direct speech acts)*
6. *Were you born in a barn? (indirect speech acts)*
7. *What do big boys do when they come into a room, Johnny? (in direct speech acts)*

It is clear from the above examples that different forms (e.g. imperative and questions) can be used to evince a certain function (request).

Elaborately, Austin (1962) illustrates that all utterances, in addition to meaning whatever they mean, perform specific acts via the specific communicative force of an utterance. Furthermore, he introduces a three fold distinction among the acts one simultaneously performs when saying something. He affirms that any speech act comprises three sub-acts occurred simultaneously: *Locutionary* act (the production of a meaningful linguistic expression), *Illocutionary* act (the action intended to be performed by a speaker in uttering a linguistic expression, by virtue of the conventional force associated with it, either explicitly or implicitly), and *Perlocutionary* (act the bringing about of consequences or effects on the audience through the uttering of a linguistic expression, such consequences or effects being special to the circumstances of the utterance) (Austin 1962; Lyons 1995: 177–85).

In other words, a *locutionary* act is the basic act of speaking which is concerned with the physical act of making a certain sequence of vocal sounds (in the case of spoken language) or a set of written symbols (in the case of written language). It is the act of constructing a well-formed string of sounds/symbols; it can be a word, phrase, or sentence, in a particular language. This act is responsible for

tasks such as assigning reference, resolving deixis, and modes of explanation in linguistic theory, namely, phonetics/phonology, morphology/syntax, and semantics/pragmatics.

*Illocutionary* act refers to the type of function the speaker intends to fulfil or the type of action the speaker intends to accomplish in the course of producing an utterance. It is an act defined within a system of social conventions. Illocutionary acts include promising, accusing, refusing, swearing, apologizing, blaming ... etc. Indeed, the term ‘speech act’ in its narrow sense is often taken to refer specifically to illocutionary acts. It should be mentioned at this point that the same linguistic expression can be used to carry out a wide variety of different speech acts, so that the same locutionary act can count as having different illocutionary acts in different contexts. Depending on the circumstances. Alston (1994) argues that the meaning of a sentence consists in having a certain illocutionary act potential that is closely and conventionally associated with its form. Put differently, an illocutionary act is considered to be an expression of a speaker’s intention and the addressee’s recognition of it (Bach and Harnish 1979; Sadock 2004).

Lastly, a *perlocutionary* act concerns the effect an utterance may have on the addressee. Put slightly more technically, a perlocutionary act is the one by which the performance of an illocutionary act produces a certain effect in or exerts a certain influence on the addressee. Still another way to put it is that a perlocutionary act represents a consequence or by-product of speaking, whether intentional or not. It is therefore an act performed by speaking. In the upcoming example, in an armed bank robbery, a robber may utter “*My gun is loaded*” to get the cashier to open the safe. This effect of the act performed by speaking is also generally known as the perlocutionary effect.

### 2.7.2 Searle's Development

Being concerned with the philosophy of language, Searle issued his *Speech Acts* (1969) as an investigative adjustment and codification of Austin's model alongside with a sole speech act (ie, *promising*). He endeavored to suggest “the necessary and sufficient the corresponding semantic and syntactic rules which mark the utterance as an illocutionary act of a certain conditions for the performance of the speech act of "*promise*" in the hope that this would be taken as a practical step in the way that setting a pattern for analyzing other kinds of speech acts in general, to be followed by extracting type” (Searle, 1971, p. 40).

In fact, Searle's approach is based on the fact that “speaking a language is engaging in a rule-governed form of behavior”. This indicates that in the construction of utterances, speakers accomplish certain illocutionary acts, e.g. “Asking questions, making statements, giving commands, making promises”, etc. (Searle, 1969:17). In the meantime, he admits that the emphasis on the enquiry of speech acts comes from the fact that "all linguistic communication involves linguistic acts" (p.16). In this respect, speech acts are the “basic units of linguistic communication”, as the initiation of any utterance under specific conditions establishes the issuance of a speech act. Accordingly, “a theory of language, must be treated as part of a theory of action” (ibid)

Elaborately, Speech acts are not principally interested in obeying grammatical or semantic rules; instead, they lay emphasis on the user's capability to transport the proposed information or function of the conversation. In this connection, Levinson (1983) proposes that examining speech acts through grammar (syntax)is improper

and that it is more suitable to study the purposes of speech acts in terms of the contexts in which utterances occur. Subsequently, Fish (1980, p. 245) designates a speech acts theory as "an account of the conditions for intelligibility, of what it means to mean within a community, and of the procedures that must be established before one can be said to be understood."

### ***2.7.3 Classification of Speech Acts***

Austin(1962) proposed a provisional division between constative and performative sentences. However, his student, an American philosopher, John Searle later expanded on this classification. Instead of focusing solely on performative verbs, Searle identified twelve dimensions of variation that differentiate illocutionary acts from one another. Consequently, Searle (1979, p.12-7) suggests a classification relied on "felicity conditions in which illocutionary acts are grouped under five basic categories".

However, before boarding the presentation of the classes of speech acts, it is necessary to distinguish "the dimensions on which Searle depends in distinguishing between n these five classes" (Hussein, 2005, p.75). While he itemizes twelve, the focus is on four in his taxonomy. These twelve dimensions are:

"(1) Illocutionary point, (2) Direction of fit, (3) Expressed psychological state, (4) Force or strength (5) Social status, (6) Interest of the speaker or hearer, (7) Discourse-related functions, (8) Propositional content, (9) Speech acts or speech act verb, (10) Societal institutions and speech acts, (11) Speech acts and performatives, (12) Style" (p.76). However, in his classification, Searle relies on *four* dimensions only.

#### ***i. Illocutionary Point***

The intended effect of the speech act (e.g., informing, requesting, promising). For example, the illocutionary point of a command is to “get the hearer to do something, whereas for promise, it is an undertaking of an obligation by the speaker to do something” (p.77).

### ***ii. Direction of Fit***

It indicates the manner “the words match the world”, for example, whether the speaker’s words fit the world (assertive) or the world fits the speaker’s words (commissive). To realize a request, the world must be altered in terms of the speaker's words.

### ***iii. Expressed Psychological State***

It refers to the speaker’s mental state (belief, intention, desire) when making the utterance. For instance, “the psychological state of commissive, is *intention*, whereas the psychological state expressed by representatives is *belief*”. (p.77)

### ***iv. Propositional Content***

This dimension concerns the "differences in propositional content that are determined by illocutionary force indicating devices" (Searle, 1979, p.5). Then, "*promising* differs from *reporting* because the former is about future, whereas the latter can be about past or present”.

Searle (1969) originally employs particular verbs to refer to the function or proposed sense of speech acts, categorizing them into five classes relied on their various purposes in communication. These classes are:

### ***i. Representatives (Assertive)***

Representatives (Assertive) commit the speaker to the truth value of a proposition (e.g., stating, describing). They involve asserting truths, feelings, proposals, and descriptions. For instance, by uttering "The earth is flat," the speaker proclaims his/her "belief about the planet's shape" (Yule 1996, pp. 53-54). Likewise, the utterance "The weather is hot today" communicates the idea that the utterer's certainty about the daily weather. Verbs such as "tell, claim, conclude, state, report, inform, demand, assure, deny, agree, correct, guess, anticipate, belief and describe are used to perform assertive/representative speech acts".

### ***ii. Directives***

Directive speech acts occur when a speaker enunciates requests, questions and commands in terms of a certain action which would be performed by listeners/hearers. The purpose of directives is to get the listener/hearer to do something (e.g., requesting, commanding). For instance, the order "Don't touch that," can be utilized to lead an action. Directives encompass expressions such as "asking, requesting, ordering, demanding, and questioning". Take the request "Would you kindly open the door?" where the speaker is asking the listener to carry out an action for them, such as opening the door.

### ***iii. Commissive***

In issuing a commissive speech act, the speaker is committed to performing a certain future action (e.g., putting an oath, promising, vowing). In promise, for instance, the

promiser tries to “make the world fit his words”. For example, the utterance "I'll be back" can suggest “promises, threats, refusals, intentions, or oaths, depending on the speaker's intent and the context”. The enunciator of a promise aims to perform something by giving his words. Verbs expressing commissive are: “*promise, vow, commit, threaten, pledge... etc.*”

#### ***iv. Expressive***

Expressive speech acts occur when a speaker takes their viewpoints, experiences, feelings, beliefs, or psychological perceptions on a certain topic. They are intended to express the speaker’s feelings or attitudes (e.g., apologizing, congratulating). For example, in uttering "I really apologize," the speaker is apologizing for past events as a means of expressing their feelings. This class of speech acts employs verbs such as "welcome," "apologize," "thank you," and "congratulations."

#### ***iv. Declarations***

Speech acts of declaration take place when a statement conveys a change in the world; therefore, declarations are intended to change the external world by the very act of uttering (e.g., pronouncing someone married, resigning). For example, in a church, a priest in announcing "I now pronounce you husband and wife" is issuing a declaration speech act. An effective issuing a declaration act is based on certain conditions, for instance, the speaker's power and the suitability of the setting to the uttered act. Huang (2012) argues that declarations influence an instantaneous change in the state of affairs. To provide a complete picture of Searle’s classification, examine the following table.

**Table 1: Searle’s Taxonomy of Speech Acts (Leech, 1983, p. 206)**

<b>Type</b>	<b>Structure</b>	<b>Function</b>	<b>Verbs</b>	<b>Examples</b>
Assertive	Speaker (...) that X  ‘that X ’refers to a proposition	classification,  statement,  explanation  clarification  description	affirm, assert,  insist, allege,  predicate,  announce	John reported that no one had arrived
Commissive	Speaker verb that x or S verb to Y ‘to Y’ is an infinitive construction	Threats,  contrast, vows  Pledges,  promises,  oaths  Guarantees,  covenants	offer, promise,  vow, swear,  volunteer	Bill offered to drive us home
Expressive	S verb (prep) (O) (prep) X n  Xn is an abstract noun or gerundive phrase	thanking,  apologizing  Welcoming,  deploring	apologize,  thank  commiserate,  pardon,  congratulate	Freda pardoned me for telling a lie

Directive	S verb (O) that X or S verb O to X  That X is non- indicative that- clause contain subjunctive or a modal like should	requesting, commanding  ordering, pleading begging, suggesting,  praying	ask, beg, bid, forbid, demand, request, recommend	We requested that the ban should be lifted
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## 2.8 Deixis

Deixis, which is a Greek word, refers to words and phrases—like I, here, now, that—whose meanings depend entirely on the context in which they are used. These expressions point to aspects of the situation such as the speaker, listener, time, or place, and are essential for interpreting meaning in everyday communication.

There are several types of deixis:

- Personal deixis: pronouns like I, you, they
- Spatial deixis: location indicators like here, there
- Temporal deixis: time references like now, then . Yule, G. (1996).

Essentially, deixis allows speakers to refer to things, people, or time frames without explicitly describing them, therefore, they are of pragmatic nature. Dylgjeri and Kazazi (2013, p. 87) define deixis as a term for the orientational features of certain English words—such as spatial, temporal, or personal—that require specific contexts for accurate interpretation. It concerns how the context of an utterance affects its interpretation.

Levinson (1997, p. 54) further explains that deixis pertains to how "languages encapsulate or grammaticalize aspects of the context of utterance or speech event." The passage discusses how the context of an utterance is crucial for its interpretation, particularly through the analysis of deictic expressions. For example, the command "Meet me here a week from now with a stick about this bag" cannot be understood without knowing the contextual meaning of "me," "here," and "now." Deixis is categorized into five types: discourse, person, spatial, temporal, and social.

i) *Personal deixis* occurs when personal pronouns refer to participants in a speech event. Pronouns like 'I', 'me', 'we', and 'us' refer to the speaker; 'you' refers to the listener, both in singular and plural forms; and 'they', 'them', and 'it' refer to other individuals or objects. For example, "They come to the rescue, but he tried to hurt me."

ii) *Spatial deixis* is used when demonstrative pronouns (this/these; that/those), adverbs (here/proximal, there/distal), and verbs (come/go) specify a location relative to the participants in the speech event. For example, the phrase "See you here then" requires interpretation within a specific spatial context.

iii) *Temporal deixis* relates to time and temporal reference. It occurs when an adverbial phrase such as 'before,' 'yesterday,' 'last year,' 'soon,' or 'tomorrow' is used

to anchor the conversation at the moment of speaking. For instance, the sentence 'You should have been here yesterday' employs 'yesterday' to refer to a specific point in time. These temporal expressions allow us to talk about specific moments in time.

iv) *Discourse deixis* happens when a speaker refers to a part of the discourse that is pertinent to their current position in the conversation using a deictic expression. Discourse deixis refers to expressions that connect different parts of a conversation or text. Discourse deixis, such as 'before', 'below', and 'this', can be conveyed using adverbs of time, place, and demonstratives. For example, “the table can be found on the last page”, “previously mentioned,” “following”, “in conclusion” and “as I said before” are common discourse deixic expressions. These expressions help maintain coherence within a discourse.

v) *social deixis* arises when a deictic expression is used as "polite pronouns and titles of address". Social deixis involves expressions that convey social relationships, roles, or status. Furthermore, language varies according to the social status of the speakers (Levinson, 1983, p. 8). Language can be used to depict the relationship between participants and their relative status. The two primary types of social deixis are *relational social deixis*, as in the case of *my* instructor and *her* mother, and *absolute social deixis*, as in ‘*Your Highness*’ or ‘*Mr. President*’.

The distinction among deictic expressions lies in the proximity of the speaker. The speaker demonstrates personal closeness to the audience through proximal deictic terms such as *this*, *here*, *now*, and *us*. Conversely, the audience's separation from the speaker is marked by distal deictic expressions like *them*, *there*, and *then*.

## 2.9 Stylistics

Historically, the term “Stylistics” can be traced back to the “style of oral expression” (Nørgaard, et al., 2010, p. 2). Since stylistics is originally derived from the concept ‘style’, it is important to talk first about style, then about stylistics.

The term ‘style’ is often used to refer to the individual’s distinctive way of communication. Everyone has a particular style that s/he uses in everyday life whether in fashion, designing a house or the way of writing. This is well reflected in Buffon’s (1953, cited in Dolven, 2018, p. 105) well-known dictum “style is the man”, which means that everyone has his/her own particular way of doing something and no two individuals have exactly the same style and/or character.

However, there are specific characteristics which differentiate the style of one person from another and this style maybe influenced by his/her “social and political background, religious inclination, culture, education, geographical location” (Zamruddin and Arafah, 2019, p. 423). Nevertheless, from a theoretical perspective, the term ‘style’ is rather controversial, because it is often defined and used differently by different scholars. Each definition of the term style emphasizes a certain characteristic of its nature and use. In this respect, the term style can be used to refer to the linguistic habit of specific authors, as in Dickens’ or Elliot’s styles, or related to way in which language is used in particular genre, period or school of writing, as in the Victorian style in novel writing.

In the same vein, Crystal and Davy (1969, p. 9) clarify that the term ‘style’ has multiple meanings. The first meaning refers to idiosyncrasies and habits associated with individuals, elucidating that “style may refer to some or all of the language habits of one person as Shakespeare’s style”. In fact, style is an interactional term that focuses on the writer's style referring to his/her “linguistic habits and the characteristic of language in use” (Thornborrow and Wareing, 2005,

p. 4). This accords well with Lyons' (1970, p. 19) definition of the term, as he (ibid.) defines style as "variation in the use of language". Two or more individuals can express the same idea or information in different styles by using different structures and vocabularies, which means that each writer has his/her own style that differs from that of the others.

The second meaning of the term style, according to Crystal and Davy (1969), refers to any or all habits of language that are commonly used by a speech community. They add that style "may refer to some or all of the language habits shared by a group of people at one time, or over a period of time, as the style of Augustan poets, the style old English 'heroic' poetry", or even the way to write civil service forms or public speaking. Along the same line, style can be used as an analytical category to analyze the language of different literary works such as a novel, a poem or a short story (Thornborrow and Wareing, 2005, p. 4).

The third meaning is rather restrictive in nature as "it is used in an evaluative sense, referring to the effectiveness of a mode of expression". This meaning applies to the everyday conceptualization of the term, which is associated with "saying the right thing in the most effective way" or as "good manners" (p. 4).

The fourth meaning of the term style is related to literary language, as Crystal and Davy (1969, p.10) state, "style is as a characteristic of effective writing", and style makes the writing more effective and beautiful. Correspondingly, the term of style is regarded as "a variation in language", as Hockett (1958, 556) outlines, "two utterances in the same language which convey approximately the same information, but which are different in their linguistic structure, can be said to differ in style". Additionally, style is also considered as a deviation from the linguistic norms.

In this sense, Enkvist (2016, p.15) claims that “style can be seen as a departure from the set of patterns which have been labeled as norm”. The concept of style as deviation means that there are norms, agreements and regulations which are often maintained. Deviation may occur in any levels of language including “phonological, syntactic, lexicosemantic and pragmatic levels”.

Since style is variation in language use, it can best be regarded as a choice. This view is highlighted by Enkvist (2016, p. 12) who argues that style is “the choice between alternative expressions”. This notion indicates that each language has certain alternative expressions through which an individual can choose anyone to convey his/her ideas, emotions and experiences. In fact, there are also several ways to use the resources afforded by the language system to represent the same event in many different ways (Simpson, 2004, p. 22). The stylistic choices made by individuals upon using language, whether consciously or unconsciously, are always motivated by a set of linguistic rules, registers conventions or other sociocultural and contextual parameters (Nørgaard, et al., 2010: 156). Being motivated, these stylistic choices consequently have a significant effect on interpretation of the texts (Simpson, 2004, p. 22).

Therefore, style can be defined as “a mode of expression which involves linguistic choice and content” used “in a given context, by a given person, for a given purpose” (Leech and Short, 2007, p. 13). Style is a dress of thought in both speaking and writing; it is a means of linguistic expression by which the reader is able to explain the intention of the writer, also it can be the distinctive characteristics among other characteristics or choices (Al-azawi, 2014, p. 7). This idea has already been confirmed by Thornborrow and Wareing (2005, p. 2) who claim that “style is the selection of certain linguistic forms or features over the possible ones”. In brief, the term style has multiple meanings and can be defined differently depending on the

context in which it is used, whether in everyday language sense, a linguistic sense or a literary sense. This point is highlighted by Wales (2014, pp. 397-399) who argues that style can be used to refer to the distinctive manner of using language in both speaking and writing in a way affected by the situation, register, genre, medium, degree of formality, and/or epoch.

The study of style is referred to as stylistics as it is a branch of linguistics that studies style in a scientific way. Stylistics is a 20th century phenomenon; it has begun to be studied since the eighteenth century. Babajide (2000, p. 123) states that “it is reasonable to claim that stylistics as a discipline emanated from the elocution aspect of classical rhetoric”.

The study of stylistics was developed by the theoretical insights of Russian formalism (school of literary criticism) at the beginning of the twentieth-century. Jakobson (1896-1982) was most prominent figure in this school. He was interested in specifying the qualities of ‘poetic language’. His works had a great influence on the development of stylistics. After that, in 1926 the Prague linguistic circle was established which was to become famous as the birthplace of structuralism. Mukařovský was the prominent member of this school whose great interest was in identifying “the formal and functional distinctions between literary and non-literary writing”. He considers literary texts as deviant from the ‘standard language’ (Busse and McIntyre, 2010, pp. 3-14).

Nowadays, the word “Stylistics” is a contested term, as different groups of scholars, including linguists and literary critics, debate its scope and definition. Stylistics can simply be defined as “the study of styles”. This means that “style” is a central issue in the study of stylistics. Many scholars in their definitions have tried to emphasize that stylistics is a subfield of linguistics since it is the linguistic

concepts and features that are employed in analyzing literary texts. Arthur (1996, p.914) defines stylistics as “the branch of linguistics that studies style, especially in works of literature”. Likewise, Chapman (1973, p. 11) says that stylistics is “the linguistic study of different styles”. In the same vein, Turner (1975, p. 7) provides a definition in which he states that, “stylistics is that part of linguistics which concentrates on variation in the use of language, often, but not exclusively, with special attention to the most conscious and complex use of language in literature”.

Crystal and Davy (1969, p. 9) argue that “linguistics is the academic discipline which studies language scientifically”. Stylistics, with its focus on certain aspects of language variation, is therefore essentially a part of linguistics. Along the same line, Ullmann (1973, p. 41) claims that “stylistics is not a mere branch of linguistics but a parallel discipline which investigates the same phenomena from its own point of view”. This accords with Turner’s (1975, p. 30) view which affirms that “stylistics has the same divisions as linguistics and that there are phonological, lexical and syntactic levels in the study of style”.

## **Stylistics**

Stylistics is the study of language style in literary and non-literary texts, examining how linguistic features contribute to meaning and effect (Leech & Short, 2007).

### **Types of Stylistics:**

1. Linguistic Stylistics: Focuses on the linguistic features of texts, such as syntax, morphology, and phonology (Halliday, 1971).
2. Literary Stylistics : Examines the language and style of literary texts, exploring how they create meaning and aesthetic effect (Leech & Short, 2007).
3. Corpus Stylistics : Uses corpus linguistics methods to analyze large datasets and identify patterns in language use (Stubbs, 2005).
4. Cognitive Stylistics : Explores the cognitive processes involved in reading and interpreting texts, including the role of inference and implication (Stockwell, 2002).
5. Critical Stylistics : Analyzes the ideological and power relations embedded in language use, often using critical discourse analysis (Fowler, 1991).

## **2.10 Stylistic Devices**

Stylistic devices involve two types: linguistic and rhetorical. For the linguistic level, three sub-levels are recognized: syntactic, semantic and lexical; the rhetorical level includes figures of speech, such as metaphor, simile, personification, metonymy ... etc.

### ***2.10.1 Linguistic Level***

The linguistic phase consists of syntactic, semantic, and lexical subphases. These three sub-phases collectively serve to emphasize the stylistic characteristics of flaming in political speeches by underscoring their prominent linguistic and structural patterns.

## **i. Syntactic Phase**

Any spoken or written text can undergo syntactic analysis, which involves breaking down the text into its components and understanding how these components are combined to form the overall structure and meaning of the text. The syntactic perspective is divided into two parts. Initially, it addresses sentence type, which includes four main clause categories: simple, compound, complex, complex-compound, and parataxis. Subsequently, it examines sentence function, encompassing the four functional types: exclamative, declarative, imperative, and interrogative.

As it is known, syntax is the branch of linguistics that studies sentence structure, including word order, phrase composition, and grammatical conventions. In sentence structure, grammar is employed to investigate the arrangement of words to form grammatically correct sentences. It determines the relationship between words and their placement within a sentence. The difference between “*The cat chased the mouse*” and “*The mouse chased the cat*” is associated with voice; the first occurs in the active voice while the second in the passive voice. [ For more information on syntax, see Huddleston ,1984 and Quirk et al. 1985]

## **ii. Semantic Phase**

In most cases of semantic analysis, following Norrick's (1985) framework, the simple distinction is between mono-semantic and poly-semantic. A certain sentence or utterance is seen mono-semantic when only taken literally, as its meaning is straightforwardly constructed from its elements. Conversely, it is poly-semantic when it transfers extra, non-explicit meaning. The figurative explanation of an utterance or sentence is constricted by different rhetorical and contextual influences.

Essentially, any utterance is regarded figurative when its literal explanation is deficient, demanding a non-literal interpretation to overwhelm explanatory encounters.

Generally, semantic investigation goes beyond grammar (consisting of syntax and morphology) to realize the meanings the sentences, phrases and words carry. With semantics, language users are able to communicate messages emotions, intentions, and creative ideas to listeners. In most cases, semantics is concerned with word order or grammatical rules. Thus, it investigates meaning at the sentence and phrase stages. It is systematically and self-sufficiently examined in linguistic analysis, searching meaning in a diversity of sentences and utterances .

### **iii. Lexical Phase**

Lexical phase emphasizes the necessary words and phrases that revolve around flaming as the key concept of the study. Surely, there are a lot of lexical items which predict flaming, and further, play a great role in determining the meaning of flaming. Word meanings constitute the key topic of lexical semantics, as it investigates the manners in which lexical items establish their meaning, perform in syntax and configuration, and link to numerous meanings and uses of a word. Lexical semantics deals with the associations between the meanings of specific words. For example, in certain respect, there are delicate differences between words like "happy" and "joyful." In accordance with lexical semantics, the focus is on the semantic structure of the internal word. Such as hyponymy, synonymy, metonymy, metaphor, ... etc. or lexical relations, such as “conceptual metaphors, metonymy, and frames are examples of semantic relations that occur within the vocabulary”.

### 2.10.2 Figurative Level

In linguistics, the phrase "figurative level" denotes the employment of figurative devices, which advances from literal interpretations so as to have a more elegant or powerful influence. In a narrow sense, figurative phase is concerned that part of language which employs uses words in manners that diverge from their literal reading to attain a more multifaceted or influential consequence. This level, contingent with Leech and Short's (2007) stylistic analysis model, highlights the rhetorical devices or as traditionally known figures of speech (metaphors, simile, personification, rhyme, antithesis, parallelism) employed in the political speeches concerning flaming theme to attract people attention towards something essential, counsel, or caution people against something important ... etc. Put differently, the rhetorical maneuvers are used in political texts to allocate a specific grade of implication and weight to a notion linked to political issues. Overall, figurative devices are employed to evince notions in a manner that is envisioned to make "spoken or written words seem appealing, sincere, and prominent" .

All rhetorical devices can be manipulated in political discourse. Consider some of the rhetorical devices that are commonly found in political texts: *Simile* compares things via the use of "like" or "as" (e.g. She is like a flower), *Metaphor* indirectly compares two unconnected things, characteristically by affirming that one thing is another (e.g., this mechanic is a magician), *Personification* ascribes human features to non-human substances, (e.g. "The wind whispered through the trees", *Hyperbole* encompasses exaggeration for weight or influence (e.g. "I've told you a million times!"), *Euphemism* substitutes a severe or unfriendly word with a milder one, e.g. "passed away" in place of "died". Irony takes place to show a contrast

between anticipation and realism. (e.g. “The fire station burned down”), *Rhetorical question* is used to inquire about an influence not to produce an answer (e.g. “Who doesn’t love a good mystery?”). However, these devices are generally employed to yield images overstate a characteristic or act, or direct a multifaceted idea.

## 2.11 The Concept of Flaming Language

Flaming is a term for verbal abuse that is intended to hurt someone, a group, or an organization. In other words, it constitutes profanity or personal insults. A group of different scholars agree that "flaming" is a person's deliberate intention to ignite a feudal reaction or "flame" by using disdainful language or attacking someone's beliefs without respect or care for his/her response ( Aiken & Waller, 2000). Recently and as a result of being popular in digital language, some scholars organize flaming as one of the phenomena related to online communication. For instance, (ibid. 96) define flaming as "comments intended to offend others. While somewhat subjective, at the extreme flaming includes obscenities and other inappropriate comments".

In the same harmony, Baruch (2005:42) finds that in email, people often reflect intimidation and insults as the most common form of flaming. Also, within this domain, flaming is best known as the expressions of hostility used against others in online communication through insulting, swearing or other forms of offensive language (Moor et al., 2010). All forms of aggressive and impolite language trigger flaming when there is a specific context or situation where a disagreement takes place. Moreover, a discrepancy of ideas, opinions or actions between interlocutors lead to flaming discussions for specific contextual reasons (Smith & Mackie 2000: 503). Many studies have highlighted this phenomenon from pragmatic view only and in computer-mediated communication therefore the current paper highlights flaming from the pragma-stylistic domain to fill a gap in the literature. It tries to

spotlight on the form-function correlation of flaming by means of pragma-stylistics.....

Concept of flaming Various headwords used by dictionaries for defining the concept of flaming, for example: flame, flame of war, flame war and flaming, cover actually similar or even identical word fields of cyber lexicon. Initially, the concept of flaming encompassed exclusively a private channel of communication between two users: the email. Since 2006, the flaming has been studied as category of cyberbullying outside the private space, being directed toward the so called ‘semi-public’ virtual space – social media.

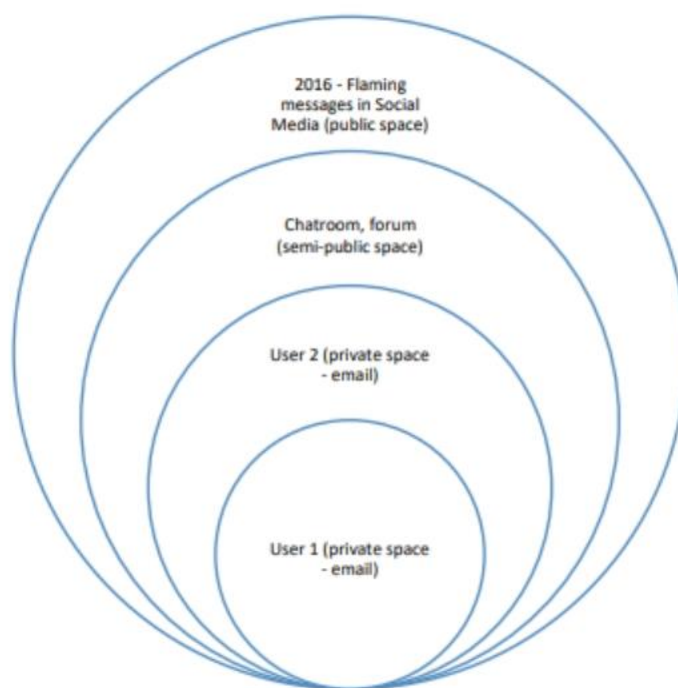
From a diachronic perspective, the ‘flame’, as descriptive concept for a specific type of message, has its origins in 1983, being explained as: ‘to speak rapidly or incessantly on an uninteresting topic or with a patently ridiculous attitude’ (Guy, 1983). In 2002, Microsoft Computer Dictionary defined ‘flaming’ with a lexical role of verb: ‘to criticize personally by means of e-mail messages or newsgroup posting’. The BCS Glossary of ICT and Computing terms, published by The British Computer Society defined the concept of flaming as: ‘an emailed message, often posted to a newsgroup, attacking another member of the group’. In Specialist Computing, Computer Jargon, Dictionary and Thesaurus (Martin ,2006), I discovered the entry ‘flame war’, mentioned for the first time by internet literature. The Dictionary of Computing, edited in 2008, defined the word outlining the bi-directionality of messages between flamer and flamed. This definition outlined the lack of purpose of messages; the only purpose of creating these messages is to overload ‘the recipient’s system’.

‘Flame Informal. An angry or abusive email message from one user to another. A flood or e-mail messages from a large group of users to one specific user,

who is judged to have offended against some standard of decent behavior. The individual messages may each be angry or abusive, but in some cases, the actual messages may have no real purpose other than to overload the recipient's system, typically by sending as a mail message the entire contents of some very large data set such as the text of all the help files on a system.' Chandler Daniel, in a dictionary of social media, published in 2016, mentioned the compound word 'flame war' with the same meaning as flaming: 'an exchange of aggressive messages in an online environment such as a chatroom or forum. A flame war is a prolonged exchange of such messages.'

Figure 1 presents the extension of word field, of users involved in a flaming communication, and of channels from private to public. The word field becomes more and more extended as the time goes by so, I wonder, with an average of 14 to 19 years of meaning's change, what will be the result in...2030?

**Figure 1: process of meaning extension, users involved, and types of channels used**



Among all the dictionaries' entries mentioned above, I have selected the word flaming, used as gerund, therefore having a lexical value of noun, because:

a) it defines an action and b) it is a process, involving at least three stages: trigger-moment, flaming messages and end of conflict. This is not always a finite or a circular process. The flaming communication could be an open verbal conflict.

The lexical family includes also the verb: 'to flame' which means the action of sending flames, the flamer which is the initiator of verbal conflict and the flamed, also known as victim. The 'roles' could be changed, the flamed could become flamer by answering in the same style or even more violently or could turn into a 'zero' conflict if the flamed ignores the flamer's messages. The semantical sphere could have multiple interpretations as the facets of the topic are various too. This research includes only a lexical semantics perspective and interpretation. The utterance

‘flame war’ or ‘flame war’, is actually a tautology, flame in the context of cyberbullying involves already the meaning of dispute, fight, and disagreement. Therefore, it will not be included in my study.

## **2.12 Previous Studies**

This section provides an explanation of the overlap between the current study and previous research. The point of intersection is utilized to segment the discussion. The reviewed studies are all concerned with the utilization pragmatic-stylistic approach to analyze the data under study. The introduction of these studies provides a good background and scheme for the initiation of the present study. The researcher can make use of the aims, methodologies, procedures and results in building up the current study. To show how studies on pragma stylistics have been developed throughout history, the related previous studies will be presented chronologically, beginning with I’jam and Al-Mamouri (2019) and closing with Kadhim and Mehdi (2022).

### **2.12.1 Ardi, et al (2021)**

The study of Ardi et. al. Which is entitled Speech Act of Flaming in Twitter Status: Issues and Concerns in the Malaysian Context. This study examines flaming as a subcategory of expressive speech act. It is the act of posting or sending offensive messages over the internet, speeches or any discourse. The study deals with how the utterance generally can the state of disagreement or recognize the comments as flames but how it would seldom be able to track references or to whom the flame is intended towards. Sometimes, language is performed in a sophisticate way and in a polite way but its meaning can be called as flames when the implying meaning of

such messages are analyzed. Another point that this study take into consideration is , when people talk about a topic which is specific to their domain of discussion, users without using hostile words, they send flames at each other and it is very difficult to identify whether they are flaming or not. This study aims at identifying the speech act of flaming Malay words into 14 subcategories of speech act. Also, it attempts to examine how the locutionary act of flaming varies from the illocutionary force of flaming based on the contextual message and socio-cultural context. The data of this study is a compilation of Twitter statuses consisting of 2.5 million words and is labelled as Malaysian Twitter Status Context corpus (MTSC). The tweets were analyzed based on 14 subcategories of flaming (Bansal, Nittin, Siddhartha, Kapil, Anuj, Sheenu, Kanika, Kunal, Kunal, Manav, 2012 and Revathy & Norizah, 2017). This study uses model of Speech Acts of Searl (1967) This study adopted the qualitative approach through contextual analysis. Findings of this study showed that flaming in Malaysian context can be direct or intentional; and indirect based on the intentions (illocutionary force) to offend other tweeters. In addition, the analysis of the data of this study shows that language usage among youngsters specifically the tweeters are not in line with the values and ethics that have been practiced in our culture and society. Thus, the language usage among youngsters specifically the netizens are not in line with the values and ethics that have been practiced in their culture and society.

### **2.12.2 Dhayef and Mohammed (2022)**

The first study is *A pragma-stylistic approach of flaming in some of American political tweets* which is written by Qasim Abbas Dhayef and Daniah Abdul Ameer Mohammed in (2022). The problem of this study is that all forms of aggressive and impolite language trigger flaming when there is a specific context or situation where a disagreement takes place. Moreover, a discrepancy of ideas, opinions or actions

between interlocutors lead to flaming discussions for specific contextual reasons. This study highlights flaming from pragma-stylistic domain to fill a gap in literature. It tries to spot light on the form-function correlation of flaming by means of pragma-stylistics. The study aims at signifying the most common pragma-stylistic strategies used to represent flaming language in Twitter comments. Also, it aims at showing how cooperative principles are effectively used to indicate flaming with rhetorical devices as part of stylistics. The approach of this study is Prams-stylistic and it uses an eclectic model which amalgamates into two parts and interrelated strategies, they are: the categories of speech acts, and violating the cooperative principles. The violation normally leads to the use of figures of speech that represent the stylistic part. The data of this study is the data comprises four tweets that represent the flaming in the pinpointed context. The result for the qualitative analysis of this study revealed that both pragmatics and stylistics have an interrelated relation since pragmatics highlights the relation between form and function, so it uncovers the intended meaning of flaming by the aid of stylistic figures of speech. Regarding the pinpointed context, flaming is reflected successfully and rapidly in the tweets through certain use of speech acts as well as the violation of Grice's maxims.

### **2.12.3 Peter Moor (2007)**

The third study is *Conforming to the Flaming Norm in the Online Commenting Situation* by Peter Moor. The problem of this study is how Computer-mediated communication is different from face-to-face communication and how perceived anonymity supported by computer environments such as the Internet is formed differently according to people's knowledge and environment which is expressed in a higher level of self-disclosure and one of the forms of uninhibited behavior, however, are less appreciated. People may display great hostility online by insulting, swearing or using otherwise offensive language. This kind of behavior, usually

referred to as “flaming”, has been thought to be due to the lack of social cues in computer environments. The inability to see the expression on a sender’s face or hearing his voice when reading a typed message has been thought to affect people’s perception of themselves and others. The aim of this study is to find out whether the SIDE model can be used to explain flaming behavior in the online commenting situation. If people conform to the perceived norm when writing comments, as the SIDE model predicts, flames in earlier written comments stimulate people to write flames in their own comments. It also aims at conducting to test whether perceived norms have an effect on flaming behavior in the online commenting situation, a situation where people can comment on a certain stimulus. This study uses SIDE model and the method of this study is using a natural experiment with having 1420 participants visited the pages on the internet, To enhance ecological validity, participants were not instructed or forced to comment, so they had the choice to comment or not as if it were a natural commenting situation. This has been done in a natural setting, where participants did not know about the experiment until they had commented on a text. Participants flamed more often when earlier commenters had done so, indicating that conformation to the flaming norm indeed occurred. The results could, however, not be fully explained by the perspective of the SIDE model used in this study and 707 in the flaming condition and 713 in the non-flaming condition. 77 people (5%) Gave 78 comments on the text. Has been conducted, in which participants were made aware of participating in an experiment only after they had commented on a stimulus.

#### **2.12.4 Simona M Ignat (2018)**

The fourth study is by Simona M Ignat which is entitled *definition and taxonomy of lexical semantics flaming on social media platforms*. This study deals with how flaming communication could be an open verbal conflict in which it consider cyberbullying and it attempts to examine how cyber lexicon have developed on social media platforms. The study aims at discovering what are the main categories of flaming in lexical semantics and if they form a taxonomy or not. The study focuses on lexis, vocabulary, meaning and seeks to know relation between words and the sense of aggression possibly included by them. The study uses lexical model in which it has applied the lemmatization and stemming for obtaining the prototypes or core, without lexemes or morphemes. The data is collected from social media websites have been processed by WordStat8 software for text mining; it uses a quantitative method. The statistical data have been analyzed using SenticNet, a software which identifies the perception of meaning through human standards are 100 texts having and the result of the data is that words with positive and neutral meaning are more frequent than negative ones. These texts have been included in flaming disputes and flaming is not exclusively the result of aggressive words, but a consequence of users' attitude towards peers. The flamed person and the flamer have, both of them, an impulse of aggressiveness. Technically, all can be flammers if they answer with the same aggressiveness to the initial message.

## CHAPTER THREE

### METHODOLOGY

#### 3. 1 An Introductory Note

In the realm of political analysis, the pragma-stylistic approach offers a robust framework for examining the intricate dynamics of language use in political texts. This chapter delineates the methodological underpinnings that guide the systematic investigation of selected political speeches. The introductory remarks set the stage for a comprehensive understanding of the research design, encompassing the rationale behind the selection of data, the criteria employed to ensure its relevance, and the scope of the analysis.

The chapter unfolds by first establishing an introductory note that contextualizes the study within the broader field of pragma-stylistics, highlighting its significance in unraveling the stylistic nuances of political rhetoric. Subsequently, the data description section provides a detailed account of the textual materials chosen for analysis, shedding light on the inherent characteristics that render them suitable for this inquiry.

The criteria for data selection are meticulously outlined, ensuring that the chosen texts not only exemplify the 'flaming' nature of political speeches but also meet the scholarly standards necessary for a rigorous analysis. The size of the sample is then addressed, justifying the quantity of data as both manageable and representative of the phenomenon under study.

Moving forward, the nature of the present study is explicated, clarifying the specific aspects of political speech that will be scrutinized and the expected contributions to

the field of pragma-stylistics. The chapter culminates with an exposition of the eclectic model of analysis, which integrates diverse analytical techniques to offer a multifaceted interpretation of the data.

In essence, this chapter lays the groundwork for a methodical exploration of political texts, employing a pragma-stylistic lens to dissect the layers of meaning and intention embedded within the fiery rhetoric of political orators. It is through this meticulous methodology that the study aims to contribute novel insights into the art of political persuasion and the power of language in shaping public discourse.

## **3.2 Data Description**

### **Criteria of Data Selection**

In the composition of this thesis, the selection of data was meticulously strategized to ensure a robust and comprehensive analysis of political discourse. The criteria for data selection were anchored in the pragma-stylistic approach, which necessitates a multifaceted examination of language use within political contexts. This approach underscores the importance of context in interpreting the pragmatic functions of language, thus, the texts chosen exhibit a rich tapestry of stylistic devices that are emblematic of political oratory.

The selected texts were extracted from a diverse array of online platforms to encapsulate a broad spectrum of political ideologies and rhetorical strategies. Each text was subjected to a preliminary review to ascertain its relevance to the research questions and objectives. Texts that demonstrated a clear use of language to influence, persuade, or mobilize were given precedence, as these are prime examples of the pragmatic force of political language.

Furthermore, the temporal relevance of the texts was a significant criterion. Texts that were contemporaneous with significant political events or periods of heightened political activity were prioritized to ensure the analysis was grounded in current political discourse. This contemporaneity provides insight into the dynamic nature of political communication and its impact on public perception and action.

The geographical and cultural origins of the texts were also considered, with an emphasis on selecting speeches that represent a cross-section of global political landscapes. This diversity allows for a comparative analysis of pragma-stylistic elements across different cultural and political milieus, offering a more holistic understanding of the global political rhetoric.

Lastly, the selection process was guided by the principle of methodological rigor. Texts were chosen not only for their substantive content but also for their potential to yield insightful data when subjected to pragma-stylistic analysis. This dual focus ensures that the research findings are both empirically grounded and theoretically informed, contributing to the broader discourse on political communication and stylistics.

### **3.3 The Size of the Sample**

The size of the sample was determined with the aim of achieving a balance between depth and breadth of analysis. It is large enough to allow for the identification of patterns and trends within 'flaming' political rhetoric, yet small enough to permit a thorough and detailed examination of each speech. This approach ensures that the study's findings are grounded in a robust and varied body of evidence, providing a solid foundation for any conclusions drawn regarding the pragma-stylistic characteristics of 'flaming' speeches in the political arena.

### 3.4 The Nature of the Present Study

The research adopts a mixed-methods approach, integrating both quantitative and qualitative paradigms to provide a comprehensive understanding of the linguistic strategies and their pragmatic implications.

Quantitatively, the study utilizes a corpus-based analysis to identify the frequency and distribution of stylistic features within the speeches. This involves the compilation of a specialized corpus, followed by the application of statistical tools to discern patterns and trends in the usage of stylistic devices . The quantitative data thus obtained offers an objective basis for comparison and generalization.

Qualitatively, the research engages in a close reading of the texts to interpret the nuanced meanings and pragmatic forces at play. This includes a detailed examination of speech acts, implicatures, and presuppositions, which contribute to the 'flaming' quality of the speeches. The qualitative analysis aims to uncover the underlying intentions, attitudes, and ideologies of the speakers, providing depth and context to the quantitative findings.

The synergy between the quantitative and qualitative methods enables a holistic exploration of the pragma-stylistic features of 'flaming speeches.' It allows for the triangulation of findings, thereby enhancing the reliability and validity of the research outcomes. The study's design is rooted in the principles of empirical rigor and interpretative insight, ensuring that the investigation is both methodically sound and analytically rich.

## 3.5 The Eclectic Model of Analysis

### 3.5.1 The Thematic Meaning of Flaming

Revathy and Norizah (2017) categorizes Flaming into 12 meanings which are:

1. **Stereotype:** utterances which typically group a particular type, thing, a group or a community into a broadly held yet settled and misrepresented image;
2. **Speculation:** utterances that shapes a theory or concludes without any firm evidence or proof;
3. **Comparison:** utterances that judges two or more different situation or a particular collation;
4. **Degrading:** utterances that causes individuals to feel that they have no esteem or respect on the opinions of others;
5. **Defamation:** utterances that harm and damage the notoriety and good reputation of somebody; libel or slander;
6. **Sedition:** utterances that triggers individuals to defy and rebel against an authority, party or monarch;
7. **Sarcasm:** utterances that uses irony to mock or pass on hatred through the conveying of contempt;
8. **Threaten:** utterances that expresses an intention to make a hostile move against somebody in requital for something done or not done;
9. **Challenge:** utterances that call for partaking on a rivalry, particularly a duel;
10. **Criticism:** utterances that expresses disapproval and dissatisfaction towards someone or something due to the mistakes and faults;
11. **Name-calling:** utterances that displays offensive and hostile names particularly to win a contention or to instigate dismissal or judgment; and

12. Sexual harassment: utterances that provoke (typically women) in online forums or social circumstance, including the making of undesirable lewd gestures or obscene remarks.

### **3.5.2 Bansal et.al (2012)**

Bansal et.al (2012) mentioned another four meanings of flaming which are:

#### **A. Direct and Intentional Flaming**

Flaming tendencies are noted to be highest when users intentionally use abusive, incendiary and hostile message against another user or faction. This is pre-dominant on different forms of computer mediated communication such. Yet, there are small groups of people who take such steps and use venues like status messages and comments on Social Networking Sites, e-mail message boards, forums, blogs, UseNet, IRC chat etc. for flaming. If the mode of communication provides relative anonymity, users tend to flame at higher degrees or are unrestrictive.

Direct flames are characterized as "incendiary messages" and "inflammatory remarks". Previous research descriptions of flames that can be used to represent direct flaming as "rude or insulting" messages, "vicious attacks", "nasty and often profane diatribe", "derisive commentary", "vitriolic online exchanges and poison pen letters".

Direct flaming can also be described as messages, which constitute vicious attacks such as name calling, swearing, insulting on another communicating faction. It is also characterized by the use of rude behavior (may be sexually oriented), offensive, aggressive or hostile language.

This type of flaming can be defined as:

"Directing hostile, unfriendly, aggressive literature towards other user(s) to show disagreement or oppose their statements or ideologies."

### **B. Indirect Flaming**

This is generally seen on all forms of computer mediated communication but not as often as direct flaming. Indirect flaming is generally opted for publicizing disagreement or hostility but posted in a language, which can only be understood by the factions involved. Readers of the conversation generally can only note the state of disagreement or recognize the comments as flames but would seldom be able to track references or to whom the flame is intended towards. The users also tend to use sophisticated language in a polite way but can definitely be called as flames when the true meanings of such messages are analyzed for. This characterization can also be used for any hostility intended to third parties in a bilateral conversation, with the intention of initiating aggression against the third party. Another point that can be considered, when people talk about a topic which is specific to their domain for discussion, users without using hostile words, they send flames at each other and it is very difficult to identify whether they are flaming or not. In such cases, only some factions take it as flaming, while others consider it acceptable norms of conversation.

"Use of hostile, unfriendly and aggressive literature towards users or situations not clearly mentioned, to show disagreement, but with a subtlety that only the factions involved is capable of deriving the true intention of the statement."

### **C. Straightforward Flames**

When a user uses straightforward references to people, places or situations without the use of any figure of speech in their messages and with a clear intention of flaming on the topic, it can be termed as straightforward flames or straight flames. This style of flaming is used in tandem with direct or indirect flaming. Since straight flames are more lucid in meaning and the intentions are clear, such messages have higher probability of drawing counter flames by users. Such a style is adopted in CMC where the identity of the flamer is discreet. The users make use of the anonymity of the mode of communication and express more openly, which is a behavior seen frequently on the internet.

### **D. Satirical Flames**

When a user uses figures of speech or statement to possess alternate derivations aimed at certain factions, places or situations, it can be termed as Satirical Flames. This includes usage of witty language, irony and poetic freedom to convey insults, scorns or even malice. These flames are predominant with users who intended to post incendiary messages but still seem posting normal statement is used along with Direct or Indirect flaming. Since satirical flames are more complicated with references and intentions being vague and enigmatic, responses to such flames are normally enquiring of the details. Generally, the faction about whom the flame was intended chose not respond to such messages when they perceive the true meaning of it. If they do, more often than not, choose to be as enigmatic as the message with their comments. Let us consider a hypothetical scenario where an employee flames his supervisor of the company in which he is working for, on a public asynchronous micro blogging site.

### 3.5.3 (Im)politeness Theory

According to Bousfield (2008), to fully understand the concept of (im)politeness, it is almost compulsory to talk about the notion of face, which—among others—belongs to the work of Brown and Levinson (1987). Face may be defined as ‘an individual’s feeling of self-worth or self-image’ (Bousfield, 2008, p. 40). Simultaneously, the notion of face is divided into negative and positive face (Brown and Levinson, 1987). The former is understood as an individual’s wish to be free of performing his actions without being unimpeded by others. The latter is defined as the want of an individual of being accepted and desirable to others. Following Brown and Levinson (1987) approach, Bousfield (2008) explains that they defend that face is not something that belongs to society but to ‘the basic wants which every member of a society [...] knows every other member desires’ (p. 34). If this was the case, the perception of face should be universal. However, it is evident that depending on the culture and society we are talking about, the notion of negative and positive face will differ. Thus, the notion of face by Goffman (1967) must be mentioned. Bousfield (2008) transcribed Goffman’s approach of face as not built by an individual but only realized in social interaction, ‘face is public property’. That is, a loan from society. Hence, face is not biological or natural; it is indeed social. As a result, ‘the constitution of face of one member of a group can have an impact on the face constitution and face expectation of other members of a group’ (Bousfield, 2008, p. 42).

In brief, considering this new turning point of face and where it comes from, if the concept of face is rooted in the social practices imposed by a sexist society, this will mean that the social practices will be based on a sexist procedure. Therefore, it may happen that what is not regarded by a sexist society as polite will be considered a face threatening act (FTA). That is, an act that threatens the positive or negative

face of an individual. Brown and Levinson (1987) also brought to light the super strategies that may be used for politeness work, which are:

- I. Bald on record politeness: This strategy occurs when ‘the FTA is performed in the most direct, clear, unambiguous and concise way possible’ (Brown and Levinson, 1987 cited in Bousfield, 2008, p. 57).
- II. Positive (im)politeness: In this case, the FTA is performed to redress the threat against the hearer’s positive face.
- III. Negative (im)politeness: As it can be guessed, this strategy consists of redressing the threat against the hearer’s negative face.
- IV. Off-record: The FTA is performed by deploying an indirect illocutionary act open to different interpretations. This permit denying the offence in case the hearer interprets the act as a face threatening act.
- V. Do not perform the FTA: The FTA is not performed ‘in the interests of social harmony’ (Bousfield, 2008, p. 59), because e it is considered too threatening to the hearer.

Having seen the super strategies brought by Brown and Levinson (1987), it is compulsory to enlighten the definition of impoliteness. In Bousfield’s (2008) words, impoliteness is ‘the broad opposite of politeness, in that, rather than seeking to mitigate FTAs, impoliteness constitutes the communication of intentionally gratuitous and conflictive verbal FTAs which are purposefully delivered’ (p. 72). Then, Bousfield (2008) also clarifies that for impoliteness to be considered ‘successful impoliteness’, it must be interpreted by the hearer as such. The purest act of impoliteness is aggression and it can be performed in three different but not necessarily separate ways: physical, direct and indirect verbal.

Once the super strategies and the notion of impoliteness have been clarified, it is important to introduce a new point of view about the matter. Although the

approach of Brown and Levinson (1987) covers several essential points of the process of face work and (im)politeness, some concepts must be included. These concepts are sarcasm or mock politeness (Culpeper, 1996) and Withhold politeness (Lachenicht, 1980):

- I. Sarcasm or mock politeness: the FTA creates social disharmony ‘with the use of politeness strategies that are obviously insincere and thus remain surface realizations’ (Bousfield, 2008, p. 87). Also, Culpeper (1996) defines sarcasm as when ‘The utterance that appears, on the surface, to positively constitute, maintain, or enhance the face of the intended recipient actually threatens, attacks and/or damages the face of the recipient’ (p. 95).
- II. Withhold politeness: the FTA is performed when politeness is ‘expected, necessary or mandatory’ (Bousfield, 2008, p. 87) but the actor remains silent. This one belongs to the off-record category if we take the Brown and Levinson (1987) categorization as the referential model.

### **3.5.4 Speech Act Theory**

Speech Act Theory, as Searle et al. (1980) explained in their book *Speech Act Theory and Pragmatics*, is based on the fact that the minimal unit of communication that humans produce is not a sentence. Instead, the performance of certain acts such as making a statement or asking a question would be units of communication. When an individual produces a statement, one or more acts are produced at the same time. However, acts must not be confused as the same as a sentence. Austin (1962) named the acts illocutionary acts and perlocutionary acts. Illocutionary acts are divided into representatives, directives, expressive, commissive and declaratives acts and this is the general classification system of it (Nadeak, Sunggingwati, & Valiantien, 2016). On the other hand, perlocutionary acts ‘have to do with those effects which our utterances have on hearers which go beyond hearer’s understanding of the utterance’

(Searle et al., 1980, p. 7). These acts can be persuading, frightening, convincing, amusing or annoying, among others.

Depending on the type of illocutionary act, there are different types of statements related to it. Nadeak et al. (2016) make a classification of such statements in their article *An Analysis of Illocutionary Act and Perlocutionary Act of Judy Hoop's Utterances in Zootopia Movie*

### **Types of Illocutionary Acts.**

1. Representatives: The speaker makes word fit the world or belief. (Assert, conclusion, description, argue, state, claim, complain, inform, report, describe, predict, and affirm.)
2. Directives: The speaker uses these acts to get something done by the hearer. (commands, orders, requests, suggestions, advise, recommendations, prohibitions, etc.)
3. Expressives: The speaker involves psychological states with these acts. (Statements of pleasure, pain, likes, dislikes, joy, sorrow, apologizing, complimenting, concluding, congratulating deploring, thanking and welcoming.)
4. Commissives: The speaker uses these acts to commit actions in future. (Committing, promising, refusing, wishing, predicting, threatening, vowing and volunteering.)
5. Declaratives: The speaker changes the world via utterance. (Approving, betting, blessing christening, confirming, cursing, resigning, dismissing and excommunicating.)

Furthermore, Searle et al. (1980) argue that, 'Illocutionary acts such as stating are often directed on the purpose of achieving perlocutionary effects' (p. 7). That is to say, when a speaker is producing an utterance, he or she is doing it to produce an eff

ect on the hearer too. In terms of flaming, the pursued objective is to offend, marginalize, exclude, discriminate, vilify, demonize or even dehumanize the target.

### **3.5.5 Stylistic Devices for Flaming Analysis**

#### **A. Metaphor**

Metaphors are used by poets to characterize and identify the subject being discussed. A metaphor also gives readers a visual picture that can be used to support the definition of the topic and the subject of the poem. (Romala, 2015).

#### **B. Simile**

Saleem (2012, p.372) states that a simile is “an explicit figurative comparison of similar things in a statement that one thing is like another, unlike a metaphor”. In this trope, the terms like, as, comparable, or same, are used.

#### **C. Hyperbole**

It is a way of saying something is much bigger, smaller, worse, etc. than it truly is. Examples include "to wait an eternity" and "rivers of blood."

#### **D. Litotes**

Along with Leech (1969, p.168), litotes is a figure of understatement, meaning that it lacks the potential ridiculousness of other tropes. The impact of litotes is determined by the person's knowledge of the circumstance. Litotes is concerned with a particular type of understatement in which the speaker might employ a negative term when a positive one is stronger, such as ‘The meal is not awful at all’ (when one means 'good').

#### **E. Irony**

In keeping with Leech and Short (2007, p.222), irony “as a twofold significance arising from the disparity in values connected with two different points of view.”

Shakespeare's line "Brutus is an honorable man" (Julius Caesar) is an example of sarcasm.

There are three main types of **irony** commonly used in literature and communication:

1. **Verbal Irony:** When someone says the opposite of what they mean, often for humorous or sarcastic effect.  
*Example:* Saying "Great weather!" during a storm.
2. **Situational Irony:** When there's a stark contrast between what is expected to happen and what actually occurs.  
*Example:* A fire station burns down.
3. **Dramatic Irony:** When the audience knows something that the characters do not, creating tension or humor.  
*Example:* In *Oedipus Rex*, the audience knows Oedipus has killed his father, but he does not. Shabo, M. (2024).

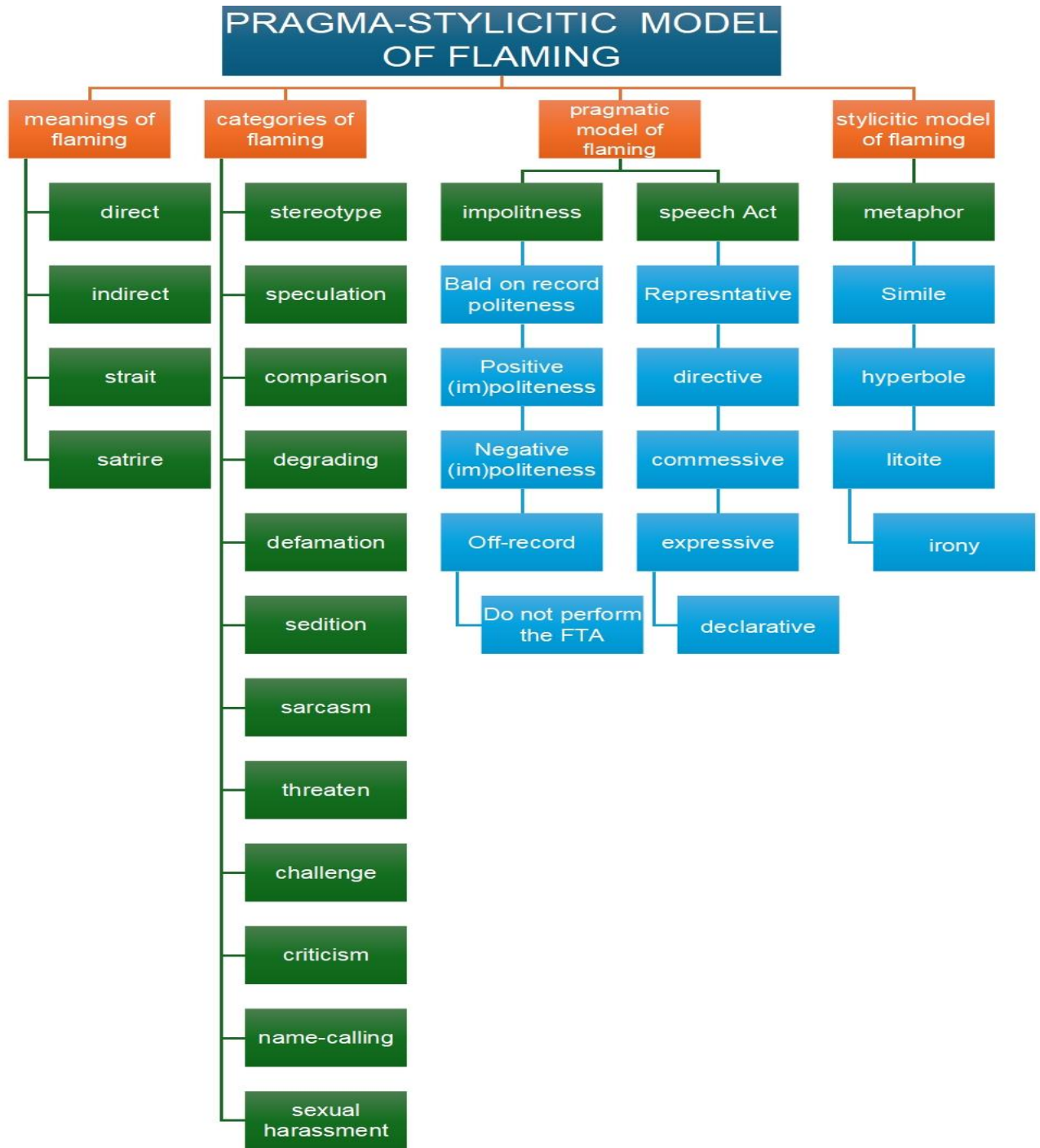


Figure 2 The Eclectic Model of Analysis

## Chapter Four

### Data Analysis and Discussion of the Results

#### 4.1. Introductory Remarks

This chapter is dedicated for the analysis of the extracted data . Analyzes are handled on 10 extracts from Donald Trump. These reports are wholly analyzed through the usage of the eclectic model that consists of Searle (1969) types representative speech acts, flaming subcategories (Revathy and Norizah, 2017) and (Bansal et al., 2012), Politeness Strategies (Brown and Levinson, 1987; Bousfield, 2008) AL-Hindawy and Al-Temimi's (2012) framework of rhetorical pragmatic strategies (Rhetorical Devices). Then, the chapter ends with a discussion of the findings depending on the frequencies and percentages to shed light on the most important remarks found during the analysis.

#### 4.2. The Analysis of the Data

Utterances that are selected to meet the criteria of the model are italicized and given the appropriate justification and explanation for why they are chosen. After finishing the analysis, a table is presented showing the frequencies and percentages of the occurrences of the model's items in the report.

##### **Extract 1:**

*“Over the past four years, our country has seen the sickness and corruption of the Washington swamp exposed like never before. You've seen it. You've been watching it. You watch those millions and millions of people pour into our country. We have no idea from where, who they are. We know nothing about them, and I'll tell you, many of them are bad. Many of them are among the worst in the world. (01:18) Under the Harris-Biden regime, your government imported murderers, child*

*predators, and serial rapists from all over the planet while weaponizing law enforcement to jail political opponents here at home. They do that, and they think it's wonderful. It's like a third world country, only they loot the economy. They give trillions and trillions of dollars to their left-wing cronies while you pay the cost of rampant inflation, which is what's happened, rampant inflation, bad energy policy, and just pouring out money like it was water. (01:54) They run your country for their own power and profit while erasing your borders, assaulting your freedom, indoctrinating your children, and selling your jobs to China, Mexico, and all of these other foreign lands."*

### **Flaming Strategies (Revathy and Norizah, 2017)**

1. **Stereotype:** The text heavily relies on stereotypes, particularly when discussing immigrants. It groups all immigrants into a negative category, suggesting that "many of them are bad" and "among the worst in the world." This broad generalization creates a misrepresented image of immigrants, painting them all as criminals without any evidence to support such claims.
2. **Speculation:** The text is filled with speculative statements, particularly when it accuses the Harris-Biden administration of importing "murderers, child predators, and serial rapists." These claims are made without any firm evidence or proof, relying on fear-mongering rather than factual information. This kind of speculation can incite unnecessary fear and hostility among the audience.
3. **Comparison:** This item is not found
4. **Degrading:** The text degrades the current administration by accusing them of running the country for their own power and profit. It suggests that they are "erasing your borders, assaulting your freedom, indoctrinating your children, and selling your jobs to China, Mexico, and all of these other foreign lands." This

language is intended to make the audience feel that their opinions and well-being are not respected or valued by the government.

5. **Defamation:** The text engages in defamation by accusing the Harris-Biden administration of various serious crimes and unethical behaviors, such as looting the economy and weaponizing law enforcement to jail political opponents. These accusations are aimed at damaging the reputation and credibility of the administration, portraying them as corrupt and harmful to the nation.
6. **Sarcasm:** Sarcasm is used throughout the text to mock the administration. For example, the text sarcastically suggests that the administration thinks it's "wonderful" to jail political opponents and loot the economy. This use of irony is intended to convey contempt and ridicule, further undermining the administration's credibility.
7. **Threaten:** This item is not found
8. **Challenge:** This item is not found
9. **Criticism:** This item is not found
10. **Name-calling:** This item is not found

**Table 1: Flaming Strategies (Revathy and Norizah, 2017)**

Flaming Strategies	Frequency	Percentage
<b>Stereotype</b>	1	20 %
<b>Speculation</b>	1	20 %
<b>Comparison</b>	0	0%
<b>Degrading</b>	1	20%
<b>Defamation</b>	1	20%
<b>Sarcasm</b>	1	20%
<b>Threaten</b>	0	0 %
<b>Challenge</b>	0	0 %
<b>Criticism</b>	0	0 %
<b>Name-calling</b>	0	0 %
<b>Total</b>	<b>10</b>	<b>100%</b>

As shown in Table (1), there were 10 flaming categories, five of them were mentioned with 20 %, while the others weren't found at all

### **Flaming Strategies (Bansal et al., 2012)**

1. **Direct and Intentional Flaming:** The text contains several instances of direct and intentional flaming. For example, the speaker refers to the Harris-Biden administration as importing "murderers, child predators, and serial rapists" and accuses them of "weaponizing law enforcement to jail political opponents." These statements are incendiary and hostile, aiming to provoke a strong negative reaction against the administration. The language used is aggressive and intended to insult and demean the targeted individuals.
2. **Indirect Flaming:** The text also includes elements of indirect flaming. The speaker makes broad accusations and inflammatory remarks without always specifying individuals, such as referring to "left-wing cronies" and "the corrupt political class." These statements are hostile and unfriendly, but the true intention and targets of the hostility may only be fully understood by those familiar with the context and the speaker's previous rhetoric.
3. **Straightforward Flames:** The text is filled with straightforward flames, where the speaker makes clear and direct references to people and situations without using figures of speech. For instance, the speaker explicitly criticizes the current administration's policies, calling them "bad energy policy" and accusing them of "erasing your borders, assaulting your freedom, indoctrinating your children, and selling your jobs to China, Mexico, and all of these other foreign lands." These statements are direct and unambiguous in their intention to flame the administration.
4. **Satirical Flames:** The text employs satirical flames through the use of irony and sarcasm. For example, the speaker sarcastically suggests that the administration

thinks it's "wonderful" to jail political opponents and loot the economy. This use of irony is intended to mock and convey contempt towards the administration, adding a layer of wit to the incendiary remarks.

**Table 2: Flaming Strategies (Bansal et al., 2012)**

Strategies	Frequency	Percentage
<b>Direct and Intentional Flaming</b>	5	20%
<b>Indirect Flaming</b>	2	8%
<b>Straightforward Flames</b>	3	12%
<b>Satirical Flames</b>	4	16%
Total	14	100%

In Table (2), the highest category was Direct and international flaming with 20 %, whereas the lowest category was Satirical flames with 16 %.

**Politeness Strategies (Brown and Levinson, 1987; Bousfield, 2008)**

**I. Bald on Record Impoliteness:**

Bald on record impoliteness occurs when the face-threatening act (FTA) is performed directly, clearly, and unambiguously. The speaker in this passage uses direct and harsh language, with no attempt to soften or hedge the statements. For example:

- "Under the Harris-Biden regime, your government imported murderers, child predators, and serial rapists from all over the planet."
- "It's like a third world country, only they loot the economy."
- "They run your country for their own power and profit while erasing your borders, assaulting your freedom, indoctrinating your children, and selling your jobs to China, Mexico, and all of these other foreign lands."

These are bold, direct accusations aimed at the government and political figures. The language leaves little room for misinterpretation, making the speech clear and unambiguous in its attack on the administration. This fits within **Bald on Record Impoliteness** because the speaker is openly confronting the audience with criticism and blame without any attempt to soften the message or make it less threatening.

## II. Positive Impoliteness:

Positive impoliteness seeks to damage the hearer's positive face, which refers to their need for approval, respect, and appreciation. The speaker in this passage uses rhetoric designed to insult and degrade the government and political leaders:

- "They run your country for their own power and profit."
- "Many of them are among the worst in the world."

These statements are directly attacking the legitimacy, morality, and character of the administration, challenging the audience's positive face by implying that the individuals in power are corrupt, self-serving, and harmful to the country. Additionally, accusing the government of erasing borders and indoctrinating children can be seen as a way to undermine the public's trust and respect for the administration, further attacking their positive face.

### **III. Negative Impoliteness:**

Negative impoliteness attacks the hearer's negative face, which refers to their desire for autonomy, freedom from imposition, and respect for their personal space. The speaker makes statements that challenge the audience's sense of security and autonomy:

- "They give trillions and trillions of dollars to their left-wing cronies while you pay the cost of rampant inflation."
- "They loot the economy. They give money like it's water."

These phrases suggest that the government is acting in a way that undermines the economic security and autonomy of the citizens. The notion that the government is "looting the economy" and using public funds for its own benefit directly threatens the hearer's negative face by implying that their financial well-being is being sacrificed for the gain of others. This strategy aims to create a sense of injustice, making the audience feel their personal rights and freedom are being undermined.

### **IV. Off-record:**

Off-record impoliteness involves indirect language that leaves room for interpretation, so the speaker can deny offending the hearer. The passage, however, does not exhibit this kind of indirectness. The speaker is very direct in their criticisms and accusations, offering no ambiguity. The statements are meant to provoke a strong reaction, and there is little room for different interpretations. Therefore, the speech does not employ off-record impoliteness.

## V. Do Not Perform the FTA:

The speaker in this passage is actively engaging in face-threatening acts (FTAs), as seen in the aggressive and direct accusations throughout the text. They are not refraining from performing the FTA to maintain social harmony or avoid confrontation. Instead, the speech is designed to disrupt harmony by directly challenging the government and politicians. This fits the opposite of the "Do Not Perform the FTA" strategy, as the entire speech is built around causing offense and confrontation.

**Table 3: Politeness Strategies (Brown and Levinson, 1987; Bousfield, 2008)**

Strategies	Frequency	Percentage
<b>Bald on Record Impoliteness</b>	3	37.5%
<b>Positive Impoliteness</b>	2	25%
<b>Negative Impoliteness</b>	2	25%
<b>Off-record Impoliteness</b>	0	0 %
<b>Do Not Perform the FTA</b>	1	12.5%
Total	8	100%

In Table (3), the frequency of Bald on Record Impoliteness was three with 37.5%, while the frequency of Do Not Perform the FTA was one only with 12.5 %.

### **Types of Speech Acts.**

- 1. Representatives:** The speaker makes several assertions and claims throughout the text. For example, the statement "your government imported murderers, child predators, and serial rapists" is an assertion aimed at informing the audience of the speaker's belief about the administration's actions. Similarly, the speaker claims that the administration is "erasing your borders, assaulting your freedom, indoctrinating your children, and selling your jobs to China, Mexico, and all of

these other foreign lands." These are all representative acts where the speaker is stating their view of reality.

2. **Directives:** The speaker uses directives to urge the audience to take action. For instance, the call to "cast out the corrupt political class" and "restore our republic" are commands intended to mobilize the audience. The speaker is directing the audience to vote and take action against the current administration, as seen in the statement, "with your vote this election, their lying, cheating, thieving, hoaxing, and plotting will come to an end."
3. **Expressive:** The speaker expresses strong emotions and psychological states throughout the text. Statements like "these people are sick" and "they think it's wonderful" convey the speaker's contempt and disdain for the administration. The speaker also expresses a sense of urgency and frustration, as seen in the repeated use of phrases like "we're going to" and "we have to."
4. **Commissive:** The speaker commits to future actions, making promises and threats. For example, the speaker vows to "end forever the weaponization of government" and "drain the swamp." These are commissive acts where the speaker is committing to specific actions if they gain power. The promise to "restore our republic" and "get it done" are also examples of commissive speech acts.
5. **Declaratives:** The speaker uses declarative acts to change the state of affairs through their utterances. For instance, the statement "we're going to win the White House" is a declaration of intent that aims to change the audience's perception and motivate them to act. The speaker's declaration that "we're going to cast out the corrupt political class" is another example of using language to effect change.

**Table 4: Types of Speech Acts.**

Types	Frequency	Percentage
<b>Representatives</b>	5	19%
<b>Directives</b>	3	12%
<b>Expressive</b>	4	15%
<b>Commissive</b>	3	12%
<b>Declaratives</b>	2	8%
Total	17	100%

In Table (4) according to the Speech Acts types, the Representatives were mentioned five times with 19%, while the Declaratives were repeated twice with 8%.

### **Stylistic Devices for flaming analysis**

- 1. Metaphor:** The text uses metaphors to create vivid imagery and emphasize points. For example, referring to the political environment as a "swamp" that needs to be "drained" creates a visual picture of a corrupt and murky situation that requires cleaning up. This metaphor characterizes the political class as something undesirable and in need of removal.
- 2. Simile:** The text employs similes to make explicit comparisons. For instance, the statement "**it's like a third world country**" compares the current state of the nation to that of a less developed country, highlighting the perceived decline in standards and governance. This simile is used to evoke a sense of urgency and alarm.
- 3. Hyperbole:** Hyperbole is used extensively to exaggerate the severity of the situation. Phrases like "**trillions and trillions of dollars**" and "**the worst president and vice president in the history of our country**" are examples of hyperbole. These exaggerations are intended to amplify the perceived negative impact of the current administration and provoke a strong emotional response from the audience.

4. **Litotes:** The text does not heavily rely on litotes, as it prefers more direct and exaggerated language.
5. **Irony:** Irony is used to convey contempt and ridicule. For example, the statement "**they think it's wonderful**" when referring to the administration's actions is ironic, as it implies the opposite of what is stated. This use of irony serves to mock the administration and highlight the speaker's disdain for their policies.

**Table 5: Stylistic Devices for Flaming Analysis**

Devices	Frequency	Percentage
<b>Metaphor</b>	2	33.33%
<b>Simile</b>	1	16.67%
<b>Hyperbole</b>	2	33.33%
<b>Litotes</b>	0	0%
<b>Irony</b>	1	16.67%
Total	6	100%

As shown in Table (5), according to the Stylistics devices, the Metaphor was used two times with 33.33%, while the Irony wasn't mentioned for one only with 16.67%.

**Extract 2:**

*“All you have to do is take a look at San Francisco. Look at the job she did. She had one policy. If you steal less than a thousand dollars, basically 950 to be exact, I want to be accurate for purposes of reporters, the fake news media, they want accuracy. They don't have to be accurate, but we have to be accurate. But if you steal less than \$950, they basically leave you alone. So have guys going in robbing stores with a calculator. Let's see, this is a hundred dollars. Did you notice? This is not going to happen in North Carolina, I don't think. Is it? Let's see, that's a*

*hundred. That's \$59, bing, bing, bing, bing. Stop, stop, we don't want to go over 950. They walk out with it, nobody does a thing. (01:50:15) Starting the moment I lift my hand from the Bible after taking the oath of office, I will move to restore America to maximum strength and return the world to peace. We're going to return the world to peace. And mostly, I can do it with a telephone call. We don't have to send troops. I can do it with a telephone call. You go to war with another country that's friendly to us or even not friendly to us, you're not going to do business in the United States, and we're going to charge you 100% tariffs. And all of a sudden, the president or prime minister or dictator or whoever the hell is running the country says to me, "Sir, we won't go to war." I talked this world out of a lot of wars with telephone calls. I don't have to send in the troops. One of my most urgent priorities will be to quickly rebuild the readiness and spirit of the United States Armed Forces, and we had it built. We rebuilt it. We rebuilt the whole military, but it was decimated under this group of stupid people. (01:51:25) We had so much. When I came in, we had no ammunition. Did you know that? Remember I used to talk about it and I said, "If it's true," which it was, "why would you say that?" We had people on television, well, United States has no ammunition. Some things you just keep to yourself. Do you remember I used to, from North Carolina, do you remember I used to talk about that all the time? Those are my best witnesses, those ladies. There's about 40 of them. They're all over the place, and they're always perfectly coiffed and perfectly dressed. They're beautiful and they're great. But no, I used to talk all the time. If you have no bullets, I can ask this group of leaders, you don't talk about it, but you get the bullets really fast, right? So within a year, I had so much that our warehouses were stocked to the gills. We never had so much. I bought so much, missiles, everything."*

## **Flaming Strategies (Revathy and Norizah, 2017)**

1. **Stereotype:** The text groups certain individuals (e.g., reporters, the media) into a broadly held negative image, calling them "fake news media." This stereotype is used to discredit the media by suggesting they are inherently inaccurate and biased. The term "fake news media" is a sweeping generalization that undermines the credibility of journalists and news organizations without providing specific evidence.
2. **Speculation:** The claim that "if you steal less than \$950, they basically leave you alone" is made without firm evidence. This statement speculates on the enforcement of theft laws in San Francisco, implying a lenient approach without citing specific policies or data to support the claim. The use of speculation here serves to create a negative perception of the city's law enforcement practices.
3. **Comparison:** The text compares the current situation in San Francisco with a hypothetical future scenario in North Carolina. By stating, "This is not going to happen in North Carolina, I don't think," the speaker contrasts the perceived leniency in San Francisco with a more stringent approach in North Carolina. This comparison is used to highlight the speaker's disapproval of San Francisco's policies and to suggest that other regions would handle the situation differently.
4. **Degrading:** The repeated assertion that certain policies are ineffective and the use of terms like "stupid people" are degrading. These statements aim to belittle and demean the individuals or groups responsible for the policies, suggesting that they lack intelligence or competence. This degrading language serves to undermine the credibility and reputation of the targeted individuals.
5. **Defamation:** This item is not found
6. **Sarcasm:** The tone of the text, especially in phrases like "fake news media," can be seen as sarcastic. Sarcasm is used to mock or convey contempt, and in this

case, it is directed at the media. The sarcastic tone serves to undermine the credibility of the media by suggesting that their reports are not to be taken seriously.

7. Threaten: This item is not found
8. Challenge: This item is not found
9. Criticism: The text expresses disapproval of certain policies and actions. Statements like "we had no ammunition" and "it was decimated under this group of stupid people" are critical of the previous administration's handling of military resources. Criticism is used to highlight perceived failures and shortcomings.
10. Name-calling: Referring to certain individuals as "stupid people" is a form of name-calling. This derogatory language is used to insult and demean the targeted individuals, undermining their credibility and reputation.

**Table 6: Flaming Strategies (Revathy and Norizah, 2017)**

Categories	Frequency	Percentage
<b>Stereotype</b>	3	18.75%
<b>Speculation</b>	2	12.5%
<b>Comparison</b>	1	6.25%
<b>Degrading</b>	2	12.5%
<b>Defamation</b>	0	0%
<b>Sarcasm</b>	2	12.5%
<b>Threaten</b>	0	0%
<b>Challenge</b>	0	0%
<b>Criticism</b>	2	12.5%
<b>Name-calling</b>	1	6.25%
<b>Total</b>	16	100%

In Table (6), the Stereotype was highly repeated with 18.75%, while the Defamation, Threaten and Challenge weren't found at all with 0%.

### **Flaming Subcategories (Bansal et al., 2012)**

1. **Direct and Intentional Flaming:** The speaker uses direct and intentional flaming by making strong accusations and derogatory remarks. For example, the speaker criticizes policies in San Francisco, suggesting that they encourage theft by not prosecuting thefts under \$950. This is intended to provoke a negative reaction against the policy and those who support it.
2. **Indirect Flaming:** The speaker also employs indirect flaming by making broad, inflammatory statements without always specifying individuals. For instance, the speaker refers to "fake news media" and "this group of stupid people" without naming specific individuals. These statements are hostile and unfriendly, but the true targets of the hostility may only be fully understood by those familiar with the context.
3. **Straightforward Flames:** The text is filled with straightforward flames, where the speaker makes clear and direct references to people and situations. For example, the speaker criticizes the current administration's handling of the military, stating that it was "decimated under this group of stupid people." These statements are direct and unambiguous in their intention to flame the administration.
4. **Satirical Flames:** The speaker uses satirical flames through irony and sarcasm. For example, the speaker sarcastically suggests that they can prevent wars with a telephone call, mocking the idea that complex international conflicts can be

resolved so simply. This use of irony is intended to convey contempt towards the current administration's approach to foreign policy.

**Table 7: Flaming Strategies (Bansal et al., 2012)**

Categories	Frequency	Percentage
<b>Direct and Intentional Flaming</b>	5	19%
<b>Indirect Flaming</b>	2	8%
<b>Straightforward Flames</b>	4	15%
<b>Satirical Flames</b>	3	12%
<b>Total</b>	14	100%

As shown in Table (7), the highest frequency was for the Direct and Intentional Flaming with 19%, while the Indirect Flaming with 8%.

### **Impoliteness Strategies (Brown and Levinson, 1987; Bousfield, 2008)**

In analyzing this passage according to the model of impoliteness, let's again break it down using the five strategies outlined:

#### **I. Bald on Record Impoliteness:**

Bald on record impoliteness refers to direct, clear, and unambiguous communication. In this speech, the speaker directly attacks policies, individuals, and situations with little attempt at softening the message. For example:

- "All you have to do is take a look at San Francisco. Look at the job she did."
- "If you steal less than \$950, they basically leave you alone. So have guys going in robbing stores with a calculator."
- "I can do it with a telephone call. We don't have to send troops."

These direct statements are clearly confrontational, with little to no room for misinterpretation. The speaker is not attempting to soften the message but is instead delivering it with the intent of highlighting problems or failures, especially in a critical way (e.g., criminal activity being overlooked due to certain policies). This fits into **Bald on Record Impoliteness** because the speaker makes bold and unambiguous statements, presenting criticism in a direct manner.

## **II. Positive Impoliteness:**

Positive impoliteness targets the hearer's positive face, which is related to their need for approval, respect, and admiration. There are several instances where the speaker challenges others' credibility, competence, or legitimacy:

- "She had one policy."
- "Decimated under this group of stupid people."

By calling the people responsible for policies or decisions "stupid," the speaker is attacking their competence and morality. This devalues their authority and impinges upon their positive face by implying that they are incapable or unworthy of respect. Additionally, the speaker mocks the media with statements like "the fake news media," which can diminish the credibility and legitimacy of journalists or institutions.

## **III. Negative Impoliteness:**

Negative impoliteness focuses on undermining the hearer's desire for autonomy or freedom from imposition. In this case, the speech does not directly aim to impose upon the hearer's personal space or autonomy, but it does attack certain policies and government decisions that affect people's lives:

- "So have guys going in robbing stores with a calculator."
- "If you steal less than \$950, they basically leave you alone."

These statements criticize policies that, according to the speaker, encourage criminal behavior and undermine the public's sense of order and security. By describing such a situation as one where criminals can “rob stores with a calculator,” the speaker suggests a lack of enforcement and respect for the law, which can make the audience feel insecure and less autonomous in their communities. This, in a way, attacks the negative face of those affected by these policies, as it implies a loss of control over their environment.

#### **IV. Off-record:**

Off-record impoliteness involves indirect communication that leaves room for various interpretations. The speaker, however, is very direct in this passage and does not leave much room for ambiguity or misinterpretation. The rhetoric is clear, and there are no subtle or indirect references that could be interpreted in different ways. For instance:

- "I can do it with a telephone call."
- "We don't have to send troops."

These are direct and bold claims, intended to provoke or assert power. There's no vagueness here or room for deniability in case of offense—everything is clearly stated and not open to multiple interpretations. Therefore, **Off-record** impoliteness is not present in this passage.

## V. Do Not Perform the FTA:

This strategy is about refraining from performing face-threatening acts in the interest of maintaining social harmony. The speaker does not engage in this strategy. On the contrary, they actively perform face-threatening acts (FTAs) throughout the speech. For instance:

- The speaker directly criticizes policies, individuals, and groups, calling them incompetent or ineffective.
- Accusations about the military being "decimated" and the media being "fake news" are blunt and confrontational.

The speaker does not avoid performing FTAs—in fact, the entire speech is constructed around challenging or undermining various figures, policies, and situations. This shows a clear intent to confront and attack rather than to avoid offense.

**Table 8: Impoliteness Strategies (Brown and Levinson, 1987; Bousfield, 2008)**

Categories	Frequency	Percentage
<b>Bald on Record Impoliteness</b>	3	25%
<b>Positive Impoliteness</b>	2	16.67%
<b>Negative Impoliteness</b>	2	16.67%
<b>Off-record Impoliteness</b>	2	16.67%
<b>Do Not Perform the FTA</b>	3	25%
Total	12	100%

In Table (8), the Bald on Record Impoliteness and Do Not Perform the FTA were with frequency of three times with 25%, while the Positive Impoliteness, Negative Impoliteness and Off-record Impoliteness were with frequency of two times with 16.67%.

## Speech Acts:

### 1. Representatives

**The speaker makes statements that fit their beliefs or perceptions of the world.** "If you steal less than \$950, they basically leave you alone." This statement reflects the speaker's belief about the enforcement of theft laws. It conveys the speaker's perception of the legal system's leniency towards minor thefts. **"We're going to return the world to peace."** This statement expresses the speaker's intention and belief in their ability to influence global peace. It reflects their commitment to a peaceful world order.

### 2. Directives

**The speaker uses commands and orders to get something done by the hearer.** **"Take a look at San Francisco.** "This directive prompts the hearer to observe or consider the situation in San Francisco. It aims to draw attention to a specific point or example. **"Stop, stop, we don't want to go over 950."** This command is intended to halt an action to prevent exceeding a certain limit. It directs the hearer to adhere to a specific constraint.

### 3. Expressive

**The speaker expresses psychological states, such as pleasure or dislike.** **"Fake news media."** This expressive conveys the speaker's disdain and distrust towards certain media outlets. It reflects their negative attitude and emotional response. **"I talked this world out of a lot of wars with telephone calls.** "This statement expresses the speaker's pride and satisfaction in their diplomatic efforts. It highlights their emotional investment in preventing conflicts.

#### 4. Commissive

**The speaker commits to future actions. "I will move to restore America to maximum strength.** "This commissive indicates the speaker's promise and intention to take specific actions to strengthen the nation. It reflects their commitment to future endeavors. **"We're going to charge you 100% tariffs.** "This statement commits the speaker to implementing a specific economic policy. It conveys their determination to take future action.

#### 5. Declaratives

**The speaker changes the world via their utterances. "Starting the moment I lift my hand from the Bible after taking the oath of office."** This declarative signifies the speaker's authority and the commencement of their official duties. It marks a significant change in their role and responsibilities. **"We rebuilt the whole military.** "This statement asserts the speaker's accomplishment and the impact of their actions on the military. It reflects their authority and the tangible results of their efforts.

**Table 9: Speech Acts Types :**

Types	Frequency	Percentage
<b>Representatives</b>	4	16%
<b>Directives</b>	3	12%
<b>Expressives</b>	3	12%
<b>Commissives</b>	3	12%
<b>Declaratives</b>	4	16%
Total	17	100%

In Table (9), the two categories; Representatives and Declaratives were equal in frequency for twice with 16%, while the other three categories; Directives, Expressive and Commissive which had the same frequency for three times with 12%.

## **Stylistic Devices for flaming analysis**

### **1. Metaphor**

The text does not contain explicit metaphors. The speaker uses direct language to convey their message without employing figurative comparisons.

### **2. Simile**

There are no similes in the text. The speaker does not use comparisons with "like" or "as" to illustrate their points.

### **3. Hyperbole**

The text contains hyperbolic statements to emphasize the speaker's points. Examples include:

- "If you steal less than \$950, they basically leave you alone."
- "We're going to charge you 100% tariffs." These hyperboles exaggerate the situations to make a stronger impact on the audience.

### **4. Litotes**

The text does not contain litotes. The speaker uses strong, direct language rather than understatement to convey their message.

## 5. Irony

The text contains elements of irony, particularly in the speaker's tone and statements.

Referring to the media as "fake news media" can be seen as ironic because it contrasts the typically serious role of the media with the speaker's dismissive nickname. This irony highlights the speaker's contempt for the media and their perceived lack of credibility.

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**Table 10: Stylistic Devices for flaming analysis**

Devices	Frequency	Percentage
<b>Metaphor</b>	0	0%
<b>Simile</b>	0	0%
<b>Hyperbole</b>	2	66.67%
<b>Litotes</b>	0	0%
<b>Irony</b>	1	33.33%
Total	3	100%

As shown in Table (10) the highest frequency for the Hyperbole with two times with 66.67%, while the frequency for Metaphor, Simile and Litotes weren't found with 0%.

### **Extract 3:**

*“For nearly four years, Joe Biden’s mental incompetence has given Harris a free rein to impose her ultra-liberal agenda on America, and others with her, and destroy our country. You’re destroying our country. Joe Biden was exposed during the debate. Likewise, Kamala will be exposed during the debate. She will be exposed during the debate or debates. But so far she’s refusing to debate. We want to have a debate. (18:52) Think of it. So she wants to have no debates, but one may be at the*

most, and she wants it to be an ABC with George Stopodopoulos, have you ever heard of it? It's the nastiest of all. Who would think it, right? You think of NBC as terrible, and they are. MSNBC is disgusting, but the worst might be ABC. And that's the only one she'll do. And when Biden came out with a brilliant idea to have a debate, how did that work out for him? Not so good. But he came out. They handed me Jake Tapper, sometimes referred to as Fake Tapper, but I have to tell you, he was totally fair and Dana Bash, and they were totally fair. They really were. CNN. So they said, "We want a debate." They gave me one option because they weren't going to debate if he didn't want to debate. They gave me one option. "CNN, Dana Bash and Jake Tapper. There will be no audience. They will be turning off your mics as soon as you finish speaking and if you go over one second, they turn off and they make you look very bad." (19:59) The good part is he didn't use much of his. They give you two minutes and they'd say, "Right, you have 92 seconds left." And I kept saying, "I'll take it. Can I have it? I want it. I want the 92 seconds at this." And then they'd do another one, "You have 37 seconds left." That's a lot when you're up there, 37 seconds. And that's the last thing he wanted to hear because he didn't want to talk anymore. "You have 77 seconds left." He goes, "Oh, Joe, what am I going to do?" This is who our president was. And now we have somebody that's worse, in my opinion, worse. (20:36) You have to remember, they said that he couldn't beat me now. I mean, after the debate, he was down way down in the polls. They didn't even want to show the polls. They said, "He's not going to win." So they said, "We're going to take him out and we're going to put somebody new." And this never happened to anybody before. We spent a hundred million dollars fighting crooked Joe Biden, and then all of a sudden they decide to take him out and put somebody else in. She never got one vote. She was the first loser in the primaries. She ran against Joe Biden and everybody else. I think they had like 16 people running. She

*never made Iowa, the first state. I love Iowa. You know why I love it? Cause I win it every single time with the farmers."*

### **Flaming Strategies (Revathy and Norizah, 2017)**

1. **Stereotype:** The text groups certain individuals (e.g., Kamala and Joe) into a broadly held negative image, calling them "weak" and "incompetent." This kind of stereotyping can be harmful as it reduces complex individuals to simplistic labels. It ignores their multifaceted personalities and contributions, instead focusing on a narrow, often negative, aspect. This can perpetuate bias and prejudice, influencing public perception unfairly.
2. **Speculation:** The claim that their actions "brought us to the brink of a global war" is made without firm evidence. Speculative statements like these can be dangerous as they can incite fear and panic. Without concrete evidence, such claims are more about stirring emotions than presenting facts. This can lead to misinformation and a misinformed public, which can have serious consequences in terms of public opinion and policy.
3. **Comparison:** The text compares the current situation with a past "world at peace," suggesting a decline due to the individuals mentioned. Comparisons like these can be misleading as they often oversimplify complex situations. They can create a false narrative that the past was better without acknowledging the nuances and challenges of both past and present. This can skew public perception and hinder a balanced understanding of the situation.
4. **Degrading:** The repeated assertion that certain individuals are "bumbling" and "communist lunatic" is degrading. Such language is not only disrespectful but also undermines constructive discourse. It shifts the focus from meaningful debate to personal attacks, which can polarize opinions and create a hostile

environment. This kind of rhetoric can also discourage people from engaging in political discussions, fearing similar treatment.

5. Defamation: The text implies negative reputations for Kamala and Joe without concrete proof. Defamation can have serious legal and ethical implications. It damages reputations based on unverified claims, which can affect individuals' personal and professional lives. In the political arena, it can undermine trust in public figures and institutions, leading to a more cynical and divided society.
6. Sarcasm: The tone of the text, especially in phrases like "communist lunatic," can be seen as sarcastic. Sarcasm can be a double-edged sword. While it can be used to highlight absurdities and criticize effectively, it can also be misinterpreted and escalate tensions. In political discourse, sarcasm can alienate those who do not share the same sense of humor or perspective, further entrenching divisions.
7. Threaten: This item is not found
8. Challenge: The text challenges the credibility of Kamala and Joe. Challenging public figures is a fundamental part of democratic discourse. However, it should be done based on facts and constructive criticism rather than personal attacks and unfounded claims. This ensures that the debate remains productive and focused on issues rather than individuals.
9. Criticism: This item is not found
10. Name-calling: Referring to Joe as "Crooked Joe" and using terms like "communist lunatic" is a form of name-calling. Name-calling is a tactic often used to discredit opponents without engaging with their ideas or actions. It simplifies complex issues into personal attacks, which can be appealing in the short term but ultimately undermines meaningful dialogue and understanding.

**Table 11: Flaming Strategies (Revathy and Norizah, 2017)**

Flaming Strategies	Frequency	Percentage
<b>Stereotype</b>	1	12.5 %
<b>Speculation</b>	1	12.5 %
<b>Comparison</b>	1	12.5 %
<b>Degrading</b>	1	12.5 %
<b>Defamation</b>	1	12.5 %
<b>Sarcasm</b>	1	12.5 %
<b>Threaten</b>	0	0%
<b>Challenge</b>	1	12.5 %
<b>Criticism</b>	0	0%
<b>Name-calling</b>	1	12.5 %
<b>Total</b>	8	<b>100%</b>

In Table (11), there were 8 subcategories with the same frequency for once only with 12.5%, while the other two which weren't found with 0%.

### **Flaming Subcategories (Bansal et al., 2012)**

1. **Direct and Intentional Flaming:** The speaker makes direct and hostile remarks about Joe Biden and Kamala Harris, accusing them of destroying the country and refusing to debate. These statements are intended to provoke a strong negative reaction against them.
2. **Indirect Flaming:** The speaker makes broad accusations without specifying individuals, such as criticizing media outlets like ABC, NBC, and MSNBC. These remarks are hostile and unfriendly, but the true targets of the hostility may only be fully understood by those familiar with the context.
3. **Straightforward Flames:** The speaker explicitly criticizes the debate format and the moderators, calling them unfair and biased. These statements are direct and unambiguous in their intention to flame the debate process and the media.

4. **Satirical Flames:** The speaker uses sarcasm and irony to mock the debate process and the media, suggesting that the moderators are biased and that the debate format is designed to make the speaker look bad. This use of irony is intended to convey contempt towards the debate process and the media.

**Table 12: Flaming Strategies (Bansal et al., 2012)**

Flaming Strategies	Frequency	Percentage
<b>Direct and Intentional Flaming</b>	1	25%
<b>Indirect Flaming</b>	1	25%
<b>Straightforward Flames</b>	1	25%
<b>Satirical Flames</b>	1	25%
<b>Total</b>	<b>4</b>	<b>100%</b>

In Table (12), the four Flaming Subcategories were equally mentioned with 25% each time.

### **Politeness Strategies (Brown and Levinson, 1987; Bousfield, 2008)**

In analyzing this passage according to the model of impoliteness, let's break down the different strategies the speaker employs:

#### **I. Bald on Record Impoliteness:**

Bald on record impoliteness is used when the speaker delivers an FTA (face-threatening act) in a direct, clear, and unambiguous way. The speaker in this passage frequently uses direct and harsh language to criticize Joe Biden, Kamala Harris, and the media:

- **"Joe Biden's mental incompetence has given Harris a free rein to impose her ultra-liberal agenda on America, and others with her, and destroy our country."**

- **"She never got one vote. She was the first loser in the primaries."**
- **"They said, 'He's not going to win.' So they said, 'We're going to take him out and put somebody else in.'"**

These are clear, unambiguous attacks that leave little room for misinterpretation. The speaker is not attempting to soften their message but is making direct accusations about the competence and integrity of political figures, as well as undermining their legitimacy. This is typical of **Bald on Record Impoliteness**.

## **II. Positive Impoliteness:**

Positive impoliteness targets the hearer's positive face, threatening their need for approval, admiration, and respect. The speaker uses derogatory language to attack both Joe Biden and Kamala Harris, which damages their public image:

- **"Joe Biden's mental incompetence"** — This is a direct attack on Biden's mental capacity, implying he is not fit for office, which undermines his positive face.
- **"She was the first loser in the primaries"** — This is a humiliating statement about Kamala Harris, mocking her electoral failure and undermining her positive face.
- **"They handed me Jake Tapper, sometimes referred to as Fake Tapper."** — This insults Jake Tapper's credibility, contributing to a broader attack on the media's legitimacy and fairness.

By using these terms, the speaker challenges the credibility, competence, and respectability of these individuals, weakening their positive face in the eyes of the audience.

### III. Negative Impoliteness:

Negative impoliteness focuses on threatening the hearer's negative face, which concerns their autonomy, freedom from imposition, and the desire to act without interference. While this speech primarily focuses on **positive impoliteness**, there are elements of negative impoliteness as well, especially in the way the speaker describes the debates and the media:

- **"They gave me one option"** — This suggests that the speaker was forced into a situation, possibly feeling that their autonomy was restricted by the debate organizers.
- **"They will be turning off your mics as soon as you finish speaking"** — This implies a lack of control or freedom during the debate, a form of interference with the speaker's ability to express themselves freely. It highlights a constraint on the speaker's autonomy, which can be seen as a subtle form of negative impoliteness.

While the primary focus here is more on positive attacks, the mention of control over the speaker's speech during the debate serves as an implicit form of negative impoliteness, challenging the speaker's freedom to speak unimpeded.

### IV. Off-record:

Off-record impoliteness involves making indirect statements that could be interpreted in multiple ways, thus allowing the speaker to deny any offense if challenged. However, the speaker here is very direct, rarely using ambiguity or subtlety. There are no indirect or suggestive remarks that could be open to multiple interpretations:

- **"They handed me Jake Tapper, sometimes referred to as Fake Tapper"** — This is a direct and clear insult.
- **"We spent a hundred million dollars fighting crooked Joe Biden"** — This is a straightforward attack on Biden, with no indirectness.

This is not off-record impoliteness; rather, the speaker is delivering their criticism clearly and boldly.

#### V. Do Not Perform the FTA:

The strategy of "Do Not Perform the FTA" involves refraining from saying something that could be too threatening to the hearer's face. The speaker in this passage does the opposite—they perform multiple FTAs. They accuse Biden and Harris of incompetence, deceit, and failure, and mock the media. There is no attempt to avoid confrontation or maintain social harmony.

**Table 13: Politeness Strategies (Brown and Levinson, 1987; Bousfield, 2008)**

Politeness Strategies	Frequency	Percentage
<b>Bald on Record Impoliteness</b>	3	30%
<b>Positive Impoliteness</b>	3	30%
<b>Negative Impoliteness</b>	2	20%
<b>Off-record</b>	2	20%
<b>Do Not Perform the FTA</b>	0	0%
<b>Total</b>	<b>10</b>	<b>100%</b>

In Table (13) the first two types of Politeness Strategy have a frequency of three times with 30%, while the second types have twice frequency with 20%.

## Types of Speech Acts

### 1. Representatives

The speaker makes statements that fit their beliefs or perceptions of the world. These statements are often used to assert facts or opinions that align with their worldview. **"Joe Biden's mental incompetence has given Harris a free rein to impose her ultra-liberal agenda on America."** This statement reflects the speaker's belief about Biden's capabilities and Harris's political agenda. It also implies a negative judgment about Biden's mental state and Harris's policies. **"Kamala will be exposed during the debate."** Here, the speaker is predicting an outcome based on their perception of Kamala Harris's abilities. This statement suggests that the speaker believes Harris has weaknesses that will be revealed. **"They're rigged. They're fake news."** This statement shows the speaker's distrust in the media and electoral processes. It implies that the speaker believes there is a deliberate attempt to deceive the public.

### 2. Directives

The speaker uses commands and orders to get something done by the hearer. These are often used to influence the actions of others. **"Think of it."** This command is meant to prompt the listener to consider a particular point or idea. It encourages the audience to reflect on the speaker's perspective. **"We want to have a debate."** This directive is a call to action, urging the audience to engage in a debate. It implies that the speaker believes a debate is necessary and beneficial.

### 3. Expressive

The speaker expresses psychological states, such as pleasure or dislike. These statements often convey the speaker's emotions and attitudes. **"You're destroying our country."** This expressive statement shows the speaker's strong disapproval and

emotional response to the actions of others. It conveys a sense of urgency and alarm. "They're the nastiest of all." This statement conveys the speaker's negative feelings towards a particular group or individuals. It suggests a deep-seated animosity and contempt.

#### **4. Commissive**

The speaker commits to future actions. These statements often include promises, threats, or declarations of intent. "I think we're going to write up one standard speech." This statement shows the speaker's intention to take a specific action in the future. It implies a plan and a commitment to follow through. "We're going to take him out and we're going to put somebody new." This commissive statement indicates a planned future action. It suggests a decisive and potentially aggressive approach to change.

#### **5. Declaratives**

The speaker changes the world via their utterances. These statements often have the power to alter the state of affairs or the perception of reality. "You're fired." This declarative statement directly changes the employment status of the person being addressed. It has an immediate and tangible impact. "They're fake news." This statement aims to alter the audience's perception of the media being discussed. It seeks to undermine the credibility of the news source and influence public opinion.

**Table 14:Types of Speech Acts**

Speech Act Types	Frequency	Percentage
<b>Representatives</b>	4	30%
<b>Directives</b>	2	20%
<b>Expressive</b>	2	20%
<b>Commissive</b>	3	20%
<b>Declaratives</b>	2	10%
<b>Total</b>	<b>13</b>	<b>100%</b>

In Table (14) the Representatives has been repeated four times, while the Directives Expressive and Declaratives have frequency for twice only with 10%.

### **Stylistic Devices for flaming analysis**

#### **1. Metaphor**

The text does not contain explicit metaphors. The speaker uses direct language to convey their message.

#### **2. Simile**

There are no similes in the text. The speaker does not use comparisons with "like" or "as."

#### **3. Hyperbole**

The text contains hyperbolic statements to emphasize the speaker's points. Examples include:

- "America cannot survive for four more years of this bumbling, communist lunatic."
- "We're not going to have a country anymore."

#### 4. Litotes

The text does not contain litotes. The speaker uses strong, direct language rather than understatement.

#### 5. Irony

The text contains elements of irony, particularly in the speaker's tone and statements. For example:

- Referring to Joe Biden as "Crooked Joe" can be seen as ironic because it contrasts the typically serious role of a president with the speaker's dismissive nickname.

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**Table 15: Stylistic Devices for Flaming Analysis**

Stylistic Devices	Frequency	Percentage
<b>Metaphor</b>	0	0%
<b>Simile</b>	0	0%
<b>Hyperbole</b>	2	75%
<b>Litotes</b>	0	0%
<b>Irony</b>	1	25%
<b>Total</b>	3	<b>100%</b>

As shown in Table (15) the hyperbole records frequency of two times with 75%, while the Irony was found only once with 25%, the others weren't found at all with 0%.

#### **Extract 4:**

*“out with a tank of fuel, jet fuel. It’s cheaper to leave it behind. I said, “This guy is really bad. He is really bad.” You know it’s amazing though, not one person from that horrible tragedy of Afghanistan, not one general, not one leader in any way got fired, not one person. Biden never fired anybody because they have the goods on him. So I fired people like crazy. I love to fire people. I love to fire people that didn’t do their job. I fired a lot of people that didn’t do ... I fired him. You didn’t do your job. I’m sorry. Say hello to your family. You’re fired. Get out. We got to get some ... (25:38) I will expel the warmonger from our national security state and carry out a much needed clean up of the military industrial complex to stop the war profiteering and to put always America first. We put America first. We’re going end these endless wars. Endless wars, they never stop. You ever seen these wars? They go on for 14 years, 20 years. They’re fighting ISIS for 21 years. These people are something. We knocked them out in two months. One month, actually. We had a good general there.”*

#### **Flaming Strategies (Revathy and Norizah, 2017)**

1. **Stereotype:** The text groups certain individuals (e.g., generals, leaders) into a negative image without specific evidence. This can be harmful as it generalizes a group based on the actions or perceptions of a few. Stereotyping simplifies complex individuals into broad categories, often leading to unfair judgments and reinforcing biases. It overlooks the unique qualities and contributions of each person, reducing them to a single, often negative, trait.
2. **Speculation:** The claim that "Biden never fired anybody because they have the goods on him" is made without firm evidence. Speculative statements can mislead and create unfounded beliefs. Such claims, lacking concrete proof, can

foster misinformation and distrust. They rely on assumptions rather than facts, which can distort public perception and lead to misguided opinions and actions.

3. Comparison: The text compares the speaker's actions (firing people) with those of others (not firing anyone). This can be seen as an attempt to elevate the speaker's actions over others, which might not always be fair or accurate. Comparisons can be manipulative, suggesting superiority without considering the full context. They can create a false dichotomy, implying that one approach is inherently better without acknowledging the complexities and nuances involved.
4. Degrading: The repeated assertion that people are "really bad" and the act of firing them in a dismissive manner can be seen as degrading. It's important to address issues constructively rather than resorting to personal attacks. Degrading language undermines respectful discourse and can damage relationships and morale. It shifts the focus from constructive criticism to personal denigration, which is unproductive and harmful.
5. Sedition: The call to "expel the warmonger from our national security state" could be interpreted as inciting rebellion against authority. It's crucial to express dissent in a manner that promotes dialogue rather than conflict. Sedition involves inciting resistance or rebellion against authority, which can destabilize governance and social order. Constructive dissent should aim to foster dialogue and solutions, not conflict and division.
6. Defamation : This item is not found
7. Sarcasm: The tone of the text, especially in phrases like "I love to fire people," can be seen as sarcastic. While sarcasm can be humorous, it can also be misinterpreted and cause offense. Sarcasm can undermine serious discussion and alienate those who do not share the same sense of humor. It can also obscure the true intent of the message, leading to misunderstandings and increased tension.
8. Threaten : This item is not found

9. Criticism: The text expresses disapproval of certain individuals and their actions. Constructive criticism is valuable, but it should be delivered in a way that encourages improvement rather than demoralizing. Effective criticism focuses on specific behaviors and offers solutions, fostering growth and development. Personal attacks and vague accusations, on the other hand, can demoralize and alienate individuals.
10. Name-calling: this item is not found

**Table 16: Flaming Strategies (Revathy and Norizah, 2017)**

Categories	Frequency	Percentage
<b>Stereotype</b>	1	14.29%
<b>Speculation</b>	1	14.29%
<b>Comparison</b>	1	14.29%
<b>Degrading</b>	1	14.29%
<b>Sedition</b>	1	14.29%
<b>Defamation</b>	0	0%
<b>Sarcasm</b>	1	14.29%
<b>Threaten</b>	0	0%
<b>Criticism</b>	1	14.29%
<b>Name-calling</b>	0	0%
<b>Total</b>	<b>7</b>	<b>100%</b>

In Table (16), seven subcategories of flaming were found in frequency for once only with 14.29%, while the other three weren't found at all with 0%.

## Flaming Strategies (Bansal et al., 2012)

1. **Direct and Intentional Flaming:** The speaker makes direct accusations and hostile remarks, such as criticizing the Biden administration for not firing anyone after the Afghanistan tragedy and claiming that they have "the goods on him." The speaker also boasts about firing people who didn't do their job, which is intended to provoke a strong negative reaction against the administration.
2. **Indirect Flaming:** The speaker makes broad accusations without specifying individuals, such as referring to "warmongers" and the "military industrial complex." These statements are hostile and unfriendly, but the true intention and targets of the hostility may only be fully understood by those familiar with the context and the speaker's previous rhetoric.
3. **Straightforward Flames:** The speaker makes clear and direct references to people and situations without using figures of speech. For example, the speaker criticizes the endless wars and claims that they were able to defeat ISIS in a short period with a good general.
4. **Satirical Flames:** The speaker uses irony and sarcasm to mock and convey contempt towards the administration. For instance, the speaker sarcastically suggests that the administration thinks it's "wonderful" to jail political opponents and loot the economy.

**Table 17: Flaming Strategies (Bansal et al., 2012)**

Categories	Frequency	Percentage
<b>Direct and Intentional Flaming</b>	1	25%
<b>Indirect Flaming</b>	1	25%
<b>Straightforward Flames</b>	1	25%
<b>Satirical Flames</b>	1	25%
<b>Total</b>	<b>4</b>	<b>100%</b>

In Table (17) four categories were mentioned with the same percentage of 25% and with frequency for once each time.

### **Model 3: Politeness Strategies (Brown and Levinson, 1987; Bousfield, 2008)**

#### **I. Bald on Record Impoliteness:**

Bald on record impoliteness occurs when the speaker delivers an FTA (face-threatening act) directly, clearly, and without any attempt to soften or mitigate it. The speaker uses clear, unambiguous statements that attack others, especially Joe Biden and the military leadership:

- **"Not one person from that horrible tragedy of Afghanistan, not one general, not one leader in any way got fired, not one person."**
- **"Biden never fired anybody because they have the goods on him."**
- **"I fired a lot of people that didn't do their job. I fired him. You didn't do your job. I'm sorry. Say hello to your family. You're fired. Get out."**

These statements are direct and blunt attacks on the competence and actions of others. The speaker is openly criticizing Biden's failure to hold people accountable and making a point of highlighting their own actions of firing people. There is no attempt to soften the harshness of the criticisms, which fits **Bald on Record Impoliteness**.

#### **II. Positive Impoliteness:**

Positive impoliteness attacks the hearer's positive face, which refers to their need for approval, respect, and admiration. The speaker undermines Biden's and others' competence and legitimacy:

- **"Biden never fired anybody because they have the goods on him."** — This suggests that Biden is compromised and unwilling to take action, thus attacking his credibility and competence.
- **"Not one person from that horrible tragedy of Afghanistan... got fired."** — The speaker is questioning the integrity of those involved in the Afghanistan withdrawal, implying incompetence and a lack of accountability.

By accusing Biden and his administration of failing to take responsibility, the speaker is attacking their positive face by implying that they are unfit to lead and incapable of holding others accountable.

### III. Negative Impoliteness:

Negative impoliteness focuses on threatening the hearer's negative face, which relates to their desire for autonomy and freedom from imposition. In this case, the speaker is less focused on imposing on individuals' autonomy but does imply that Biden's failure to act and accountability has negative consequences:

- **"I fired a lot of people that didn't do their job."** — This statement could be interpreted as an attack on the autonomy of those who were fired, suggesting that they were not only incompetent but also not given the opportunity to continue in their roles.

While the primary focus of the passage is positive impoliteness (undermining credibility), this line also subtly threatens the negative face of those who were removed for incompetence, as it suggests that they had no control over their situation and were simply dismissed.

#### **IV. Off-record:**

Off-record impoliteness involves making indirect, ambiguous statements that could be interpreted in various ways, allowing the speaker to deny any offense if challenged. In this case, the speaker is very direct and unambiguous, with no room for alternative interpretations. Statements such as:

- **"You didn't do your job. I'm sorry. Say hello to your family. You're fired."**
- **"We knocked them out in two months. One month, actually."**

These are clear, direct, and without ambiguity. The speaker is not engaging in off-record behavior, as the statements are meant to be confrontational and leave no room for denial or misinterpretation.

#### **V. Do Not Perform the FTA:**

The strategy of "Do Not Perform the FTA" involves refraining from performing an FTA to maintain social harmony. The speaker does not follow this strategy. Instead, they actively perform face-threatening acts:

- Criticizing the leadership's actions and inactions, especially in Afghanistan.
- Mocking Biden's failure to take action and firing people for not doing their jobs.
- Claiming credit for solving problems that others allegedly couldn't solve (e.g., defeating ISIS in a short period of time).

The speaker's goal seems to be to provoke and challenge, not to avoid conflict or maintain social harmony, so they clearly perform FTAs.

**Table 18: Politeness Strategies (Brown and Levinson, 1987; Bousfield, 2008)**

Categories	Frequency	Percentage
<b>Bald on Record Impoliteness</b>	3	27.27%
<b>Positive Impoliteness</b>	2	18.18%
<b>Negative Impoliteness</b>	1	9.09%
<b>Off-record</b>	2	18.18%
<b>Do Not Perform the FTA</b>	3	27.27%
<b>Total</b>	<b>11</b>	<b>100%</b>

In Table (18), the first and the last categories of politeness strategies were repeated three times with 27.27%, while the third category was mentioned once only with 9.09%.

## **Types of Speech Acts**

### **1. Assertive**

The speaker makes statements that fit their beliefs or perceptions of the world. These statements are often used to assert facts or opinions that align with their worldview. "This guy is really bad. He is really bad." This statement reflects the speaker's strong negative opinion about an individual. The repetition emphasizes the speaker's conviction. This kind of assertion can be used to persuade the audience by reinforcing the speaker's viewpoint. "Not one person from that horrible tragedy of Afghanistan, not one general, not one leader in any way got fired." This statement asserts a fact about the aftermath of a specific event, highlighting the speaker's disapproval of the lack of accountability. It also serves to criticize the leadership and decision-making processes. "We knocked them out in two months. One month, actually." This statement boasts about a past achievement, reflecting the speaker's pride and possibly exaggerating the timeline to emphasize success. It aims to build credibility and showcase competence.

## **2. Directives**

The speaker uses commands and orders to get something done by the hearer. These are often used to influence the actions of others. "I fired people like crazy." This directive implies a history of taking decisive action, suggesting the speaker's authority and willingness to make tough decisions. It also serves to intimidate or assert dominance. "You're fired. Get out." This command is direct and forceful, demonstrating the speaker's power to make immediate changes and dismiss individuals. It can also create a sense of urgency and finality.

## **3. Expressive**

The speaker expresses psychological states, such as pleasure or dislike. These statements often convey the speaker's emotions and attitudes. "I love to fire people." This expressive statement reveals the speaker's enjoyment of exercising authority and making impactful decisions. It also provides insight into the speaker's personality and values. "We're going to end these endless wars." This statement expresses a strong desire and commitment to change a current situation, reflecting the speaker's frustration with ongoing conflicts. It also aims to resonate with the audience's sentiments and garner support.

## **4. Commissive**

The speaker commits to future actions. These statements often include promises, threats, or declarations of intent. "I will expel the warmonger from our national security state." This statement commits to a specific future action, indicating the speaker's determination to remove certain individuals from positions of power. It also serves to reassure the audience of the speaker's resolve. "We're going to end these endless wars." This commissive statement promises a significant change in

policy, reflecting the speaker's commitment to achieving peace. It also aims to inspire confidence and hope in the audience.

## 5. Declaratives

The speaker changes the world via their utterances. These statements often have the power to alter the state of affairs or the perception of reality. "You're fired." This declarative statement directly changes the employment status of the person being addressed, demonstrating the speaker's authority. It also has an immediate and tangible impact on the individual's life. "We knocked them out in two months." This statement aims to alter the audience's perception of the speaker's effectiveness and success, reinforcing their image as a strong leader. It also serves to motivate and rally support.

**Table 19: Types of Speech Acts**

Speech Act Types	Frequency	Percentage
<b>Assertive</b>	3	30%
<b>Directives</b>	2	20%
<b>Expressive</b>	2	20%
<b>Commissive</b>	2	20%
<b>Declaratives</b>	1	10%
<b>Total</b>	<b>10</b>	<b>100%</b>

As shown in Table (19), the frequency of assertive was repeated three times with 30%, while the frequency of declaratives was mentioned once only with 10%.

## Model 5: Stylistic Devices for Flaming Analysis

1. **Metaphor:** The text does not contain explicit metaphors. The speaker uses direct language to convey their message.
2. **Simile:** There are no similes in the text. The speaker does not use comparisons with "like" or "as."

3. **Hyperbole:** The text contains hyperbolic statements to emphasize the speaker's points. Examples include:
  - "Endless wars, they never stop."
  - "They're fighting ISIS for 21 years."
4. **Litotes:** The text does not contain litotes. The speaker uses strong, direct language rather than understatement.
5. **Irony:** The text contains elements of irony, particularly in the speaker's tone and statements. For example:
  - "I love to fire people." This statement can be seen as ironic because it contrasts the typically negative act of firing someone with the speaker's expressed enjoyment.

**Table 20: Stylistic Devices for Flaming Analysis**

Stylistic Devices	Frequency	Percentage
<b>Metaphor</b>	0	0%
<b>Simile</b>	0	0%
<b>Hyperbole</b>	2	50%
<b>Litotes</b>	0	0%
<b>Irony</b>	2	50%
<b>Total</b>	<b>4</b>	<b>100%</b>

In Table (20), the frequency of Hyperbole and Irony was repeated twice with 50%, while the others weren't found at all with 0%.

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**Extract 5:**

*"Since becoming a presidential candidate, she has refused to do a single interview. You know why? Because she's dumb. Or hold a single press conference. She won't*

*hold the press conference. She won't do it. She won't do it. And they're easy questions because the press, look at them back there, look at all of them, a lot of press. But they're rigged. They're rigged. They're fake news. I get these tough questions from the press all the time, and I look at the questions that Joe got. "Where do you think you're having dinner tonight? What will you eat? Will you have ice cream for dessert?" "No. I don't know. It's unfair, the questions, are so hard," he says. No, the way they treated him and with me, I won't use the questions, 'cause I don't want to give them any ideas. They give me the worst questions. They are so nasty. They're the nastiest people, I think, on Earth. (07:14) And Kamala, Kamala gives the exact same speech over and over again. Over and over, the same exact words. One of the people put it up, they put six of them up and it was like every single word is the same. I don't do that. I got to give you a little bit of variety, right? I change all these damn speeches. Where are my speech writers? I'm going to do that. Just have one speech and just for the next 90 days, go out and just read that thing. But we don't like to read teleprompters, right? It's not as much fun. It's not as exciting, and somehow it's never as good, is it? No. I think we're going to write up one standard speech. You read it from beginning to end. You know what would happen? You'd start walking out. They'd say, "Oh look, Trump's not holding..." How about yesterday? They said, "Oh, she had a big crowd." Oh, the crowd. The press is talking about the crowd."*

### **Flaming Strategies (Revathy and Norizah, 2017)**

1. **Stereotype:** The text groups the press into a broadly held negative image, calling them "rigged" and "fake news." This is a form of stereotyping because it generalizes all members of the press based on the speaker's negative perception. The use of stereotypes can influence the audience's perception by reinforcing existing biases and creating a simplified, often negative, image of a group.

2. **Speculation:** The claim that the press is rigged and asks easy questions without firm evidence is speculative. The speaker presents these assertions as facts without providing concrete proof. This speculative language can be persuasive to an audience that already holds similar beliefs, but it lacks the credibility that comes from evidence-based arguments.
3. **Comparison:** The text compares the questions asked to Joe with those asked to the speaker, suggesting unfair treatment. This comparison aims to highlight perceived bias in the media. By drawing this comparison, the speaker attempts to evoke a sense of injustice and sympathy from the audience, positioning themselves as a victim of unfair treatment.
4. **Degrading:** The repeated assertion that the press is "nasty" and the statement that the candidate is "dumb" are degrading. These statements aim to diminish the credibility and character of the press and the candidate. Degrading language can be a powerful rhetorical tool to undermine opponents and sway public opinion by attacking their personal attributes rather than their arguments or actions.
5. **Defamation:** The text implies negative reputations for the press and the candidate without concrete proof. This can be seen as an attempt to defame them. Defamation involves making false or misleading statements that harm someone's reputation. In this context, the speaker's statements could be intended to damage the public's trust in the press and the candidate.
6. **Sarcasm:** The tone of the text, especially in phrases like "I got to give you a little bit of variety, right?" can be seen as sarcastic. This sarcasm is used to mock the candidate and the press. Sarcasm can be an effective rhetorical device to convey contempt or ridicule, often making the speaker's criticism more memorable and impactful.
7. **Threaten:** This item is not found

8. **Challenge:** The text challenges the credibility of the press and the candidate. The speaker questions their integrity and competence. Challenging an opponent's credibility can be a strategic move to weaken their position and strengthen the speaker's own standing in the eyes of the audience.
9. **Criticism:** The text expresses disapproval of the press and the candidate's actions. The speaker criticizes their behavior and questions their motives. Criticism can be constructive or destructive, and in this case, it appears to be aimed at discrediting the press and the candidate rather than offering constructive feedback.
10. **Name-calling:** This item is not found

**Table 21: Flaming Strategies (Revathy and Norizah, 2017)**

Categories	Frequency	Percentage
<b>Stereotype</b>	1	12.5%
<b>Speculation</b>	1	12.5%
<b>Comparison</b>	1	12.5%
<b>Degrading</b>	1	12.5%
<b>Defamation</b>	1	12.5%
<b>Sarcasm</b>	1	12.5%
<b>Threaten</b>	0	0%
<b>Challenge</b>	1	12.5%
<b>Criticism</b>	1	12.5%
<b>Naming calling</b>	0	0%
<b>Total</b>	<b>10</b>	<b>100%</b>

In Table (21), there weren't any of Threaten and Naming calling with 0%, but the others were mentioned once each time with 12.5%.

## Flaming Strategies (Bansal et al., 2012)

1. **Direct and Intentional Flaming:** The speaker directly insults and demeans the targeted individuals by calling them "dumb" and accusing them of avoiding press conferences and interviews. The language is aggressive and intended to provoke a strong negative reaction.
2. **Indirect Flaming:** The speaker makes broad accusations about the press being "rigged" and "fake news" without specifying individuals. These statements are hostile and unfriendly, but the true intention and targets of the hostility may only be fully understood by those familiar with the context.
3. **Straightforward Flames:** The speaker explicitly criticizes the press and political opponents, calling them "nasty" and "the nastiest people on Earth." These statements are direct and unambiguous in their intention to flame the targeted individuals.
4. **Satirical Flames:** The speaker uses sarcasm and irony to mock political opponents and the press, suggesting that they ask trivial questions and give the same speech repeatedly. This use of irony is intended to convey contempt and add a layer of wit to the incendiary remarks.

**Table 22: Flaming Strategies (Bansal et al., 2012)**

Categories	Frequency	Percentage
<b>Direct and Intentional Flaming</b>	1	25%
<b>Indirect Flaming</b>	1	25%
<b>Straightforward Flames</b>	1	25%
<b>Satirical Flames</b>	1	25%
<b>Total</b>	<b>4</b>	<b>100%</b>

As shown in Table (22), all categories were repeated equally once each time with 25%.

## **Politeness Strategies (Brown and Levinson, 1987; Bousfield, 2008)**

In analyzing this passage according to the model of impoliteness, we can identify several impolite strategies that the speaker uses, particularly focusing on **Bald on Record Impoliteness** and **Positive Impoliteness**.

### **I. Bald on Record Impoliteness:**

Bald on record impoliteness occurs when an FTA (face-threatening act) is performed in a direct, unambiguous, and unmitigated way. The speaker directly insults Kamala Harris, the press, and Joe Biden:

- **"Since becoming a presidential candidate, she has refused to do a single interview. You know why? Because she's dumb."** — This is a direct attack on Kamala Harris's intelligence, with no attempt to soften or mask the insult. It is straightforward and blunt.
- **"They're rigged. They're fake news."** — The press is directly labeled as dishonest, with an outright attack on their integrity and fairness.
- **"They're the nastiest people, I think, on Earth."** — This is an unambiguous insult aimed at the press, calling them "the nastiest people" without any attempt to mitigate the harshness.
- **"Kamala gives the exact same speech over and over again."** — The speaker is accusing Kamala Harris of being unoriginal and repetitive, which directly undermines her effectiveness as a public speaker and leader.

These direct and harsh criticisms without any qualifiers or hedging clearly represent **Bald on Record Impoliteness**, as the speaker delivers the FTAs plainly and forcefully.

## II. Positive Impoliteness:

Positive impoliteness seeks to damage the hearer's positive face by attacking their need for approval, respect, and social identity. In this passage, the speaker aims to undermine the public image of Kamala Harris, Joe Biden, and the media:

- **"Since becoming a presidential candidate, she has refused to do a single interview. You know why? Because she's dumb."** — The speaker is attacking Kamala Harris's intelligence, implying that she is too "dumb" to engage with the media. This directly threatens her positive face by casting doubt on her abilities and intelligence.
- **"She won't hold a single press conference."** — The statement undermines Kamala Harris's leadership and her competence in handling the media, which also hurts her public image.
- **"I get these tough questions from the press all the time, and I look at the questions that Joe got. 'Where do you think you're having dinner tonight? What will you eat? Will you have ice cream for dessert?'"** — Here, the speaker is mocking the press's treatment of Joe Biden, implying that they offer him easy, non-challenging questions because of his incompetence. This not only undermines Biden's credibility but also casts doubt on his ability to handle tough situations.
- **"Kamala gives the exact same speech over and over again."** — This directly attacks Kamala Harris's effectiveness as a speaker, portraying her as repetitive and unoriginal, which is damaging to her positive face as a leader.

By making these criticisms, the speaker aims to portray these individuals as weak, ineffective, and unworthy of respect, threatening their positive face.

### III. Negative Impoliteness:

Negative impoliteness focuses on threatening the hearer's negative face, which is related to their desire for autonomy, freedom, and the avoidance of imposition. There are less obvious instances of negative impoliteness here, but some elements could be interpreted as threatening autonomy:

- **"I change all these damn speeches."** — This suggests that the speaker has a level of freedom and control over their public speeches, contrasting with the idea that Kamala Harris might be stuck repeating the same speeches. It implies that her autonomy is constrained by being forced into a repetitive mode, potentially attacking her independence.
- **"You know what would happen? You'd start walking out."** — The speaker implies that if they were to adopt a scripted approach like Kamala Harris, the audience would lose interest, which may subtly imply that Harris's lack of originality and independence affects her ability to maintain control over her public appearances.

While these instances are less explicit than the **Bald on Record Impoliteness** and **Positive Impoliteness**, they do play on ideas of control, autonomy, and freedom.

### IV. Off-record:

Off-record impoliteness involves indirect remarks that are open to interpretation, allowing the speaker to deny any offense if challenged. The speaker in this passage is very direct, with little ambiguity or indirectness:

- **"You know why? Because she's dumb."** — This is not an off-record comment; it's a clear and direct insult.
- **"The press is talking about the crowd."** — This is also a direct comment about the press's attention to crowd size, without any attempt to soften or make the statement indirect.

The speech is not off-record; it is straightforward and confrontational.

### V. Do Not Perform the FTA:

The strategy of **Do Not Perform the FTA** involves refraining from performing a face-threatening act to avoid social friction or conflict. The speaker does not adopt this strategy. Instead, they aggressively perform several FTAs:

- **"She's dumb."** — Directly attacking Kamala Harris's intelligence.
- **"They're rigged. They're fake news."** — Attacking the press's credibility and honesty.
- **"Kamala gives the exact same speech over and over again."** — Attacking Kamala Harris's originality and speaking ability.

These actions are confrontational and aim to create social friction rather than preserve harmony.

**Table 23: Politeness Strategies (Brown and Levinson, 1987; Bousfield, 2008)**

Categories	Frequency	Percentage
<b>Bald on Record Impoliteness</b>	4	26.67%
<b>Positive Impoliteness</b>	4	26.67%
<b>Negative Impoliteness</b>	2	13.33%
<b>Off-record</b>	2	13.33%
<b>Do Not Perform the FTA</b>	3	20%
<b>Total</b>	<b>15</b>	<b>100%</b>

In Table (23) , the highest percentage belongs to the Bald on Record Impoliteness Positive Impoliteness with 26.67% and were found four times, while the lowest percentage belongs to Negative Impoliteness and Off-record with 13.33% and were found twice only.

## **Types of Speech Acts**

### **1. Representatives**

The speaker makes statements that fit their beliefs or perceptions of the world. These statements are often used to assert facts or opinions that align with their worldview. "She's dumb." This statement reflects the speaker's negative opinion about an individual's intelligence. It is a direct and blunt assertion meant to convey disdain. "They're rigged. They're fake news." This statement shows the speaker's distrust in the media and electoral processes. It implies that the speaker believes there is a deliberate attempt to deceive the public. "I get these tough questions from the press all the time." This statement reflects the speaker's perception of being unfairly targeted or challenged by the media. It suggests a sense of victimization or frustration.

### **2. Directives**

The speaker uses commands and orders to get something done by the hearer. These are often used to influence the actions of others. "Look at them back there, look at all of them." This command directs the audience's attention to a specific group or individuals, often to criticize or mock them. "They give me the worst questions." This statement is a directive that implies the speaker wants the audience to recognize and sympathize with their plight. It also serves to discredit the questioners.

### **3. Expressive**

The speaker expresses psychological states, such as pleasure or dislike. These statements often convey the speaker's emotions and attitudes. "I love to fire people." This expressive statement reveals the speaker's enjoyment of exercising authority and making impactful decisions. It also provides insight into the speaker's personality and values. "They're the nastiest people, I think, on Earth." This statement conveys the speaker's strong negative feelings towards a particular group or individuals. It suggests a deep-seated animosity and contempt.

### **4. Commissive**

The speaker commits to future actions. These statements often include promises, threats, or declarations of intent. "I'm going to do that. Just have one speech and just for the next 90 days, go out and just read that thing." This statement shows the speaker's intention to take a specific action in the future. It implies a plan and a commitment to follow through. "I think we're going to write up one standard speech." This commissive statement indicates a planned future action. It suggests a decisive and potentially aggressive approach to change.

### **5. Declaratives**

The speaker changes the world via their utterances. These statements often have the power to alter the state of affairs or the perception of reality. "You're fired." This declarative statement directly changes the employment status of the person being addressed, demonstrating the speaker's authority. It also has an immediate and tangible impact on the individual's life. "They're fake news." This statement aims to

alter the audience's perception of the media being discussed. It seeks to undermine the credibility of the news source and influence public opinion.

**Table 24: Types of Speech Acts**

Speech Act Types	Frequency	Percentage
<b>Representatives</b>	3	30%
<b>Directives</b>	2	20%
<b>Expressive</b>	2	20%
<b>Commissive</b>	2	20%
<b>Declaratives</b>	1	10%
<b>Total</b>	<b>10</b>	<b>100%</b>

In Table (24) the first type of Speech Act was mentioned 3 times with 30%, while the last one was mentioned once only with 10%.

### **Stylistic devices for flaming analysis**

**Metaphor:** The text does not contain explicit metaphors. The speaker uses direct language to convey their message.

**Simile:** There are no similes in the text. The speaker does not use comparisons with "like" or "as."

**Hyperbole:** The text contains hyperbolic statements to emphasize the speaker's points. Examples include:

- "They're the nastiest people, I think, on Earth."
- "They give me the worst questions."

**Litotes:** The text does not contain litotes. The speaker uses strong, direct language rather than understatement.

**Irony:** The text contains elements of irony, particularly in the speaker's tone and statements. For example, the speaker criticizes the candidate for repeating speeches while admitting to changing speeches for variety

**Table 25: Stylistic Devices for flaming analysis**

Stylistic Devices	Frequency	Percentage
<b>Metaphor</b>	0	0%
<b>Simile</b>	0	0%
<b>Hyperbole</b>	2	50%
<b>Litotes</b>	0	0%
<b>Irony</b>	2	50%
<b>Total</b>	<b>4</b>	<b>100%</b>

As shown in Table (25), the Hyperbole and Irony were found twice with 50% , while the Simile and Litotes weren't found at all with 0% .

**Extract: 6**

*“I gave Kamala and Crooked Joe a world at peace, and their weakness and incompetence quickly brought us to the brink of a global war. America cannot survive for four more years of this bumbling, communist lunatic. Look, we cannot let her win this election. It’s not a question to me. We can’t let her win this election. If she wins this election, we’re not going to have a country anymore.”*

**Flaming Strategies (Revathy and Norizah, 2017)**

**1. Stereotype**

The labels "Crooked Joe" and "communist lunatic" serve as stereotypes, as they simplify complex figures into derogatory catchphrases that trigger negative associations. By labeling Joe Biden as "crooked," the text evokes a sense of corruption or dishonesty, suggesting that Biden's actions are underhanded or morally compromised without offering evidence. Similarly, calling Kamala Harris a "communist lunatic" equates her to extreme ideologies, painting her as an outlier whose beliefs are too radical for mainstream political discourse. These stereotypes are designed to sway the audience by presenting the figures negatively without any nuanced discussion of their policies or actions.

## **2. Speculation: This item is not found**

## **3. Comparison**

The comparison between the current situation and the potential future where "America cannot survive" under their leadership amplifies the urgency of the message. It's an attempt to make the audience feel that there's a high-stakes situation at hand, where inaction will lead to irreversible consequences. This technique plays on fear, suggesting that any delay in preventing Harris from winning the election will result in national collapse.

## **4. Degrading**

By calling the administration "weak, incompetent, and bumbling," the text degrades the current leaders by undermining their ability to govern effectively. This language diminishes their authority and credibility, painting them as incapable of managing the country's affairs. The strategic use of such pejorative terms helps to establish an emotional distance between the speaker and the administration, presenting them as figures not to be trusted or respected.

## 5. Defamation

The text engages in defamation by accusing the administration of being communist, a term often used to conjure images of totalitarianism and extreme government control. This accusation is meant to delegitimize their political positions, creating a moral and political dichotomy where those in power are depicted as threats to democratic values.

## 6. Sarcasm

The sarcastic tone in calling Biden "Crooked Joe" mocks his integrity, suggesting that he's dishonest or corrupt. The use of irony in the nickname contributes to the text's overall hostile attitude, weakening any attempt at genuine political discourse. The sarcasm transforms the critique from a legitimate argument into a form of mockery, meant to discredit Biden without engaging with the specifics of his policies.

**7. Threaten:** This item is not found

**8. Challenge:** This item is not found

**9. Criticism:** This item is not found

**10. Name-calling:** This item is not found

**Table 26: Flaming Strategies (Revathy and Norizah, 2017)**

Strategies	Frequency	Percentage
<b>Stereotype</b>	1	20%
<b>Speculation</b>	0	0%
<b>Comparison</b>	1	20%
<b>Degrading</b>	1	20%
<b>Defamation</b>	1	20%
<b>Sarcasm</b>	1	20%
<b>Threaten</b>	0	0%
<b>Challenge</b>	0	0%
<b>Criticism</b>	0	0%
<b>Name-calling</b>	0	0%
<b>Total</b>	<b>5</b>	<b>100%</b>

In Table (26), the Stereotype, Comparison, Degrading, Defamation and Sarcasm were mentioned once each time with 20%, while the others weren't found at all with 0%.

### **Flaming Strategies (Bansal et al., 2012)**

#### **1. Direct and Intentional Flaming**

The speaker uses explicit insults like "weak," "incompetent," and "communist" to directly flame both Joe Biden and Kamala Harris. These direct attacks are calculated to provoke a reaction from the audience, whether it's agreement or a shared sense of outrage. The intentional nature of these flames helps stir emotions and solidify the speaker's stance, drawing a sharp line between those who agree and those who are part of the administration.

#### **2. Indirect Flaming**

The text also uses indirect flaming by suggesting the potential downfall of the country under Biden and Harris's leadership without providing details or a solid rationale. This indirectness fuels a sense of doom, playing on the audience's fears and encouraging them to react emotionally, rather than rationally. The absence of specifics leaves the listener with only the feeling of impending catastrophe, making the argument more emotional and less fact-based.

### 3. Straightforward Flames

The language in the text is unambiguous, making clear the speaker's disdain for the administration. By labeling Biden as "Crooked Joe" and Harris as a "communist lunatic," these flames are straightforward, leaving little room for interpretation. The lack of subtlety underscores the speaker's desire to cast the administration in the most negative light possible.

### 4. Satirical Flames

Sarcasm and irony are used as satirical devices to mock the administration. The term "Crooked Joe" is an ironic gesture, implying a contrast between the seriousness of the position and the trivialization of the individual holding it. This ridicule serves to delegitimize not only the specific leaders but also their policies and actions.

**Table 27 : Flaming Strategies (Bansal et al., 2012)**

Strategies	Frequency	Percentage
<b>Direct and Intentional Flaming</b>	3	42.86%
<b>Indirect Flaming</b>	1	14.29%
<b>Straightforward Flames</b>	2	28.57%
<b>Satirical Flames</b>	1	14.29%
<b>Total</b>	<b>7</b>	<b>100%</b>

In Table ( 27 ) the Direct and Intentional Flaming was used three times with 43.86% , while the Indirect Flaming and Satirical Flames were used only once with 14.29%

## **Politeness Strategies (Brown and Levinson, 1987; Bousfield, 2008)**

### **I. Bald on Record Impoliteness:**

Bald on record impoliteness involves making a direct, clear, and unambiguous face-threatening act (FTA). The speaker here is blunt in attacking Kamala Harris, Joe Biden, and their leadership:

- **"I gave Kamala and Crooked Joe a world at peace, and their weakness and incompetence quickly brought us to the brink of a global war."** — This is a direct attack on Kamala Harris and Joe Biden, accusing them of being weak and incompetent. The phrase "Crooked Joe" is a direct insult that attacks Biden's integrity.
- **"America cannot survive for four more years of this bumbling, communist lunatic."** — The speaker directly insults Kamala Harris, calling her a "bumbling, communist lunatic." This is an unambiguous, aggressive attack on her character and political stance.
- **"We can't let her win this election."** — This statement is a direct expression of opposition to Kamala Harris winning the election, framing her victory as an existential threat to the country. It's a direct, confrontational way of urging people not to vote for her.
- **"If she wins this election, we're not going to have a country anymore."** — This is another bold and direct statement, portraying Harris's potential victory as catastrophic for the United States, leaving no room for ambiguity.

These statements are direct, harsh, and unambiguous, clearly falling under **Bald on Record Impoliteness**, as they openly challenge the leadership of both Kamala Harris and Joe Biden.

## II. Positive Impoliteness:

Positive impoliteness is used to attack the hearer's positive face, or their desire for approval, respect, and social identity. The speaker works to damage the public images and credibility of Kamala Harris and Joe Biden:

- **"Crooked Joe"** — The term "Crooked" is meant to undermine Biden's reputation, implying dishonesty or corruption, attacking his positive face and credibility.
- **"Bumbling, communist lunatic."** — Calling Kamala Harris a "bumbling, communist lunatic" is a direct attack on her identity, suggesting she is not only incompetent but also dangerous in her political views. This is an attack on her positive face, as it diminishes her as a capable leader and responsible individual.
- **"America cannot survive for four more years of this bumbling, communist lunatic."** — By framing Kamala Harris as an existential threat to the country, the speaker is portraying her leadership as highly undesirable, and as someone who could destroy the nation. This undermines her ability to lead and her credibility, which directly impacts her positive face.

The speaker here is working to strip both Kamala Harris and Joe Biden of their positive face by framing them as weak, corrupt, and incapable.

### III. Negative Impoliteness:

Negative impoliteness involves threatening the hearer's negative face, which relates to their desire for autonomy and freedom from imposition. The speaker is not explicitly threatening the autonomy of Harris or Biden in this instance, but there is an implied coercion through the urgency of the statements:

- **"We can't let her win this election."** — This is a forceful statement, implying that the speaker feels it is vital to prevent Harris from having the autonomy to win the election. It suggests that her potential victory would be an unacceptable imposition on the country.
- **"If she wins this election, we're not going to have a country anymore."** — This statement implies that the speaker believes Harris's victory would be so destructive that it would completely remove the autonomy and freedom of the United States as a country. While it focuses more on the consequences of her winning rather than directly threatening her freedom, it still carries an undertone of an imposition on the nation's future.

Though the main focus of this passage is on attacking **positive face**, there is an element of **negative impoliteness** as well in terms of the speaker's insistence that Harris must not win, implying that her victory would harm the country's autonomy.

### IV. Off-record:

Off-record impoliteness is characterized by indirect, ambiguous statements that can be interpreted in different ways, allowing the speaker to deny the offense. This passage does not use off-record strategies. The speaker is very direct and clear in their message, making no attempt to be indirect or open to interpretation.

- **"If she wins this election, we're not going to have a country anymore."** — This is a direct and clear statement, with no ambiguity or indirectness involved. The speaker's intent is straightforward and confrontational.

#### V. Do Not Perform the FTA:

The strategy of "Do Not Perform the FTA" would involve refraining from attacking the hearer in the interest of preserving social harmony. In this case, the speaker does not adopt this strategy. The speaker is highly confrontational and performs multiple FTAs:

- **"I gave Kamala and Crooked Joe a world at peace, and their weakness and incompetence quickly brought us to the brink of a global war."**
- **"America cannot survive for four more years of this bumbling, communist lunatic."**
- **"We can't let her win this election."**

These statements are aimed at attacking and opposing the speaker's political opponents, and there is no effort to avoid confrontation. The speaker's goal is to assert dominance and urgency in the message, not to avoid conflict.

**Table 28:** Politeness Strategies (Brown and Levinson, 1987; Bousfield, 2008)

Strategies	Frequency	Percentage
<b>Bald on Record Impoliteness</b>	4	25%
<b>Positive Impoliteness</b>	3	18.75%
<b>Negative Impoliteness</b>	2	12.5%
<b>Off-record</b>	0	0%
<b>Do Not Perform the FTA</b>	3	18.75%
<b>Total</b>	<b>12</b>	<b>100%</b>

In Table (28), the highest frequency was for Bald on Record Impoliteness with 25%, while the lowest frequency was for the Off-record with 0%.

## **Types of Speech Acts**

### **1. Representatives**

The speaker is making strong representative statements, asserting that Biden and Harris are responsible for bringing the country to the brink of war and causing significant national decline. These assertions are presented as facts, designed to persuade the audience through declarative statements that seem self-evident but are not substantiated by facts or evidence.

### **2. Directives**

The speaker issues a directive by urging the audience to prevent Kamala Harris from winning the election. This call to action is explicit, pushing the audience to take immediate steps to change the course of the election. It's a mobilizing statement meant to prompt a collective action.

### **3. Expressive**

The speaker expresses their fear and urgency about the future of the country. This emotional expression is key to influencing the audience's feelings, pushing them to view the upcoming election as a moment of existential importance for the nation.

### **4. Commissive**

The speaker commits to the belief that America’s survival is on the line, with the clear implication that if Harris wins, the country as it is known will cease to exist. This commissive act is an emotional appeal designed to heighten the stakes and convince the audience of the dire nature of the situation.

## 5. Declaratives

The speaker’s declarative statement that "we’re not going to have a country anymore" is an absolute pronouncement meant to close the debate on the future of America. It’s a statement of finality that serves to solidify the urgency and inevitability of the speaker’s viewpoint.

**Table 29: Types of Speech Acts**

Types	Frequency	Percentage
<b>Representatives</b>	2	28.57%
<b>Directives</b>	1	14.29%
<b>Expressive</b>	1	14.29%
<b>Commissive</b>	1	14.29%
<b>Declaratives</b>	1	14.29%
<b>Total</b>	<b>7</b>	<b>100%</b>

In Table (29), only the first one was repeated two times with 28.57%, while the others were repeated only once each time with 14.29%.

## Stylistic Devices for Flaming Analysis

### 1. Metaphor

The metaphor "brink of a global war" creates an exaggerated image of an imminent threat, playing on the audience’s fear of international conflict. This metaphor intensifies the message that the stakes are incredibly high and immediate.

## 2. Simile : this item is not found

## 3. Hyperbole

The language in the text is rife with hyperbole, particularly in phrases like "America cannot survive." These exaggerated claims amplify the perceived severity of the situation, pushing the audience to react quickly and decisively to prevent what is described as a catastrophic future.

## 4. Litotes

## 5. Irony

The use of irony in calling Biden "Crooked Joe" is an attempt to undermine his authority and credibility by presenting him in an exaggeratedly negative light. This irony is meant to distance the audience from Biden and Harris, suggesting that they are unworthy of their roles due to their supposed moral failings.

**Table 30: Stylistic Devices for Flaming Analysis**

Devices	Frequency	Percentage
<b>Metaphor</b>	1	14.29%
<b>Simile</b>	0	0%
<b>Hyperbole</b>	2	28.57%
<b>Litotes</b>	0	0%
<b>Irony</b>	1	14.29%
<b>Total</b>	<b>4</b>	<b>100%</b>

As shown I Table (30), the Hyperbole was used twice with 28.57%, while the Simile and Litotes weren't used at all with 0%.

### Extract: 7

*"If you want a preview of what a catastrophe another term of Kamala will be, and she was there. She was there. She was working with him. She was the border czar. Now, she doesn't say she's the border czar, she said, "I was never the border czar."*

*Everything they did, she's taking away now, but she was the border czar. She was the worst border czar in the history of the world. There's never been a border like this, that allows millions and millions of people in a month, from mental institutions and prisons, let them come into our country. Just look at who she chose for her vice president. She went with the handpicked candidate of crazy Bernie Sanders. Bernie Sanders wanted him so badly, and the Democratic Socialist of America immediately gave him the endorsement."*

## **Flaming Strategies (Revathy and Norizah, 2017)**

### **1. Stereotype**

The text uses stereotypes by labeling Kamala Harris as the "worst border czar in the history of the world," positioning her as a uniquely disastrous figure without providing a factual basis. By associating her with these extreme labels, the text manipulates the audience's perception of her as not just ineffective, but catastrophically so. The repeated reference to her involvement in the border issue further entrenches the stereotype of her incompetence.

Additionally, the association with Bernie Sanders as the "handpicked candidate of crazy Bernie Sanders" is another stereotype. The use of "crazy" serves to invalidate Bernie Sanders' political views, and by linking Harris to him, it suggests that she shares his supposed radicalism. The implication is that Harris's political alliances are dangerous or irrational, which reinforces a negative image.

### **2. Speculation**

The text is speculative when it discusses the potential consequences of Harris's leadership. The claim that another term with her would be a "catastrophe" is an

unsubstantiated prediction designed to instill fear. Speculating about the border crisis—claiming "millions of people from mental institutions and prisons" are entering the country—implies a disastrous future without providing any concrete evidence to back up these claims.

### **3. Comparison**

The speaker contrasts the current situation with the past, exaggerating the severity by comparing Kamala Harris's tenure as "the worst" in history. The comparison works by magnifying her failures in a way that makes any future leadership under her seem unfathomable. The text uses this comparison to create a sense of historical uniqueness in her failure, suggesting that no other leader has had such a harmful impact on the country.

### **4. Degrading**

Calling Harris "the worst border czar" repeatedly is a clear degradation. It paints her as not just ineffective but as the worst in a role that is critical to national security and immigration policy. The text also critiques her for denying the title of "border czar," which portrays her as evasive or dishonest, further degrading her credibility.

### **5. Defamation**

There's an element of defamation when the text accuses Kamala Harris of being directly responsible for the border crisis. While no evidence is provided to substantiate the claim that "millions of people from mental institutions and prisons" are flooding the country, the speaker still paints her as the architect of this chaos. This is a classic move to damage her reputation and reduce her trustworthiness in the eyes of the audience.

## 6. Sarcasm

The sarcasm is evident in the phrase "She was the border czar... Now, she doesn't say she's the border czar." The sarcastic tone undermines Harris's attempt to distance herself from the role, mocking her for what the speaker perceives as an attempt to avoid responsibility. This repetition of her role serves to belittle her and highlight the speaker's scorn for her leadership.

7. **Threaten:** This item is not found

8. **Challenge:** This item is not found

9. **Criticism:** This item is not found

10. **Name-calling:** This item is not found

**Table 31: Flaming Strategies (Revathy and Norizah, 2017)**

Strategies	Frequency	Percentage
<b>Stereotype</b>	1	16.67%
<b>Speculation</b>	1	16.67%
<b>Comparison</b>	1	16.67%
<b>Degrading</b>	1	16.67%
<b>Defamation</b>	1	16.67%
<b>Sarcasm</b>	1	16.67%
<b>Threaten</b>	0	0%
<b>Challenge</b>	0	0%
<b>Criticism</b>	0	0%
<b>Name-calling</b>	0	0%
<b>Total</b>	<b>6</b>	<b>100%</b>

In Table (31), the first six strategies were found once each time with 16.67 %, while the others weren't found at all with 0%.

## **Flaming Strategies (Bansal et al., 2012)**

### **1. Direct and Intentional Flaming**

The text directly insults Kamala Harris by calling her "the worst border czar in the history of the world." These kinds of direct attacks are designed to provoke strong negative reactions from the audience. The speaker's intent is not to engage in constructive debate but to discredit and demonize Harris through blunt, insulting language.

### **2. Indirect Flaming**

The text uses indirect flaming when suggesting that another term of Kamala Harris's leadership would lead to a "catastrophe." Although the word "catastrophe" is used, the text doesn't explain specifically what a future under Harris would entail, only implying that it would be disastrous. This approach stokes fear without offering clarity, leaving the audience to imagine worst-case scenarios.

### **3. Straightforward Flames**

The speaker delivers clear and unambiguous flames by stating that Harris is the "worst border czar" and that millions of people from "mental institutions and prisons" are entering the country. These straightforward accusations are aimed at sharply undermining Harris's credibility and capabilities, making it clear that the speaker believes she is unfit for leadership.

#### 4. Satirical Flames

The repetition of "border czar" is satirical in that it mocks Harris for her association with a high-profile, controversial position. The ironic tone here suggests that her role is not only a failure but also an absurdity, underscoring the speaker's contempt for Harris's handling of the border issue.

**Table 32: Flaming Strategies (Bansal et al., 2012)**

Strategies	Frequency	Percentage
<b>Direct and Intentional Flaming</b>	2	40%
<b>Indirect Flaming</b>	1	20%
<b>Straightforward Flames</b>	2	40%
<b>Satirical Flames</b>	1	20%
<b>Total</b>	<b>5</b>	<b>100%</b>

As shown in Table (32), there were two strategies with high frequency of two times with 40%, while the others were found with frequency of once only with 20%.

#### **Politeness Strategies (Brown and Levinson, 1987; Bousfield, 2008)**

##### **I. Bald on Record Impoliteness:**

**Bald on Record Impoliteness** involves making face-threatening acts (FTAs) in a direct, clear, and unambiguous way, without any attempt to soften or mitigate the statement. This passage is rich in direct and blunt statements that attack Kamala Harris and her role in the government:

1. **“She was the worst border czar in the history of the world.”** — This is a clear, direct attack on Kamala Harris’s performance as "border czar." The

speaker doesn't hesitate to make a hyperbolic claim about her incompetence, labeling her the worst ever in history. The hyperbole here intensifies the FTA, as it amplifies the attack on her credibility and leadership.

2. **“She was there. She was working with him.”** — This is a straightforward and blunt reminder of Harris’s involvement in the administration, directly implicating her in the actions that the speaker is criticizing. It's an unambiguous assertion of her responsibility.
3. **“There’s never been a border like this, that allows millions and millions of people in a month, from mental institutions and prisons, let them come into our country.”** — This statement makes a clear and highly negative accusation about the border policy during Harris's tenure. It emphasizes the catastrophic nature of the situation, making it a direct, face-threatening act aimed at discrediting Harris’s role.

## II. Positive Impoliteness:

**Positive Impoliteness** is used to attack the hearer's positive face, which is their need for social approval, respect, and image management. The speaker uses this strategy to diminish Kamala Harris’s reputation and portray her as incompetent:

1. **“She was the worst border czar in the history of the world.”** — The use of "worst" directly attacks Harris’s professional image, undermining her ability to lead effectively. This is meant to diminish her status and credibility.
2. **“She was working with him.”** — The speaker implies that Kamala Harris is complicit in the negative policies and decisions made under the Biden administration. By linking her directly with Joe Biden and his decisions, the speaker is suggesting that Harris lacks independence or leadership of her own, further tarnishing her reputation.

3. **“She went with the handpicked candidate of crazy Bernie Sanders.”** — This is a direct attack on her political choices, framing them as misguided and aligned with an extreme ideology ("crazy Bernie Sanders"). This statement works to diminish Harris’s public image by associating her with someone portrayed as radical or extreme.
4. **“Bernie Sanders wanted him so badly.”** — The phrase "wanted him so badly" is a dismissive way to frame Harris's political choices, suggesting that she was easily manipulated or overly eager to align herself with Bernie Sanders, further undermining her credibility.

### III. Negative Impoliteness:

**Negative Impoliteness** aims to threaten the hearer's negative face, which refers to their desire for autonomy and freedom from imposition or interference. In this passage, the speaker doesn’t directly attack Kamala Harris's autonomy, but there are undertones of coercion or pressure:

1. **“She was the worst border czar in the history of the world.”** — The speaker’s hyperbolic judgment creates an implicit demand for Harris to justify her role and performance. While it's not an explicit threat to her autonomy, it’s a forceful statement that leaves little room for her to defend herself, implicitly demanding accountability for her actions.
2. **“Just look at who she chose for her vice president.”** — This is a subtle form of negative impoliteness. By attacking her choice for a vice president and framing it as a negative, politically loaded decision, the speaker puts pressure on Harris’s autonomy and decision-making, painting her choices in a highly unfavorable light.

#### **IV. Off-record:**

**Off-record** impoliteness involves making statements that are indirect and ambiguous, leaving room for interpretation so that the speaker can deny the offense if needed. In this passage, the speaker does not employ off-record strategies. Every statement is direct and unambiguous, leaving no room for doubt or misinterpretation.

1. The accusations are clear, such as "she was the worst border czar," and there's no attempt to be indirect or suggestive. The speaker is confident and confrontational, with no ambiguity in their words.

#### **V. Do Not Perform the FTA:**

The strategy of **Do Not Perform the FTA** would involve refraining from making an attack in order to preserve social harmony. The speaker, however, does not adhere to this strategy. On the contrary, they perform multiple FTAs, each of which is confrontational and aimed at undermining Kamala Harris's credibility:

1. **"She was the worst border czar in the history of the world."**
2. **"There's never been a border like this."**
3. **"She went with the handpicked candidate of crazy Bernie Sanders."**

These are aggressive attacks on Harris's professional abilities, decisions, and political associations. The speaker has no interest in avoiding confrontation, instead choosing to amplify their critiques.

**Table 33: Politeness Strategies (Brown and Levinson, 1987; Bousfield, 2008)**

Strategies	Frequency	Percentage
<b>Bald on Record Impoliteness</b>	3	25%
<b>Positive Impoliteness</b>	4	33.33%
<b>Negative Impoliteness</b>	2	16.67%
<b>Off-record</b>	0	0%
<b>Do Not Perform the FTA</b>	3	25%
Total	<b>12</b>	<b>100%</b>

In Table (33), the highest frequency was found for four times with 33.33% in Positive Impoliteness, while the Off-record wasn't used at all with 0%.

#### **Model 4: Types of Speech Acts**

##### **1. Representatives**

The text asserts that Kamala Harris's leadership has been disastrous, particularly regarding the border. These assertions are presented as established facts to persuade the audience to adopt the speaker's view. The message is that Harris's term has been a failure, and any future leadership would only worsen the situation.

##### **2. Directives**

The speaker urges the audience to prevent Kamala Harris from winning another term, with the implication that the future of the country depends on it. This directive is an explicit call to action, meant to mobilize the audience in opposition to her leadership.

##### **3. Expressive**

The text expresses strong emotions of fear and urgency about the future under Kamala Harris. These emotional appeals seek to influence the audience's feelings,

painting a picture of a grim future and positioning Harris’s leadership as a threat to the nation.

#### 4. Commissive

The speaker commits to the belief that another term of Harris’s leadership would be disastrous, reinforcing the urgency of the speaker’s message. This act of commitment is meant to convince the audience of the seriousness of the issue and the necessity of taking action to avoid such a scenario.

#### 5. Declaratives

The statement that Kamala Harris was "the worst border czar in the history of the world" serves as a declarative act, presenting this judgment as a final and indisputable fact. This reinforces the speaker's argument by asserting a sense of finality to the criticism.

**Table 34: Types of Speech Acts**

Types	Frequency	Percentage
<b>Representatives</b>	2	28.57%
<b>Directives</b>	1	14.29%
<b>Expressives</b>	1	14.29%
<b>Commissives</b>	1	14.29%
<b>Declaratives</b>	1	14.29%
<b>Total</b>	<b>7</b>	<b>100%</b>

In Table (34), only the Representatives were found two times with 28.57% , while the others were found once only with 14.29%.

### Stylistic Devices for Flaming Analysis

#### 1. Metaphor

The metaphor "catastrophe" conveys a vivid image of the potential negative consequences of Kamala Harris’s leadership. This term amplifies the speaker’s message by evoking a sense of overwhelming disaster that could result from her continued role in office.

## **2. Simile**

While no similes are explicitly used, the metaphor "catastrophe" functions similarly by creating strong imagery. This indirect comparison adds weight to the potential fallout from Harris's actions, heightening the urgency of the warning.

## **3. Hyperbole**

The text is heavily reliant on hyperbole, particularly when claiming that millions of people from "mental institutions and prisons" are entering the country due to Harris's border policies. This exaggerated language serves to make the crisis seem far more severe than it may be, inflating the perceived threat to a nearly unimaginable scale.

## **4. Litotes**

Litotes, which typically downplays a situation for emphasis, is not evident in this text. Instead, the speaker prefers exaggeration and bold declarations of severity, emphasizing the supposed magnitude of the crisis.

## **5. Irony**

The repeated mention of "border czar" carries a sense of irony, especially when Harris is implied to have failed in the role but continues to deny it. The sarcasm here mocks her by implying that despite her attempts to distance herself from the title, she is still inherently tied to the failure of the position.

**Table 35: Stylistic Devices for Flaming Analysis**

Devices	Frequency	Percentage
<b>Metaphor</b>	1	16.67%
<b>Simile</b>	0	0%
<b>Hyperbole</b>	3	50%
<b>Litotes</b>	0	0%
<b>Irony</b>	1	16.67%
<b>Total</b>	<b>6</b>	<b>100%</b>

In Table (35), the Hyperbole was repeated three times with 50%, while the Simile and Litotes weren't found at all with 0%.

**Extract: 8**

*“Now, the media will lie to you and tell you that she was never the border czar. You heard that? Even though they all said she was the border czar for three and a half years. And remember that as border czar, Kamala Harris has allowed a literal invasion of this country, more than 10 million illegal aliens, and she’s refused to deport the people who were already here. So, that makes about 25, 25 million illegal aliens that are in this country right now. Now, our brave border patrol officers, they plead, they beg for her support. I was down there at the southern border and I saw it. Giant sections of President Trump’s border wall sit right there, rusting, waiting to be installed, but she refuses to do her job. And you think it’s bad now? If we give Kamala Harris a promotion and make her the president of the United States, the southern border is going to look like Walmart on Black Friday, ladies and gentlemen, it’s going to be no good, no fun at all. This passage follows a similar rhetorical approach to the previous examples, using a variety of strategies to create a strong negative portrayal of Kamala Harris. It emphasizes her supposed failures and frames her leadership as a threat to the nation, particularly with regard to the border situation.”*

## **Flaming Strategies (Revathy and Norizah, 2017)**

### **1. Stereotype**

The text employs stereotypes by labeling Kamala Harris as the "border czar" and implying that she is responsible for a "literal invasion" of the country. The use of the word "invasion" evokes imagery of an uncontrolled, overwhelming influx of people. This term, without evidence or specifics, positions Harris as a key enabler of a crisis, suggesting that her actions (or lack thereof) have allowed millions of illegal aliens into the country.

Additionally, the repeated reference to Harris as the "border czar" further reinforces a negative stereotype of her as ineffective and irresponsible in dealing with critical national issues.

### **2. Speculation**

The text speculates about the consequences of Kamala Harris's leadership, particularly in terms of the border crisis. The claim that "more than 10 million illegal aliens" have entered the country and that she has "refused to deport" those already here is presented as a fact, but no concrete evidence is provided. The speculative nature of this language stirs fear by implying an imminent danger without substantiating the claim.

### **3. Comparison**

A key rhetorical device in the text is the comparison of the future of the southern border under Harris's leadership to a chaotic scene at Walmart on Black Friday. This comparison is used to convey an image of disorder, overcrowding, and a breakdown of order, creating a sense of impending disaster. By evoking this

familiar and negative image, the speaker is trying to make the audience feel that the border crisis would escalate uncontrollably if Harris were to rise to the presidency.

#### **4. Degrading**

The speaker repeatedly degrades Kamala Harris, referring to her as the "border czar" and criticizing her for not fulfilling her duties. The repeated critique of her inability to "do her job" or support border patrol officers further undermines her credibility and portrays her as negligent. This degradation works to erode her standing with the audience and paints her as unfit for leadership.

#### **5. Defamation**

The text accuses Harris of allowing a border crisis and failing to support law enforcement efforts. It implies that her actions, or lack thereof, have directly contributed to the current situation. This is a form of defamation, aimed at damaging her reputation and casting doubt on her ability to handle critical national responsibilities.

#### **6. Sarcasm**

The sarcastic tone is especially evident when the speaker refers to the border as potentially looking like "Walmart on Black Friday." This is an ironic and dismissive way to suggest that Harris's leadership would cause chaos, playing on the stereotype of Black Friday shopping as a chaotic, uncontrollable event. The irony highlights the speaker's disdain for Harris's performance and adds to the mockery of her leadership.

**Table 36: Flaming Strategies (Revathy and Norizah, 2017)**

Strategies	Frequency	Percentage (%)
<b>Stereotype</b>	3	12.5%
<b>Speculation</b>	2	8.3%
<b>Comparison</b>	1	4.2%
<b>Degrading</b>	2	8.3%
<b>Defamation</b>	1	4.2%
<b>Sarcasm</b>	2	8.3%
<b>Threaten</b>	0	0%
<b>Challenge</b>	0	0%
<b>Criticism</b>	0	0%
<b>Name-calling</b>	0	0%
<b>Total</b>	<b>12</b>	<b>100%</b>

As shown in Table (36), the Stereotype was used three times with 12.5%, while the Threaten, Challenge, Criticism and Name-calling weren't used at all with 0%.

### **Flaming Strategies (Bansal et al., 2012)**

#### **1. Direct and Intentional Flaming**

The text directly insults Kamala Harris by calling her the "border czar" and accusing her of letting the country be "invaded" by illegal aliens. These direct attacks are meant to provoke a reaction and create a sense of hostility towards Harris. By labeling her as responsible for a national crisis, the speaker intentionally paints her in the worst possible light.

#### **2. Indirect Flaming**

The text also indirectly flames Kamala Harris by implying that her leadership would lead to a disastrous future. Phrases like "if we give Kamala Harris a promotion" and comparing the border to a chaotic scene ("Walmart on Black

Friday") suggest that things will only get worse under her leadership, but without detailing how or why. This indirect threat is meant to stir up fear and uncertainty about what a future under her presidency would look like.

### 3. Straightforward Flames

The text is clear and direct in its accusations. The speaker claims that Harris "allowed a literal invasion" and "refused to deport" illegal aliens, making straightforward and harsh criticisms of her handling of immigration and border security. These direct flames leave no room for misinterpretation and serve to accuse her of incompetence.

### 4. Satirical Flames

The text uses satire and sarcasm, especially in referring to Harris's role as the "border czar" and describing the border situation as a "Walmart on Black Friday." This satirical tone mocks Harris by portraying her leadership in the most absurd and negative light possible. The mockery of her position through irony reinforces the speaker's contempt for her handling of the border crisis.

**Table 37: Flaming Strategies (Bansal et al., 2012)**

Strategies	Frequency	Percentage (%)
<b>Direct and Intentional Flaming</b>	3	12.5%
<b>Indirect Flaming</b>	2	8.3%
<b>Straightforward Flames</b>	2	8.3%
<b>Satirical Flames</b>	3	12.5%
<b>Total</b>	<b>10</b>	<b>100%</b>

In Table (37), the Direct and Intentional Flaming and Satirical Flames were equally used with 12.5% for three times, while the others were also used equally with 8.3% for twice only.

## Politeness Strategies (Brown and Levinson, 1987; Bousfield, 2008)

### I. Bald on Record Impoliteness:

**Bald on Record Impoliteness** is the most dominant strategy in this passage. The speaker makes direct, unambiguous accusations about Kamala Harris's incompetence and role in the situation at the border. These statements leave no room for misinterpretation and are intended to confront and undermine her authority head-on.

1. **“Even though they all said she was the border czar for three and a half years.”** — The speaker directly challenges the media’s narrative by stating that they had previously labeled Harris as the border czar, implying that her involvement in border policy is indisputable. The challenge to the media’s credibility is direct and confrontational, leaving little room for Harris to defend herself.
2. **“Kamala Harris has allowed a literal invasion of this country.”** — The speaker directly accuses Harris of facilitating an "invasion," using strong, emotionally charged language ("literal invasion"). This is a clear attempt to frame her as responsible for a national crisis, employing hyperbole to intensify the accusation.
3. **“She refuses to deport the people who were already here.”** — This is another direct attack on Harris’s actions (or lack thereof), accusing her of negligence or willful inaction. The verb "refuses" suggests obstinacy and a lack of concern for enforcing the law.
4. **“So, that makes about 25 million illegal aliens that are in this country right now.”** — The speaker provides an exaggerated estimate of the number

of illegal immigrants in the country, further emphasizing the perceived magnitude of the problem, with Harris as the central figure responsible.

5. **“She refuses to do her job.”** — The speaker bluntly accuses Harris of dereliction of duty, directly criticizing her leadership and her failure to manage the border situation.
6. **“If we give Kamala Harris a promotion and make her the president of the United States, the southern border is going to look like Walmart on Black Friday.”** — This is a vivid and blunt metaphor used to exaggerate the chaos and disorder that would supposedly result from Harris becoming president. The metaphor is designed to evoke a strong emotional response, painting a picture of a national disaster.

## II. Positive Impoliteness:

**Positive Impoliteness** targets Kamala Harris's positive face by attacking her reputation, competence, and leadership. The speaker uses language that undermines her image and paints her as incapable and negligent.

1. **“Kamala Harris has allowed a literal invasion of this country.”** — By framing the influx of immigrants as an "invasion" and blaming Harris for it, the speaker attacks her ability to manage one of the nation's most critical issues. This portrays her as either negligent or deliberately complicit, damaging her positive image as a leader.
2. **“She refuses to do her job.”** — This is a direct attack on Harris's competence, calling into question her ability or willingness to fulfill her duties. By labeling her actions (or inactions) as a "refusal," the speaker is accusing her of neglecting her responsibilities.

3. **“She was the worst border czar in the history of the world.”** — This statement, though not in this specific passage, fits into the same theme, further attacking Harris’s reputation by claiming she was the worst in a role that is critical to the country’s security. This claim serves to tarnish her image as someone incapable of managing the border issue effectively.

### III. Negative Impoliteness:

**Negative Impoliteness** here focuses on undermining Kamala Harris’s autonomy and pressing her to answer for her actions (or lack thereof).

1. **“Our brave border patrol officers, they plead, they beg for her support.”** — By using phrases like "plead" and "beg," the speaker emphasizes the desperation of the border patrol officers and implies that Harris is neglecting her duty by refusing to provide them with the support they need. The use of "beg" portrays Harris as being unresponsive or uninterested in helping the people on the front lines, which could be seen as a threat to her autonomy and responsibility as a leader.
2. **“She refuses to do her job.”** — This statement is both a direct accusation and a form of negative impoliteness because it not only criticizes her behavior but also questions her authority to make decisions, suggesting that she is not living up to her role as an elected official.

### IV. Off-record:

In this passage, the speaker does not rely on **Off-record** impoliteness, as all the accusations are clear and direct. The speaker uses direct language to make strong claims and attacks, leaving little room for ambiguity or misinterpretation. The use

of exaggeration and hyperbole serves to amplify the threat to Harris’s image, without resorting to indirect or ambiguous suggestions.

**V. Do Not Perform the FTA:**

**Do Not Perform the FTA** is not used in this passage, as the speaker is actively engaging in a series of face-threatening acts. The speaker clearly intends to challenge Harris’s actions, leadership, and character, and does so in a confrontational and unambiguous manner. There is no attempt to avoid the FTAs to preserve social harmony; rather, the speaker amplifies the attack to incite a strong emotional reaction.

**Table 38: Politeness Strategies (Brown and Levinson, 1987; Bousfield, 2008)**

Strategies	Frequency	Percentage (%)
<b>Bald on Record Impoliteness</b>	6	25%
<b>Positive Impoliteness</b>	3	12.5%
<b>Negative Impoliteness</b>	2	8.3%
<b>Off-record</b>	0	0%
<b>Do Not Perform the FTA</b>	0	0%
<b>Total</b>	<b>11</b>	<b>100%</b>

In Table (38) the highest frequency for 6 times with 25% by Bald on Record Impoliteness, while the Off-record and Do Not Perform the FTA weren’t found at all with 0%.

**Types of Speech Acts**

**1. Representatives**

The text makes assertions about Kamala Harris’s failures, particularly regarding her handling of the border. These claims are presented as facts, with the speaker insisting that Harris allowed an invasion and failed to support border enforcement. These representatives are meant to persuade the audience of her incompetence.

## **2. Directives**

The speaker's direct call to action is a directive, urging the audience to prevent Kamala Harris from becoming president. This is an explicit plea to mobilize the audience and prevent what the speaker portrays as a national disaster. The use of directives is intended to encourage action based on the speaker's view of the situation.

## **3. Expressives**

The text expresses strong emotions of fear and urgency. The speaker paints a picture of an impending crisis, calling for action to prevent the border from becoming an uncontrollable disaster. This expressive language serves to stir up strong emotional responses in the audience, emphasizing the speaker's belief that Kamala Harris's leadership will have disastrous consequences.

## **4. Commissives**

The speaker commits to the idea that electing Kamala Harris would result in catastrophic consequences, specifically regarding the border. This commitment is used to stress the importance of preventing her from gaining more power, and it works to persuade the audience to oppose her potential rise to the presidency.

## **5. Declaratives**

The text makes declarative statements about Harris's role as "border czar" and her failures in that position. By declaring that she has allowed a border crisis and failed to support law enforcement, the speaker asserts a sense of finality and certainty about Harris's incompetence.

**Table 39 : Types of Speech Acts**

Strategies	Frequency	Percentage (%)
<b>Representatives</b>	5	29.41%
<b>Directives</b>	2	11.76%
<b>Expressives</b>	3	17.65%
<b>Commissives</b>	2	11.76%
<b>Declaratives</b>	5	29.41%
<b>Total</b>	<b>17</b>	<b>100%</b>

In Table ( 39 ) , the Representatives was used for 5 times with 29.41% , while the Directives and the Commissives were used for 2 times with 11.76% .

### **Stylistic Devices for Flaming Analysis**

#### **1. Metaphor**

The text uses metaphors like "literal invasion" and "Walmart on Black Friday" to create vivid images of chaos and disorder. The term "invasion" amplifies the perceived threat of illegal immigration, while comparing the border situation to a chaotic shopping event serves to emphasize the severity of the potential crisis under Harris's leadership.

#### **2. Simile**

While no explicit similes are used, the metaphor "Walmart on Black Friday" functions similarly, providing a vivid comparison to underscore the expected chaos under Harris's presidency. This simile-like metaphor adds emphasis to the fear-mongering tone of the passage.

### 3. Hyperbole

The text uses hyperbole to exaggerate the scale of the border crisis, claiming that "more than 10 million illegal aliens" have entered the country under Harris's watch. This exaggerated number serves to heighten the perceived severity of the situation and amplify the sense of threat. The comparison to "Walmart on Black Friday" further exaggerates the potential chaos.

### 4. Litotes

The text does not rely on litotes, which would involve downplaying a situation for effect. Instead, it opts for direct exaggeration and hyperbole, painting a picture of a highly exaggerated worst-case scenario.

### 5. Irony

The repeated references to Harris as the "border czar" are ironic, as the text suggests that she is failing in that role despite being appointed to it. The irony highlights the speaker's belief that Harris's performance has been a failure and mocks her supposed responsibility for the border crisis.

**Table 40 : Stylistic Devices for Flaming Analysis**

Strategies	Frequency	Percentage (%)
<b>Metaphor</b>	2	20%
<b>Simile</b>	1	10%
<b>Hyperbole</b>	3	30%
<b>Litotes</b>	0	0%
<b>Irony</b>	2	20%
<b>Total</b>	<b>10</b>	<b>100%</b>

In Table (40) , the Hyperbole was highly repeated with 30% for 3 times frequency , while the Litotes wasn't used at all with 0% .

### **Extract: 9**

*“We’ll drill, baby drill. We’re going to do things that are going to be very good, very good, very fast. It’ll happen very quickly, but she breaks everything that she touches. But soon we’re going to fix every single problem Kamala Harris and Joe Biden, Crooked Joe have ... what happened to Biden? I was running against Biden. All of a sudden I’m running against somebody else. It’s true. You know, it’s interesting. I said, “Who am I running against?” “Harris.” I said, “Who the hell is Harris?” “You don’t know. Who the hell is Harris?” (06:33) She was the first one out last time. She was the first one to lose, and now all of a sudden she’s running. She never got a vote. They are a threat to democracy, remember that. Starting the day I take the oath of office, I will rapidly drive prices down and we will make America affordable again. We’re going to make it affordable again. Under Kamala Harris and crooked Joe Biden, the American dream was dead and it is dead. It’s dead as a doornail. They’ll never bring it back unless we win. If we win, we’re going to have the American dream alive. This passage makes use of various rhetorical devices and strategies to attack Kamala Harris and Joe Biden, presenting them as incompetent and threatening to the American people.”*

### **Flaming Strategies (Revathy and Norizah, 2017)**

#### **1. Stereotype**

The speaker uses the stereotype of Kamala Harris as someone who "breaks everything she touches," a characterization that implies incompetence and failure. Similarly, Joe Biden is labeled "Crooked Joe," which carries connotations of

dishonesty or corruption. These labels are not supported with evidence in the text, but they are designed to create negative images of the two figures.

## **2. Speculation**

The text speculates about the future consequences of Harris and Biden's leadership, claiming that under their administration, the American dream is "dead as a doornail." This statement is presented as fact without evidence, stirring up fear and uncertainty about the nation's future under their leadership.

## **3. Comparison**

The speaker compares the potential future under his own leadership, where he promises to restore the American dream, to the dire situation under Harris and Biden. This contrast is framed to make it seem as though the current state of the country is bleak, but that change will come quickly if the speaker wins.

## **4. Degrading**

The text degrades both Kamala Harris and Joe Biden. Harris is mocked as incompetent, with her lack of votes in the previous election emphasized, and Biden is called "Crooked Joe," a direct insult questioning his honesty and integrity. This degradation serves to undermine their credibility and reputation.

## **5. Defamation**

By calling Biden "Crooked Joe" and suggesting that Harris breaks everything she touches, the text attempts to damage the reputation of both figures. Additionally, it accuses them of causing the demise of the American dream, reinforcing the negative portrayal.

## 6. Sarcasm

The speaker uses sarcasm when referring to Joe Biden as "Crooked Joe" and mocking Kamala Harris's competence. The line "Who the hell is Harris?" is an example of sarcasm, used to belittle Harris's political influence and question her legitimacy as a candidate. This tone further adds to the mockery and contempt directed at both leaders.

7. **Threaten** : This item is not found
8. **Challenge**: This item is not found
9. **Criticism**: This item is not found
10. **Name-calling**: This item is not found

**Table 41 : Flaming Strategies (Revathy and Norizah, 2017)**

Strategies	Frequency	Percentage (%)
<b>Stereotype</b>	1	16.7%
<b>Speculation</b>	1	16.7%
<b>Comparison</b>	1	16.7%
<b>Degrading</b>	1	16.7%
<b>Defamation</b>	1	16.7%
<b>Sarcasm</b>	1	16.7%
<b>Threaten</b>	0	0%
<b>Challenge</b>	0	0%
<b>Criticism</b>	0	0%
<b>Name-calling</b>	0	0%
<b>Total</b>	<b>6</b>	<b>100%</b>

In Table (41 ) , the first six subcategories were used once only each time with 16.7, while the others weren't used at all with 0% .

## **Flaming Subcategories (Bansal et al., 2012)**

### **1. Direct and Intentional Flaming**

The speaker directly insults Kamala Harris and Joe Biden, calling Biden "Crooked Joe" and Harris someone who "breaks everything she touches." These direct flames are meant to discredit them in the eyes of the audience, making their leadership appear untrustworthy and ineffective.

### **2. Indirect Flaming**

There is also indirect flaming in the text. The speaker suggests that the American dream is "dead" under Harris and Biden, which implies that their actions have led to this dire situation. The audience is left to infer the consequences of their leadership, which heightens the sense of impending doom without explicitly detailing the supposed failures.

### **3. Straightforward Flames**

The speaker makes direct and clear accusations, including calling Biden "Crooked Joe" and Harris an incompetent leader who was the first to lose in the previous election. These straightforward flames are meant to convey strong disapproval and highlight the speaker's belief that Harris and Biden are not fit for leadership.

#### 4. Satirical Flames

The text uses sarcasm to mock both Kamala Harris and Joe Biden, particularly through the repeated use of "Crooked Joe" and the question, "Who the hell is Harris?" This satirical approach undermines the credibility and legitimacy of both individuals, using irony and mockery to belittle their roles and achievements.

**Table 42 : Flaming Strategies (Bansal et al., 2012)**

Strategies	Frequency	Percentage (%)
<b>Direct and Intentional Flaming</b>	1	25%
<b>Indirect Flaming</b>	1	25%
<b>Straightforward Flames</b>	1	25%
<b>Satirical Flames</b>	1	25%
<b>Total</b>	<b>4</b>	<b>100%</b>

In Table ( 42 ) , the fourth Subcategories were found in the same frequency for once only with 25% .

#### **Politeness Strategies (Brown and Levinson, 1987; Bousfield, 2008)**

This passage employs a range of **impoliteness strategies** to portray Kamala Harris and Joe Biden in a negative light. Here's an analysis based on the model of impoliteness strategies:

##### **I. Bald on Record Impoliteness:**

This is the dominant strategy in the passage, as the speaker makes direct, unambiguous statements and accusations about Harris and Biden, intending to create a strong negative impression of their leadership and competence.

1. **“We’ll drill, baby drill.”** — The phrase "drill, baby drill" is used to contrast the speaker’s proposed policies with what is perceived as the current administration’s failure. The speaker implies that their approach will be more effective and decisive than that of Kamala Harris and Joe Biden, using a catchy slogan to assert dominance.
2. **“She breaks everything that she touches.”** — This is a direct and harsh accusation, claiming that Harris’s actions and policies lead to destruction and failure. The use of "breaks everything" is hyperbolic and intended to damage her reputation by suggesting she is incapable of handling any responsibility.
3. **“But soon we’re going to fix every single problem Kamala Harris and Joe Biden, Crooked Joe have ...”** — Here, the speaker makes a direct comparison between themselves and Harris/Biden, suggesting that the current administration has created problems that the speaker will quickly fix. The addition of "Crooked Joe" is an insult aimed at undermining Biden's integrity.
4. **“She was the first one out last time. She was the first one to lose, and now all of a sudden she’s running. She never got a vote.”** — This statement directly attacks Harris’s credibility, highlighting her failure in a previous election cycle and suggesting that she is unqualified or undeserving of her current position. The repetition of "first one out" and "never got a vote" emphasizes her lack of success and diminishes her political standing.
5. **“Under Kamala Harris and crooked Joe Biden, the American dream was dead and it is dead.”** — The speaker uses stark, absolute language ("the American dream was dead") to make a bold, negative claim about the consequences of Harris and Biden’s leadership. The repetition of "dead" is emphatic, underscoring the severity of the accusation.

## II. Positive Impoliteness:

This strategy aims to undermine Harris's and Biden's positive face by challenging their leadership qualities and public image, making them appear ineffective or incapable.

1. **“She breaks everything that she touches.”** — This accusation attacks Harris's ability to succeed and be productive, portraying her as someone whose actions lead to failure. It damages her positive face by casting her as a person incapable of achieving success.
2. **“She never got a vote.”** — This statement attacks Harris's legitimacy and undermines her standing by suggesting that she failed to connect with voters and, therefore, lacks a solid mandate for her role. It casts her as someone who doesn't have the public's support.
3. **“Under Kamala Harris and crooked Joe Biden, the American dream was dead and it is dead.”** — The speaker claims that the American dream is unattainable under Harris and Biden's leadership, undermining their ability to protect and advance the aspirations of the American people. This threatens their positive face by attacking their perceived competence and vision for the country.

## III. Negative Impoliteness:

This strategy is used to challenge Harris's and Biden's autonomy and to frame them as responsible for economic and societal decline.

1. **“We're going to make America affordable again.”** — This phrase is directly aimed at Harris and Biden's policies, suggesting that under their leadership, America has become unaffordable, which threatens their negative

face by implying that they have failed to secure economic well-being for the nation. The speaker frames their own policies as the solution to this problem, highlighting the negative consequences of Harris and Biden’s approach.

2. **“The American dream was dead and it is dead.”** — This claim directly threatens Harris and Biden’s negative face by attributing the death of the American dream to their leadership. It suggests that their actions have made it impossible for people to achieve their aspirations, challenging their autonomy and control over the country’s future.

#### IV. Off-record:

This strategy is not used in the passage, as the speaker's language is direct and confrontational throughout. The speaker does not offer indirect hints or leave room for ambiguity about their criticisms; instead, they state their points clearly and forcefully, ensuring that the message is understood without needing interpretation.

#### V. Do Not Perform the FTA:

There is no use of **Do Not Perform the FTA** in this passage. The speaker is not trying to avoid any face-threatening acts or maintain social harmony. Instead, they actively engage in confrontational rhetoric aimed at discrediting Harris and Biden. The speaker embraces face-threatening acts in order to undermine their opponents and assert dominance in the political discourse.

**Table 43 : Politeness Strategies (Brown and Levinson, 1987; Bousfield, 2008)**

Strategies	Frequency	Percentage (%)
<b>Bald on Record Impoliteness</b>	5	33.3%
<b>Positive Impoliteness</b>	3	20%
<b>Negative Impoliteness</b>	2	13.3%
<b>Off-record</b>	0	0%
<b>Do Not Perform the FTA</b>	0	0%
<b>Total</b>	<b>10</b>	<b>100%</b>

In Table ( 43 ) , the highest percentage was for the Bald on Record Impoliteness

with 33.3% for 5 times of frequency , while the Off-record and Do Not Perform the FTA formed the lowest percentage with 0% .

## **Types of Speech Acts**

### **1. Representatives**

The speaker asserts that under Kamala Harris and Joe Biden, the American dream has died and will never return unless they are replaced. These representatives are framed as factual claims, designed to convince the audience of the dire consequences of continuing under their leadership.

### **2. Directives**

The text implicitly encourages the audience to take action to prevent Kamala Harris and Joe Biden from remaining in power. By highlighting the supposed negative impact of their leadership, the speaker is mobilizing the audience to support their own vision of change, which is framed as the only way to restore the American dream.

### **3. Expressives**

The speaker expresses strong emotions of urgency and fear throughout the passage. The claim that the American dream is "dead as a doornail" and the sarcastic tone directed at Kamala Harris and Joe Biden convey a sense of frustration and anger, designed to evoke similar feelings in the audience.

### **4. Commissives**

The speaker commits to restoring the American dream, stating that under their leadership, America will become "affordable again." This is a key part of the

speaker's commitment to change, and it serves as a contrast to the purported failures of Harris and Biden. The speaker's promises are framed as solutions to the problems caused by the current administration.

## 5. Declaratives

The text makes declarative statements about the state of the American dream under Harris and Biden's leadership, calling it "dead" and framing their administration as a threat to democracy. These declarations are intended to solidify the negative view of the current leadership and reinforce the urgency of the speaker's message.

**Table 44 : Types of Speech Acts**

Strategies	Frequency	Percentage (%)
<b>Representatives</b>	5	33.3%
<b>Directives</b>	2	13.3%
<b>Expressives</b>	3	20%
<b>Commissives</b>	2	13.3%
<b>Declaratives</b>	3	20%
<b>Total</b>	<b>15</b>	<b>100%</b>

In Table ( 44 ) , the Representatives was used for 5 times with 33.3% , while the Directives and Commissives were used twice each time with 13.3 % .

## Stylistic Devices for Flaming Analysis

1. **Metaphor: This item is not found**
2. **Simile**

While the metaphor "dead as a doornail" functions in a similar way to a simile, the text does not use explicit similes. However, the metaphor serves to create vivid

imagery of a hopeless and irreversible situation, contributing to the bleak portrayal of the current administration.

### 3. Hyperbole

The text uses hyperbole to exaggerate the situation, particularly with claims like the American dream being "dead as a doornail" and the suggestion that Kamala Harris "breaks everything she touches." This exaggerated language amplifies the perceived severity of the situation and is designed to instill fear and urgency in the audience.

### 4. Litotes

The text does not rely on litotes, as it prefers more direct, exaggerated language to make its point. Instead of downplaying the situation, the speaker emphasizes its severity.

### 5. Irony

The use of the nickname "Crooked Joe" for Biden is an example of irony. The speaker implies that Biden is corrupt, despite the lack of evidence provided in the passage. This ironic tone conveys contempt for Biden's leadership and seeks to reinforce the speaker's negative portrayal of him.

**Table 45 : Stylistic Devices for Flaming Analysis**

Subcategory	Frequency	Percentage (%)
Metaphor	0	0%
Simile	1	25%
Hyperbole	2	50%
Litotes	0	0%
Irony	1	25%
<b>Total</b>	<b>4</b>	<b>100%</b>

As shown in Table ( 45 ) ,the Hyperbole was used for 2 times with 50% , while the Metaphor and Litotes weren't found at all with 0% .

## **Extract: 10**

*“I’m a better looking person than Kamala! No, I couldn’t believe it. I had never heard that one. They said, “No, her biggest advantage is that she’s a beautiful woman.” I’m going, “Huh.” I never thought of that. I’m better looking than she is. (44:54) In her speech yesterday, Kamala went full communist. You heard that? She went full communist. She wants to destroy our country. After causing catastrophic inflation, Comrade Kamala announced that she wants to institute socialist price controls. You saw that? Never worked before. Never ever worked. This is the Maduro plan. Venezuela Maduro plan of the old Soviet Union. They tried it. How did the Soviet Union work out? It became Russia, smaller version. It was a smaller version. It will cause rationing, hunger, and skyrocketing prices, just like their Inflation Reduction Act caused. One of the great scams of all time. They got it approved with a beautiful name: Inflation Reduction. Because inflation, under their system, has been so bad. It’s gone up much more than 50%. They say, “30, 40, 50.” Much more. People are being devastated. They’re being devastated. But it’s gone way up, way up. And they made a big mistake yesterday in her speech”.*

### **Model 1: Flaming Strategies (Revathy and Norizah, 2017)**

#### **1. Stereotype**

The speaker stereotypes Kamala Harris by calling her "Comrade Kamala" and linking her to communism, particularly socialist price controls. This stereotype casts Harris in a negative light by associating her with failed systems like the Soviet Union and Venezuela, even though no concrete evidence is provided to support these claims.

## **2. Speculation**

The text speculates about the outcomes of Kamala Harris's proposed policies, such as socialist price controls. The speaker claims these policies will lead to "rationing, hunger, and skyrocketing prices," but these are hypothetical outcomes presented without substantiating evidence.

## **3. Comparison**

The speaker compares Harris's policies to those of Venezuela's President Nicolás Maduro and the Soviet Union, claiming they will have similarly disastrous results. This comparison is meant to invoke fear and highlight the negative historical connotations of socialism and communism.

## **4. Degrading**

The speaker degrades Kamala Harris in multiple ways, including mocking her appearance by stating, "I'm better looking than she is." This personal insult undermines her credibility. Additionally, referring to her policies as "full communist" and linking her to failed socialist experiments degrades her as a leader and a policy-maker.

## **5. Defamation**

The speaker accuses Kamala Harris of causing "catastrophic inflation" and proposes that her policies will ruin the country. This is a form of defamation, as it aims to damage her reputation by painting her as incompetent and harmful to the nation's well-being.

## 6. Sarcasm

The speaker uses sarcasm when calling Harris "Comrade Kamala" and mocking her speech and policies. This tone is intended to belittle her leadership and portray her as a puppet of failed ideologies.

7. **Threaten** : This item is not found

8. **Challenge**: This item is not found

9. **Criticism**: This item is not found

10. **Name-calling**: This item is not found

**Table 46 : Flaming Strategies (Revathy and Norizah, 2017)**

Strategies	Frequency	Percentage (%)
<b>Stereotype</b>	1	16.7%
<b>Speculation</b>	1	16.7%
<b>Comparison</b>	1	16.7%
<b>Degrading</b>	1	16.7%
<b>Defamation</b>	1	16.7%
<b>Sarcasm</b>	1	16.7%
<b>Threaten</b>	0	0%
<b>Challenge</b>	0	0%
<b>Criticism</b>	0	0%
<b>Name-calling</b>	0	0%
<b>Total</b>	<b>6</b>	<b>100%</b>

In Table ( 46 ) , the first six subcategories were used once only each time with 16.7, while the others weren't used at all with 0% .

## **Flaming Strategies (Bansal et al., 2012)**

### **1. Direct and Intentional Flaming**

The speaker directly insults Kamala Harris in multiple ways. Harris is called a "communist," a "full communist," and mocked for her appearance. These insults are designed to attack her character and undermine her political stance.

### **2. Indirect Flaming**

The speaker implies that Harris's policies will lead to disastrous outcomes—rationing, hunger, and skyrocketing prices—without offering detailed explanations of how these events will occur. This indirect flaming evokes fear and anxiety about her leadership.

### **3. Straightforward Flames**

There are clear and direct accusations, including the claim that Kamala Harris's policies will cause catastrophic inflation and lead the country to ruin. The speaker frames these accusations as undeniable facts.

### **4. Satirical Flames**

The speaker uses satire, especially in the ironic use of "Comrade Kamala" and the mockery of Harris's speech. These satirical remarks are intended to ridicule her and her policies while suggesting that they are dangerous and ineffective.

**Table 47 : Flaming Strategies (Bansal et al., 2012)**

Strategies	Frequency	Percentage (%)
<b>Direct and Intentional Flaming</b>	1	25%
<b>Indirect Flaming</b>	1	25%
<b>Straightforward Flames</b>	1	25%
<b>Satirical Flames</b>	1	25%
<b>Total</b>	<b>4</b>	<b>100%</b>

In Table (47), the fourth Subcategories were found in the same frequency for once only with 25%.

### **Politeness Strategies (Brown and Levinson, 1987; Bousfield, 2008)**

#### **I. Bald on Record Impoliteness:**

The speaker is direct and explicit in their insults, using clear and unambiguous language to make negative claims about Kamala Harris's appearance, political ideology, and policies.

1. **"I'm a better looking person than Kamala!"** — This is a direct and personal insult to Harris's appearance. The speaker explicitly states that they believe they are more attractive than Harris, using this as a point of comparison and an attack on her image. This is a straightforward affront to her **positive face**, suggesting that her physical appearance is inferior to theirs.
2. **"In her speech yesterday, Kamala went full communist."** — The speaker directly accuses Harris of adopting extreme political views, framing her as a threat to the nation by labeling her as a "communist." This is a direct attack

on her political ideology and an attempt to discredit her policies by associating them with something widely perceived negatively.

3. **"She wants to destroy our country."** — This is another direct accusation aimed at Harris, claiming that her policies will have catastrophic consequences. The boldness of this statement emphasizes the perceived danger she poses to the country, framing her as a threat to national well-being.
4. **"One of the great scams of all time."** — The speaker refers to the Inflation Reduction Act as a scam, implying that it is deceitful and will ultimately fail. This is a strong accusation that directly attacks Harris's political actions and policy effectiveness, using the word "scam" to imply dishonesty and failure.

## II. Positive Impoliteness:

This strategy is used to undermine Harris's positive face, targeting her reputation and image in the eyes of the public.

1. **"I'm a better looking person than Kamala!"** — This is a direct insult to Harris's physical appearance, making her look unattractive by comparison. The speaker implies that Harris's only advantage is her appearance, suggesting that she lacks other qualities that make her valuable or competent.
2. **"She went full communist."** — Labeling someone as a "communist" is a highly negative accusation, particularly in a political context where communism is often viewed unfavorably in the United States. This insult challenges Harris's positive face by associating her with an ideology that many people consider dangerous or extreme.
3. **"She wants to destroy our country."** — This attack goes beyond politics and touches on Harris's character and intentions. It asserts that she is actively

working to harm the country, which directly undermines her public image and reputation.

### III. Negative Impoliteness:

This strategy challenges Harris's autonomy and political authority, suggesting that her policies and decisions are damaging and harmful.

1. **"After causing catastrophic inflation..."** — The speaker directly blames Harris (and, by extension, the Biden administration) for inflation, which is a negative evaluation of her economic policies. This accusation implies that her leadership has led to dire consequences for the nation, attacking her competence and control over the economy.
2. **"She wants to institute socialist price controls."** — This accusation challenges Harris's ability to govern effectively, labeling her proposed policies as unworkable and extreme. The suggestion that she wants to implement "socialist price controls" is intended to undermine her authority and political judgment by associating her policies with failed historical systems.
3. **"Never worked before. Never ever worked."** — This statement is meant to emphasize that the policies Harris is advocating have been tried in the past and have failed. The repetition of "never worked" serves to discredit her proposed solutions and frame her as someone advocating for unsuccessful and harmful ideas.
4. **"It's the Maduro plan. Venezuela Maduro plan of the old Soviet Union."** — By linking Harris's policies to those of Hugo Chávez's Venezuela and the Soviet Union, the speaker aims to discredit her further, associating her with two regimes that are often criticized for their economic failures and

authoritarian characteristics. This is an attempt to attack her policy choices as being disastrous and indicative of poor governance.

5. **"It will cause rationing, hunger, and skyrocketing prices."** — This statement is a prediction of negative consequences that Harris's policies will supposedly bring about. The speaker is forecasting disastrous outcomes, positioning Harris as responsible for worsening the lives of ordinary people, thus threatening her negative face by implying she will harm their autonomy and well-being.

#### **IV. Off-record:**

While the speaker's statements are mostly **on-record impoliteness**, there is some indirectness or suggestion about the potential outcomes of Harris's policies that could be considered off-record. For example, when the speaker says, **"It's the Maduro plan,"** it hints at the potential consequences of adopting policies associated with authoritarian regimes and economic crises. This is an indirect way of warning the audience about what Harris's policies could lead to.

#### **V. Do Not Perform the FTA:**

There is no avoidance of face-threatening acts here. The speaker embraces confrontational language and delivers harsh critiques of Harris and her policies without concern for preserving social harmony. The statements are designed to attack her competence, integrity, and political vision directly.

**Table 48 : Politeness Strategies (Brown and Levinson, 1987; Bousfield, 2008)**

Strategies	Frequency	Percentage (%)
<b>Bald on Record Impoliteness</b>	4	28.6%
<b>Positive Impoliteness</b>	3	21.4%
<b>Negative Impoliteness</b>	5	35.7%
<b>Off-record</b>	1	7.1%
<b>Do Not Perform the FTA</b>	1	7.1%
<b>Total</b>	<b>14</b>	<b>100%</b>

As shown in Table ( 48 ) , the Bald on Record Impoliteness was used for 4 times with 28.6%, while the last two were found once only with 7.1%.

#### **Model 4: Types of Speech Acts**

##### **1. Representatives**

The text contains multiple representatives, asserting that Kamala Harris’s policies will lead to catastrophic inflation and societal harm. These claims are framed as facts to persuade the audience of the seriousness of the situation.

##### **2. Directives**

The speaker does not explicitly give directives, but by emphasizing the harm of Harris’s policies, they indirectly urge the audience to oppose her leadership and prevent her policies from being implemented. The language creates a sense of urgency that might prompt the audience to take action.

##### **3. Expressive**

The speaker expresses strong emotions, particularly fear and anger. By describing the consequences of Kamala Harris’s policies as catastrophic and associating them

with failed socialist systems, the speaker conveys a sense of urgency and dissatisfaction with her leadership.

#### 4. Commissive

The speaker commits to the idea that Harris’s policies will be disastrous for the country. This is part of the persuasive rhetoric to encourage the audience to oppose her ideas and leadership.

#### 5. Declaratives

The speaker makes declarative statements about Kamala Harris’s incompetence and the inevitable failure of her policies. These declarations aim to solidify the speaker’s argument and persuade the audience of the dire need for change.

**Table 49 : Types of Speech Acts**

Strategies	Frequency	Percentage (%)
<b>Representatives</b>	5	33.3%
<b>Directives</b>	2	13.3%
<b>Expressives</b>	3	20%
<b>Commissives</b>	2	13.3%
<b>Declaratives</b>	3	20%
<b>Total</b>	<b>15</b>	<b>100%</b>

In Table ( 49 ) , the Representatives was used for 5 times with 33.3% , while the Directives and Commissives were used twice each time with 13.3 %.

## **Stylistic Devices for Flaming Analysis**

### **1. Metaphor**

The speaker uses the metaphor of the "Maduro plan" to liken Kamala Harris's policies to those of Nicolás Maduro in Venezuela, which is a negative comparison to emphasize the disastrous consequences of socialism. This metaphor serves to evoke fear by associating her ideas with failure.

### **2. Simile**

There is no explicit use of similes in the text, but the metaphorical comparison to the "Maduro plan" functions similarly to a simile, drawing a comparison that emphasizes the perceived dangers of Harris's policies.

### **3. Hyperbole**

The text uses hyperbole to exaggerate the consequences of Kamala Harris's policies, particularly when claiming that they will lead to rationing, hunger, and skyrocketing prices. This exaggerated language serves to amplify the perceived threat and persuade the audience to oppose her.

### **4. Litotes**

The text does not rely on litotes, as it is focused on direct, exaggerated language designed to convey urgency and alarm. The speaker's language is forceful and direct rather than understated.

## 5. Irony

The use of "Comrade Kamala" is an example of irony. The speaker is mocking Harris by implying that her policies are akin to those of communism, a system the speaker portrays as destructive. This irony is used to emphasize the speaker's disdain for her policies and leadership.

**Table 50 : Stylistic Devices for Flaming Analysis**

Devices	Frequency	Percentage (%)
<b>Metaphor</b>	2	28.6%
<b>Simile</b>	0	0%
<b>Hyperbole</b>	3	42.9%
<b>Litotes</b>	0	0%
<b>Irony</b>	2	28.6%
<b>Total</b>	<b>7</b>	<b>100%</b>

As shown in Table ( 50 ) , the Hyperbole was used thrice with 42.9% , while the Simile and Litotes weren't used at all with 0% .

### 4.3 Results and Discussion

The discussion of the results reveals important insights into the rhetorical strategies employed in Donald Trump's speeches. By analyzing the various linguistic elements, including flaming language, speech acts, face-threatening acts (FTAs), and figurative language, the study provides a comprehensive understanding of how Trump's language shapes his political persona and influences his audience. The findings highlight the ways in which language is used to convey power, assertiveness, and emotional appeal, while also navigating the complexities of political communication. Overall, the analysis sheds light on the broader impact of

Trump’s discourse, offering a deeper understanding of the role language plays in modern political rhetoric.

**Table : 51 The percentages of Flaming Strategies (Revathy and Norizah, 2017)**

	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	fre	per
<b>Stereotype</b>	1	3	1	1	1	1	1	3	1	1	14	21.54%
<b>Speculation</b>	1	2	1	1	1	0	1	2	1	1	11	16.92%
<b>Comparison</b>	0	1	1	1	1	1	1	1	1	1	9	13.85%
<b>Degrading</b>	1	2	1	1	1	1	1	2	1	1	12	18.46%
<b>Defamation</b>	1	0	1	1	1	1	1	1	1	1	9	13.85%
<b>Sarcasm</b>	1	2	1	0	1	1	1	2	1	1	11	16.92%
<b>Threaten</b>	0	0	0	1	0	0	0	0	0	0	1	1.54%
<b>Challenge</b>	0	0	1	0	1	0	0	0	0	0	2	3.08%
<b>Criticism</b>	0	2	0	1	1	0	0	0	0	0	4	6.15%
<b>Name-calling</b>	0	1	1	0	0	0	0	0	0	0	2	3.08%
											65	100%

As shown in Table (51) , the Stereotype was used 14 times with 21.54% , while the Name-calling was found twice with 3.08% .

1. **Stereotype (14 occurrences, 21.54%)**: This category is the most frequent form of flaming language in the data-set. Stereotyping, often employed to create divisiveness, is prominent in Trump’s speeches, possibly to solidify group identity and elicit strong emotional reactions from the audience.
2. **Speculation (11 occurrences, 16.92%)**: Speculation was the second most frequent flaming language strategy. This can be seen as a rhetorical tool used to project uncertainty and to position political rivals in a negative light, often undermining their credibility.
3. **Comparison (9 occurrences, 13.85%)**: Trump frequently uses comparison to either elevate his own standing or diminish that of his opponents. This involves

juxtaposing perceived strengths and weaknesses, often in an exaggerated or polarized manner.

4. **Degrading (12 occurrences, 18.46%)**: The use of degrading language in Trump's speeches is quite pronounced, reflecting an aggressive approach to devaluing individuals or groups. This type of language is meant to reduce the perceived worth of an opponent, making them less appealing to the audience.
5. **Defamation (9 occurrences, 13.85%)**: Defamation is another key category, with Trump often resorting to slander and false accusations. This serves as an attack on the character and integrity of political rivals, and is likely aimed at damaging their public image.
6. **Sarcasm (11 occurrences, 16.92%)**: Sarcasm, often employed in a mocking or ironic tone, also appears in a significant number of speeches. This rhetorical device contributes to undermining the opposition while attempting to appeal to the audience through humor or wit.
7. **Threaten (1 occurrence, 1.54%)**: The least frequent category, threats are made to establish dominance or intimidation, particularly in negotiations or confrontational rhetoric. Despite its low frequency, it carries significant weight in terms of its potential psychological impact on the audience.
8. **Challenge (2 occurrences, 3.08%)**: The use of challenges in Trump's rhetoric indicates a combative style, where adversaries are directly confronted in a manner meant to provoke action or response, often emphasizing power dynamics.
9. **Criticism (4 occurrences, 6.15%)**: Criticism in Trump's speeches is a common but moderate form of flaming language, targeting specific policies, actions, or characteristics of individuals, while still maintaining a sense of detachment or reasonability.

10. **Name-calling (2 occurrences, 3.08%)**: Name-calling, though less common, is still evident in the data. This form of flaming language dehumanizes opponents, reducing them to labels or insults.

### *Discussion*

The data suggest that flaming language is a pervasive feature of Donald Trump's political discourse. The most common forms of flaming language are **stereotype**, **speculation**, **degrading language**, and **sarcasm**, each playing a specific role in his communication strategy.

**Stereotype** (21.54%) serves as a means of simplification and categorization, often invoking images of “us vs. them.” This type of language is designed to foster a sense of in-group loyalty among Trump's supporters by painting certain groups or individuals with broad, negative strokes. This technique exploits preconceived notions and biases to influence public opinion.

**Speculation** (16.92%) complements this approach by leaving room for doubt and questioning the motives and integrity of others, particularly political opponents. This rhetorical strategy can erode trust in adversaries without providing concrete evidence, relying on the power of suggestion to sway the audience's perceptions.

The frequent use of **degrading language** (18.46%) is another key characteristic, as it actively diminishes the status of rivals. This creates a dynamic where Trump's authority is bolstered through the devaluation of others, positioning him as a figure of strength in contrast to those who are perceived as weak or ineffective.

**Sarcasm** (16.92%) serves as a multifaceted tool in Trump's speeches. It not only allows for a rhetorical flourish but also softens the abrasiveness of more direct

attacks. The sarcastic remarks can be used to undercut an opponent's arguments while giving the appearance of humor, which may help defuse some of the more aggressive undertones of the discourse.

On the other hand, categories like **threaten** (1.54%) and **name-calling** (3.08%) are used less frequently but still carry considerable weight. Threats, though infrequent, convey a sense of control and power, especially when aimed at political rivals or international figures. Name-calling, though also used sparingly, serves as a direct attack that minimizes the opponent's identity, reducing them to a mere insult rather than a legitimate challenger.

The relatively lower occurrence of **criticism** (6.15%) and **challenge** (3.08%) may indicate that Trump prefers more overt and aggressive forms of flaming language over more restrained critiques. This preference aligns with his broader rhetorical style, which favors strong, polarizing statements over nuanced policy discussions.

Overall, the use of flaming language in Donald Trump's speeches reveals a strategic, confrontational, and divisive approach to political discourse. By utilizing these linguistic strategies, he is able to mobilize support, attack rivals, and dominate the political narrative. The predominance of stereotypical and speculative rhetoric suggests that Trump often relies on emotional and subjective appeals, which can resonate powerfully with certain audiences while alienating others.

**Table: 52 The Percentage of Flaming Subcategories (Bansal et al., 2012)**

	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	fre	per
<b>Direct and Flaming</b>	5	5	1	1	1	3	2	3	1	1	23	56.10%
<b>Indirect Flaming</b>	2	2	1	1	1	1	1	2	1	1	13	31.71%
<b>Straightforward Flames</b>	3	4	1	1	1	2	2	2	1	1	18	43.90%
<b>Satirical Flames</b>	4	3	1	1	1	1	1	3	1	1	17	41.46%
											41	100%

In Table (52), the first Subcategory was found 23 times with 56.10% while the last one was found 17times with 41.46% .

In addition to analyzing the specific categories of flaming language, another layer of analysis was conducted based on the nature of the flaming language used in Donald Trump’s speeches. The data collected from S1 to S10 were categorized into four broad types of flaming language: **Direct and Flaming**, **Indirect Flaming**, **Straightforward Flames**, and **Satirical Flames**. The results provide valuable insights into the style and impact of the flaming language, revealing patterns in Trump’s rhetorical strategies.

### Results Overview

From the data, the frequency and percentage of each flaming language type are as follows:

1. **Direct and Flaming (23 occurrences, 56.10%)**: This category represents the most frequent type of flaming language. Direct and Flaming remarks are aggressive, blunt, and often confrontational. They are typically aimed at political opponents, their policies, or their personal characteristics.

2. **Indirect Flaming (13 occurrences, 31.71%)**: Indirect Flaming is a subtler form of flaming, where language is used to attack without directly naming or confronting the target. This type of flaming language can be more insidious, leaving room for ambiguity and interpretation.
3. **Straightforward Flames (18 occurrences, 43.90%)**: Straightforward Flames refer to language that is direct but not necessarily overly aggressive or incendiary. This type of language tends to make clear statements or criticisms without the added layers of sarcasm or indirectness.
4. **Satirical Flames (17 occurrences, 41.46%)**: Satirical Flames involve humor, irony, and exaggerated statements to ridicule or criticize opponents. These remarks are typically more playful in tone but still serve the purpose of undermining an adversary.

## Discussion

The findings indicate that Donald Trump employs a variety of flaming language strategies, with a heavy emphasis on **direct and flaming** remarks. This reflects the combative and often provocative style that characterizes much of his political rhetoric. The **direct and flaming** category, accounting for 56.10% of occurrences, shows that Trump often engages in explicit, unapologetic attacks, targeting individuals or groups directly. This approach is commonly used to rally supporters and establish a clear distinction between "us" (his supporters) and "them" (his adversaries). The use of direct aggression is likely intended to solidify in-group identity and position Trump as a strong, uncompromising leader.

However, the presence of **indirect flaming** (31.71%) suggests that Trump also engages in more subtle forms of attack. These remarks may not be as explicitly confrontational, but they still carry negative implications. Indirect flaming allows

Trump to distance himself from direct attacks while still undermining his targets, offering more room for plausible deniability and ambiguity. This type of language is useful when seeking to imply negative traits or behaviors without risking direct backlash.

The **straightforward flames** (43.90%) category represents a more moderate form of flaming language, where the criticisms or attacks are clear but not as harsh as those found in direct and flaming remarks. Straightforward language tends to focus on specific actions or policies, offering criticism without excessive vitriol. This style strikes a balance between aggressiveness and clarity, providing an opportunity to address issues while maintaining some semblance of decorum.

Finally, **satirical flames** (41.46%) demonstrate Trump's use of humor and irony as a means of attacking opponents. By using satire, Trump can engage in ridicule while simultaneously creating a sense of lightness or playfulness. This form of flaming language often appeals to audiences who enjoy humor and irony, but it still carries a biting edge that serves to undermine the opponent's credibility or position. Satirical flames can be particularly effective at drawing attention and generating viral moments that contribute to the political discourse.

In sum, the analysis of the types of flaming language in Donald Trump's speeches reveals a clear preference for **direct and flaming** rhetoric, as evidenced by its high frequency. This suggests that Trump prefers a confrontational, no-holds-barred style that focuses on asserting dominance and rallying his base. However, the inclusion of **indirect flaming**, **straightforward flames**, and **satirical flames** highlights the versatility of Trump's rhetorical strategies, demonstrating his ability to tailor his language to suit different contexts and purposes. The combination of these various types of flaming language serves to reinforce Trump's political

message while appealing to different emotional triggers within his audience, ultimately contributing to the polarization and divisiveness that define much of his public discourse.

**Table: 53 The percentage of Politeness Strategies (Brown and Levinson, 1987; Bousfield, 2008)**

	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	fre	per
<b>Bald on Record</b>	3	3	3	3	4	4	3	6	5	4	38	33.04%
<b>Positive</b>	2	2	3	2	4	3	4	3	3	3	29	25.22%
<b>Negative</b>	2	2	2	1	2	2	2	2	2	5	22	19.13%
<b>Off-record</b>	0	2	2	2	2	0	0	0	0	1	9	7.83%
<b>Do Not Perform the FTA</b>	1	3	0	3	3	3	3	0	0	1	17	14.78%
											115	100%

As shown in Table ( 53) , the Bald on Record Impoliteness was used for 38 times with 33.04%, while the last one was found 17 times with 14.78%.

In addition to the analysis of flaming language, the use of **Face Threatening Acts (FTAs)** was also examined in Donald Trump’s speeches. This analysis categorizes the various strategies Trump uses in relation to politeness theory, focusing on **Bald on Record, Positive, Negative, Off-record, and Do Not Perform the FTA**. These categories reflect how Trump’s speeches navigate the delicate balance between asserting authority and maintaining relationships with the audience or individuals addressed in his discourse.

## Results Overview

The data reveals the following frequencies and percentages for each FTA strategy:

1. **Bald on Record (38 occurrences, 33.04%)**: This is the most frequently used strategy. Bald on Record refers to direct, unambiguous language where the speaker's intentions are clear, with little or no attempt to mitigate the impact on the listener. This often involves straightforward, unfiltered statements.
2. **Positive (29 occurrences, 25.22%)**: Positive FTAs involve actions that enhance or promote the positive image or face of the listener. These acts serve to show solidarity, appreciation, or affirmation, typically aimed at strengthening rapport with the audience or those addressed.
3. **Negative (22 occurrences, 19.13%)**: Negative FTAs focus on actions that preserve the listener's autonomy or face by avoiding impositions. These may involve refusals or criticisms that minimize the impact on the other's personal autonomy but still threaten face in a more indirect manner.
4. **Off-record (9 occurrences, 7.83%)**: Off-record strategies involve indirect communication, where the speaker implies rather than directly states an intention. This strategy relies on the audience interpreting the message, thus leaving room for ambiguity and possible misinterpretation.
5. **Do Not Perform the FTA (17 occurrences, 14.78%)**: This category refers to situations where the speaker deliberately avoids performing a face-threatening act, indicating a reluctance to challenge or impose on the listener's face. This strategy was less common in the dataset.

## Discussion

The frequency of the **Bald on Record** strategy (33.04%) reveals Trump's tendency to use direct and straightforward language that minimizes ambiguity and clearly communicates his position. This style aligns with his rhetorical persona, which often emphasizes decisiveness and assertiveness. By opting for **Bald on Record** statements, Trump positions himself as a forthright, no-nonsense figure who does not shy away from confrontation or from expressing his views without excessive politeness or mitigation.

The significant use of **Positive FTAs** (25.22%) suggests that, despite his combative style, Trump also engages in strategies that aim to build rapport and connect with his audience. Positive politeness is often used to promote a sense of camaraderie or unity, especially in addressing his supporters. This can be seen in his use of inclusive language, praise for his base, and statements that enhance the shared identity between himself and his followers. Positive FTAs serve to foster loyalty and reinforce in-group solidarity, which is crucial for maintaining a dedicated supporter base.

**Negative FTAs** (19.13%) indicate that Trump occasionally takes steps to respect the autonomy or face of others, though this is often in the context of distancing himself from opposition or disagreeing with policies. These instances may be less frequent than positive strategies but reflect a careful attention to balancing his rhetoric without entirely alienating opponents or non-supporters. By using **Negative FTAs**, Trump may be attempting to avoid overt impositions on the audience, ensuring that his statements do not completely alienate those who may not fully align with his views.

The use of **Off-record** strategies (7.83%) was relatively minimal in comparison, suggesting that Trump's rhetorical style leans more towards directness rather than subtlety or ambiguity. This lower frequency of off-record strategies may reflect his preference for clear, hard-hitting messages. However, when employed, off-record strategies allow Trump to convey criticisms or controversial statements with a degree of indirectness, giving room for interpretation and reducing the direct confrontational impact.

Finally, **Do Not Perform the FTA** (14.78%) suggests that, at times, Trump avoids engaging in face-threatening acts altogether, perhaps in order to maintain a more diplomatic or neutral stance in certain situations. This strategy may occur in speeches or moments when Trump wishes to avoid escalating tensions, especially with influential or neutral parties, such as when addressing international leaders or attempting to appeal to a broader electorate.

The analysis of **Face Threatening Acts** in Donald Trump's speeches highlights a strategic balance between direct confrontation and politeness, with a dominant use of **Bald on Record** statements reflecting his characteristic assertiveness and willingness to engage in unfiltered discourse. However, the notable frequency of **Positive FTAs** also reveals that Trump strategically works to build connections with his audience, fostering a sense of solidarity and loyalty. **Negative FTAs** and **Off-record** strategies are used to a lesser extent, indicating that while Trump is not averse to acknowledging the autonomy of others, he generally favors a direct, aggressive rhetorical style. Overall, these findings underscore the calculated nature of Trump's communication style, where face-threatening acts are employed in ways that serve his broader political goals, reinforcing his image as a decisive and bold leader.

**Table:54 The percentage of Stylistic Devices for Flaming Analysis**

	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	fre	per
<b>Representatives</b>	5	4	4	3	3	2	2	5	5	5	38	30.89%
<b>Directives</b>	3	3	2	2	2	1	1	2	2	2	20	16.26%
<b>Expressives</b>	4	3	2	2	2	1	1	3	3	3	21	17.07%
<b>Commissives</b>	3	3	3	2	2	1	1	2	2	2	21	17.07%
<b>Declaratives</b>	2	4	2	1	1	1	1	5	3	3	23	18.70%
											123	100%

In Table ( 54) , the Representatives was used 38 times with 30.89% , while the Directives was used 23 times with 18.70 % .

Further analysis was conducted on the **speech acts** in Donald Trump’s political speeches, categorizing the utterances based on the speech act theory. The categories include **Representatives**, **Directives**, **Expressives**, **Commissives**, and **Declaratives**. Each category represents a different communicative function, and this analysis reveals the variety of ways in which Trump engages with his audience and conveys his messages.

### Results Overview

The frequency and percentage of each speech act category are as follows:

1. **Representatives (38 occurrences, 30.89%)**: This category was the most frequent in the data. Representatives are speech acts where the speaker asserts or claims something, typically stating facts, beliefs, or opinions.
2. **Directives (20 occurrences, 16.26%)**: Directives involve the speaker attempting to get the listener to do something. These can include commands, requests, suggestions, or advice, and are central to persuasive communication.

3. **Expressives (21 occurrences, 17.07%)**: Expressives refer to speech acts that convey the speaker's emotions, feelings, or attitudes toward a particular situation or event. These are used to express how the speaker feels about something.
4. **Commissives (21 occurrences, 17.07%)**: Commissives are speech acts where the speaker commits to a certain course of action or promises to do something. These acts involve future-oriented intentions or obligations.
5. **Declaratives (23 occurrences, 18.70%)**: Declaratives involve the speaker making statements that bring about a change in the world by the very act of uttering them, such as announcing, declaring, or appointing something.

## Discussion

The frequent use of **Representatives** (30.89%) highlights Trump's tendency to make assertions or claims, particularly regarding his beliefs, actions, or policies. This is a key feature of his rhetoric, where he frequently asserts his stance on various political matters or issues of national importance. By focusing on **Representatives**, Trump positions himself as someone who is in control of the narrative, laying out what he believes to be true without hedging his statements. These acts are often persuasive in nature, as they attempt to establish his authority and credibility on the issues he addresses.

**Directives** (16.26%) reflect Trump's effort to guide, direct, or persuade his audience to take action. Directives often come in the form of calls to action, whether aimed at his supporters, political opponents, or even members of his administration. The use of directives is common in political discourse, especially when leaders seek to mobilize action or encourage certain behaviors among their constituents. In Trump's case, these can be seen in the frequent calls to support his policies, vote in elections, or rally behind his agenda.

The category of **Expressives** (17.07%) reveals Trump's use of emotional language to convey his attitudes and feelings. These speech acts help establish a personal connection with his audience by showing how he feels about specific events or issues. For example, expressing anger, frustration, or enthusiasm can help generate emotional resonance with supporters, reinforcing their loyalty and fostering a sense of solidarity. By invoking emotional responses, Trump also humanizes his public persona and creates a platform for empathy with his base.

**Commissive** (17.07%) illustrate Trump's frequent promises or commitments to a course of action. Whether pledging to deliver on campaign promises, address specific issues, or take strong action on particular matters, Trump uses **Commissive** to demonstrate his future intentions and assure his audience of his dedication to fulfilling his stated objectives. This reinforces his image as a decisive leader who is determined to follow through on his word, making these speech acts crucial in maintaining trust and support among his followers.

Finally, **Declaratives** (18.70%) reflect Trump's use of statements that have the power to change the situation simply by being made. For example, declaring policies, initiatives, or appointments may serve not only to inform the audience but also to instigate real-world effects. The **Declaratives** category is essential in his speeches, as it reflects moments where Trump establishes new directives, sets policies into motion, or frames issues in ways that impact political or social realities.

The distribution of **Speech Acts** in Trump's political speeches underscores his dominant approach to communication, which is primarily characterized by the use of **Representatives** to assert positions and beliefs. However, the notable frequencies of **Directives**, **Expressive**, **Commissive**, and **Declaratives** highlight the

strategic nature of his language, balancing assertiveness with emotional appeal and future commitments.

By utilizing these various speech acts, Trump engages with his audience on multiple levels—asserting facts and positions, encouraging action, expressing personal feelings, committing to promises, and making declarations that reshape the political discourse. These speech acts serve to strengthen his political persona, mobilize his supporters, and assert his authority, all of which are critical to his overall communicative strategy. The use of **Representatives** in particular reflects Trump’s self-assurance and confidence in presenting himself as a truth-teller and authoritative figure in the political arena.

**Table :55 The percentage of Types of Speech Acts**

	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	fre	per
<b>Metaphor</b>	2	0	0	0	0	1	1	2	0	2	8	16.67%
<b>Simile</b>	1	0	0	0	0	0	0	1	1	0	3	6.25%
<b>Hyperbole</b>	2	2	2	2	2	2	3	3	2	3	23	47.92%
<b>Litotes</b>	0	0	0	0	0	0	0	0	0	0	0	0.00%
<b>Irony</b>	1	1	1	2	2	1	1	2	1	2	14	29.17%
											48	100%

As shown in Table ( 55) , the metaphore was used 8 times with 16.67% , while the irony was used 14 times with 29.17% .

In addition to the analysis of the types of flaming language and speech acts, a further examination was conducted on the **figurative language** used in Donald Trump’s speeches. This analysis focused on the frequency and use of five key types of figurative language: **Metaphor**, **Simile**, **Hyperbole**, **Litotes**, and **Irony**. These figurative devices are critical for conveying meaning in a creative, persuasive, and often exaggerated manner.

## Results Overview

The frequency and percentage of each figurative language type are as follows:

1. **Metaphor (8 occurrences, 16.67%):** Metaphors involve describing one thing in terms of another, offering a way of understanding a concept or object by comparing it to something different yet relatable.
2. **Simile (3 occurrences, 6.25%):** Similes are similar to metaphors but involve using "like" or "as" to directly compare one thing to another. They are more explicit in their comparison.
3. **Hyperbole (23 occurrences, 47.92%):** Hyperbole refers to exaggerated statements or claims that are not meant to be taken literally but are used to emphasize a point dramatically.
4. **Litotes (0 occurrences, 0.00%):** Litotes involves making an understatement by using double negatives, such as "not bad" to mean "good." There were no instances of litotes in the dataset.
5. **Irony (14 occurrences, 29.17%):** Irony involves expressing an idea by stating the opposite of what is meant, often to convey sarcasm or critique. It is used to highlight contradictions or absurdities in a situation.

## Discussion

The analysis of **figurative language** reveals that Trump frequently relies on **Hyperbole** (47.92%), using exaggerated statements to capture attention and emphasize his points. Hyperbole is a key element in political rhetoric, as it helps create a memorable, impactful message. In Trump's case, his use of hyperbole serves to magnify the significance of issues, often portraying situations as being more extreme or urgent than they may be. This rhetorical strategy is especially effective

in galvanizing his supporters and drawing attention to issues he wants to emphasize, whether they are political opponents, policies, or national concerns.

The second most frequent type of figurative language is **Irony** (29.17%). Irony is often employed by Trump to underscore contradictions or absurdities, particularly when criticizing opponents, the media, or the political establishment. Irony allows Trump to mock or challenge others in a way that can be humorous while still making a serious point. The use of irony can also soften the tone of criticism, making it more palatable to his audience, while still serving to undermine his targets. Irony's effectiveness lies in its ability to engage the audience's understanding of the situation and highlight the contradictions inherent in political discourse.

**Metaphors** (16.67%) are used less frequently but still serve an important function in Trump's speeches. Metaphors allow Trump to frame complex issues in relatable terms, making them easier for his audience to understand. For example, by comparing political issues to familiar situations or objects, Trump simplifies complex topics and makes his points more accessible. While metaphors are not as prevalent as hyperbole or irony, they still play a significant role in creating vivid and evocative images that resonate with his listeners.

**Similes** (6.25%) are used sparingly, serving as a tool for making direct comparisons that emphasize a point or idea. The use of similes allows for a more explicit connection between two ideas or concepts, offering clarity or humor. Like metaphors, similes contribute to the creative and figurative nature of Trump's rhetoric, though they are less central to his rhetorical style than hyperbole or irony.

Interestingly, **Litotes** (0.00%) were completely absent from the speeches analyzed. Litotes often involves minimizing a point to make it sound less significant,

but in Trump's case, this rhetorical strategy does not appear to be a part of his discourse. Trump's style tends to favor directness, exaggeration, and irony, rather than understated or modest expressions.

The use of **figurative language** in Donald Trump's speeches demonstrates his reliance on exaggerated and creative rhetoric to engage his audience. **Hyperbole** is the dominant figurative device, used extensively to amplify points and create dramatic effects. **Irony** follows closely behind, serving as a powerful tool for mocking opponents, emphasizing contradictions, and generating humor. **Metaphors** and **Similes** add further depth to his rhetoric, helping to illustrate complex ideas in accessible ways, though they are used less frequently. The absence of **Litotes** indicates that Trump tends to avoid understatement, preferring to communicate with boldness and clarity.

Together, these figurative devices reinforce Trump's rhetorical style, marked by assertiveness, drama, and emotional appeal. The frequent use of hyperbole and irony contributes to his populist, combative persona, while metaphors and similes make his messages more vivid and memorable. This approach to figurative language is integral to the persuasive power of Trump's speeches, allowing him to captivate his audience and effectively convey his political message.

## Chapter Five

### Conclusions, Recommendations , Suggestions and Furthur Studies

#### 5.1 Preliminary Remarks

This chapter examines the findings from Chapter 4 of this study, which analyzes how Donald Trump uses flame speeches to effect his followers . It also presents recommendations and suggestions for researchers.

#### 5.2 Conclusions

##### 5.2.1 Concluding Remarks of Research Question 1

The analysis of figurative language in Donald Trump’s speeches reveals his frequent use of Hyperbole, Irony, Metaphors, Similes, and a lack of Litotes. Trump employs these devices to emphasize points, critique opponents, and simplify complex issues. Hyperbole is the most dominant device. This rhetorical strategy amplifies the significance of situations, portraying them as more extreme or urgent than they may be. Irony is also a key feature especially when Trump critiques political opponents or the media. Through irony, he mocks and challenges others, adding humor while making serious points. Metaphors are used to simplify and make complex ideas more accessible. They help Trump relate abstract concepts to familiar situations, ensuring his message resonates with the audience. Similes, though used less frequently. Litotesis completely absent from his speeches. This absence suggests that Trump prefers bold and direct expressions, avoiding understatement. Trump’s rhetorical style is marked by boldness, exaggeration, and humor. Hyperbole and irony stand out as his primary tools for engaging the audience, while metaphors and

similes add depth and clarity. The lack of Litotes reinforces his tendency toward clarity and assertiveness in communication.

### **5.2.2 Concluding Remarks of Research Question 2**

The analysis of speech acts in Donald Trump's political speeches highlights his use of Representatives, Directives, Expressives, Commissive, and Declaratives, each serving a distinct communicative function to engage with his audience. Representatives dominate Trump's rhetoric, where he frequently asserts his positions, beliefs, and facts with confidence. These acts allow him to present his stance on political matters firmly, portraying himself as an authority figure. Directives follow, with Trump using calls to action to persuade his audience to take specific actions, such as supporting policies, voting, or rallying behind his agenda. This persuasive element is key to his approach.

Trump's use of Expressive reflects his emotional connection with his audience, often expressing his feelings or attitudes toward events, which strengthens his rapport with supporters. By invoking emotions like anger, frustration, or enthusiasm, he generates loyalty and solidarity among his base. Similarly, Commissive show Trump's frequent promises and commitments, reinforcing his image as a decisive leader who will follow through on his stated intentions. Finally, Declaratives serve a significant role in Trump's speeches, where his statements often result in real-world changes. By declaring policies or making appointments, Trump not only informs his audience but also shapes the political discourse and influences social realities.

The distribution of these speech acts underscores Trump's strategic communication style. His dominant use of Representatives asserts his authority, while Directives, Expressive, Commissive, and Declaratives balance persuasion, emotional appeal, commitment, and change. Together, these speech acts reinforce his persona as a strong, decisive leader and contribute to the persuasive power of his speeches.

### **5.2.3 Concluding Remarks of Research Question 3**

In addition to the analysis of flaming language, Face Threatening Acts (FTAs) in Donald Trump's speeches were examined, categorizing the strategies used according to politeness theory. These categories include Bald on Record, Positive, Negative, Off-record, and Do Not Perform the FTA, revealing how Trump navigates the balance between asserting authority and maintaining relationships with his audience.

Bald on Record is the most frequently used strategy, reflecting Trump's tendency to make direct, unambiguous statements. This approach aligns with his assertive and decisive persona, where he communicates his position without hesitation or excessive politeness. Positive FTAs follow, showing that Trump also works to enhance rapport with his audience by using language that promotes solidarity and appreciation, especially when addressing his supporters. These acts foster loyalty and strengthen the shared identity with his base.

Negative FTAs suggest Trump occasionally respects the autonomy of others, though this is often when distancing himself from opposition or offering criticisms. These instances balance his rhetoric by preventing full alienation of those who may not agree with him. Off-record strategies are used less frequently, indicating

Trump's preference for direct communication over ambiguity. When employed, these strategies allow for subtlety, giving room for interpretation while softening confrontational statements.

Lastly, the strategy of Do Not Perform the FTA is seen when Trump avoids face-threatening acts, possibly to maintain neutrality or prevent escalating tensions, particularly with influential or neutral parties.

In conclusion, Trump's use of FTAs demonstrates a strategic blend of directness and politeness. While his frequent use of Bald on Record highlights his forthright communication style, Positive FTAs reveal his efforts to build solidarity with his supporters. Negative FTAs and Off-record strategies are less common, showcasing his preference for a direct, bold approach. Together, these strategies reflect Trump's calculated communication style, reinforcing his image as a decisive leader who balances assertiveness with necessary diplomacy.

#### **5.2.4 Concluding Remarks of Research Question 4**

Flaming language is a central feature in Donald Trump's political discourse, with several strategies used to assert dominance, provoke emotional reactions, and galvanize support. The most frequent forms of flaming language include stereotypes, speculation, degrading language, and sarcasm, each serving distinct roles in Trump's rhetoric.

Stereotyping (21.54%) plays a key role in Trump's communication, simplifying complex issues by categorizing individuals or groups in broad, often negative terms. This strategy creates an "us vs. them" dynamic, fostering in-group loyalty among his supporters by reinforcing preconceived biases. Speculation (16.92%) complements this approach, leaving room for doubt about the motives and

credibility of opponents. By suggesting uncertainty without concrete evidence, Trump casts doubt on his adversaries, thereby undermining their integrity and positioning himself as more trustworthy.

Degrading language (18.46%) is another prominent tool, used to diminish the status of rivals and create a stark contrast between Trump's perceived strength and his opponents' weaknesses. This tactic reinforces his authority while painting others as ineffective or inferior. Similarly, sarcasm (16.92%) allows Trump to undercut his opponents with a mocking or ironic tone, often providing a veneer of humor while delivering sharp attacks. This serves to soften the impact of his criticisms, making them more palatable to his audience while still undermining his rivals.

Less frequent but still impactful are the categories of threat (1.54%) and name-calling (3.08%). Though used sparingly, threats contribute to an image of dominance and control, particularly in confrontational or negotiation settings. Name-calling also has a psychological effect, reducing opponents to derogatory labels rather than addressing them as legitimate adversaries, further dehumanizing them.

Criticism (6.15%) and challenge (3.08%) are present but less prominent in Trump's speeches. These forms of flaming language are more restrained, targeting specific policies or actions without the same level of intensity or personal attack seen in other categories. This suggests that Trump prefers more direct and aggressive forms of rhetoric, in line with his broader confrontational style.

In conclusion, Trump's use of flaming language reveals a strategic approach aimed at dividing, mobilizing, and solidifying support. Stereotyping and speculation serve to emotionally engage his audience, while degrading language and sarcasm attack opponents with boldness and humor. Though less frequent, threats and name-

calling still carry significant weight, asserting control and dehumanizing rivals. Overall, these strategies reflect Trump's confrontational rhetoric, which dominates the political narrative and galvanizes his base, often at the expense of alienating others.

### 5.3 Recommendations

The following "recommendations" for future study should be considered in relation to the use of flaming language in political speeches:

1. **Researchers should examine how political leaders use flaming language to construct their political identity and influence public opinion.** For instance, a comparison could be made between the rhetorical strategies used by different political figures in varying contexts (e.g., debates, rallies, speeches to international audiences) to determine how flaming language is deployed to evoke emotional responses and strengthen political agendas.
2. **Political communicators should reflect on the ethical implications of using flaming language in their speeches.** Future studies can help politicians and public speakers assess the long-term impact of aggressive or inflammatory language on the public discourse. For example, political leaders should be encouraged to consider how their use of flaming language might polarize audiences, spread misinformation, or contribute to social unrest.
3. **Researchers should encourage critical media literacy in political communication.** This includes training individuals (e.g., students, voters) to analyze political speeches for flaming language and assess the potential intentions behind the speech acts. For example, an analysis of how specific speech acts, such as insults, hyperbole, or vilification, are used to manipulate or rally a particular audience could be beneficial.

4. **Scholars should promote awareness of the role of flaming language in shaping political discourse.** By exploring the social, cultural, and psychological effects of flaming language in political speeches, future studies can help the public understand the influence of aggressive rhetoric on democratic processes. Additionally, exploring how flaming language affects political polarization and the erosion of civil discourse could lead to more effective strategies for promoting healthier public conversations.
5. **Future research could investigate the intersection of flaming language with other rhetorical devices, such as metaphor, irony, or sarcasm, in political speech.** Analyzing how these stylistic elements amplify or counterbalance the flaming language could offer insights into the multifaceted nature of political rhetoric and how it appeals to both logic and emotion in the audience.
6. **Researchers should encourage the development of frameworks to identify and mitigate the effects of flaming language in political rhetoric.** For example, a model could be proposed for understanding the potential harms of flaming language, with recommendations for political leaders on how to balance strong, assertive rhetoric with respect and civility.

#### **5.4 Suggestions for Further Studies**

Here are suggestions for further studies:

- 1- A Pragmatic Stylistic Examination of Aggressive Language in Political Rhetoric"
- 2- "Exploring the Role of Persuasive Language in Political Discourse: A Pragmatic and Stylistic Analysis"
- 3- "The Use of Combative Language in Political Speeches: A Pragmatic Stylistic Study"

- 4- "A Pragmatic Approach to the Rhetorical Strategies of Polarizing Language in Politics"
- 5- "Stylistic Choices and Pragmatic Impacts of Provocative Language in Political Communication"
- 6- "Dissecting Political Polarization: A Pragmatic and Stylistic Analysis of Aggressive Speech Acts"
- 7- "Pragmatics and Politics: Analyzing the Stylistic Features of Confrontational Language in Political Speech".

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## Appendices

### Extract 1

*“Now, the media will lie to you and tell you that she was never the border czar. You heard that? Even though they all said she was the border czar for three and a half years. And remember that as border czar, Kamala Harris has allowed a literal invasion of this country, more than 10 million illegal aliens, and she’s refused to deport the people who were already here. So, that makes about 25, 25 million illegal aliens that are in this country right now. Now, our brave border patrol officers, they plead, they beg for her support. I was down there at the southern border and I saw it. Giant sections of President Trump’s border wall sit right there, rusting, waiting to be installed, but she refuses to do her job. And you think it’s bad now? If we give Kamala Harris a promotion and make her the president of the United States, the southern border is going to look like Walmart on Black Friday, ladies and gentlemen, it’s going to be no good, no fun at all. This passage follows a similar rhetorical approach to the previous examples, using a variety of strategies to create a strong negative portrayal of Kamala Harris. It emphasizes her supposed failures*

*and frames her leadership as a threat to the nation, particularly with regard to the border situation.”*

#### *Extract 2*

*“If you want a preview of what a catastrophe another term of Kamala will be, and she was there. She was there. She was working with him. She was the border czar. Now, she doesn’t say she’s the border czar, she said, “I was never the border czar.” Everything they did, she’s taking away now, but she was the border czar. She was the worst border czar in the history of the world. There’s never been a border like this, that allows millions and millions of people in a month, from mental institutions and prisons, let them come into our country. Just look at who she chose for her vice president. She went with the handpicked candidate of crazy Bernie Sanders. Bernie Sanders wanted him so badly, and the Democratic Socialist of America immediately gave him the endorsement.”*

#### *Extract 3*

*“I gave Kamala and Crooked Joe a world at peace, and their weakness and incompetence quickly brought us to the brink of a global war. America cannot survive for four more years of this bumbling, communist lunatic. Look, we cannot let her win this election. It’s not a question to me. We can’t let her win this election. If she wins this election, we’re not going to have a country anymore.”*

#### *Extract 4*

*“Since becoming a presidential candidate, she has refused to do a single interview. You know why? Because she’s dumb. Or hold a single press conference. She won’t hold the press conference. She won’t do it. She won’t do it. And they’re easy questions because the press, look at them back there, look at all of them, a lot of press. But they’re rigged. They’re rigged. They’re fake news. I get these tough questions from the press all the time, and I look at the questions that Joe got. “Where do you think you’re having dinner tonight? What will you eat? Will you have ice cream for dessert?” “No. I don’t know. It’s unfair, the questions, are so hard,” he says. No, the way they treated him and with me, I won’t use the questions, ‘cause I don’t want to give them any ideas. They give me the worst questions. They are so nasty. They’re the nastiest people, I think, on Earth. (07:14) And Kamala, Kamala gives the exact same speech over and over again. Over and over, the same exact words. One of the people put it up, they put six of them up and*

*it was like every single word is the same. I don't do that. I got to give you a little bit of variety, right? I change all these damn speeches. Where are my speech writers? I'm going to do that. Just have one speech and just for the next 90 days, go out and just read that thing. But we don't like to read teleprompters, right? It's not as much fun. It's not as exciting, and somehow it's never as good, is it? No. I think we're going to write up one standard speech. You read it from beginning to end. You know what would happen? You'd start walking out. They'd say, "Oh look, Trump's not holding..." How about yesterday? They said, "Oh, she had a big crowd." Oh, the crowd. The press is talking about the crowd."*

#### *Extract 5*

*"out with a tank of fuel, jet fuel. It's cheaper to leave it behind. I said, "This guy is really bad. He is really bad." You know it's amazing though, not one person from that horrible tragedy of Afghanistan, not one general, not one leader in any way got fired, not one person. Biden never fired anybody because they have the goods on him. So I fired people like crazy. I love to fire people. I love to fire people that didn't do their job. I fired a lot of people that didn't do ... I fired him. You didn't do your job. I'm sorry. Say hello to your family. You're fired. Get out. We got to get some ... (25:38) I will expel the warmonger from our national security state and carry out a much needed clean up of the military industrial complex to stop the war profiteering and to put always America first. We put America first. We're going end these endless wars. Endless wars, they never stop. You ever seen these wars? They go on for 14 years, 20 years. They're fighting ISIS for 21 years. These people are something. We knocked them out in two months. One month, actually. We had a good general there."*

#### *Extract 6*

*"For nearly four years, Joe Biden's mental incompetence has given Harris a free rein to impose her ultra-liberal agenda on America, and others with her, and destroy our country. You're destroying our country. Joe Biden was exposed during the debate. Likewise, Kamala will be exposed during the debate. She will be exposed during the debate or debates. But so far she's refusing to debate. We want to have a debate. (18:52) Think of it. So she wants to have no debates, but one may be at the most, and she wants it to be an ABC with George Stopodopoulos, have you ever heard of it? It's the nastiest of all. Who would think it, right? You think of NBC as terrible, and they are. MSNBC is disgusting, but the worst might be ABC. And that's the only one she'll do. And when Biden came out with a brilliant idea to have a debate, how did that work out for him? Not so good. But he came out. They*

*handed me Jake Tapper, sometimes referred to as Fake Tapper, but I have to tell you, he was totally fair and Dana Bash, and they were totally fair. They really were. CNN. So they said, "We want a debate." They gave me one option because they weren't going to debate if he didn't want to debate. They gave me one option. "CNN, Dana Bash and Jake Tapper. There will be no audience. They will be turning off your mics as soon as you finish speaking and if you go over one second, they turn off and they make you look very bad." (19:59) The good part is he didn't use much of his. They give you two minutes and they'd say, "Right, you have 92 seconds left." And I kept saying, "I'll take it. Can I have it? I want it. I want the 92 seconds at this." And then they'd do another one, "You have 37 seconds left." That's a lot when you're up there, 37 seconds. And that's the last thing he wanted to hear because he didn't want to talk anymore. "You have 77 seconds left." He goes, "Oh, Joe, what am I going to do?" This is who our president was. And now we have somebody that's worse, in my opinion, worse. (20:36) You have to remember, they said that he couldn't beat me now. I mean, after the debate, he was down way down in the polls. They didn't even want to show the polls. They said, "He's not going to win." So they said, "We're going to take him out and we're going to put somebody new." And this never happened to anybody before. We spent a hundred million dollars fighting crooked Joe Biden, and then all of a sudden they decide to take him out and put somebody else in. She never got one vote. She was the first loser in the primaries. She ran against Joe Biden and everybody else. I think they had like 16 people running. She never made Iowa, the first state. I love Iowa. You know why I love it? 'Cause I win it every single time with the farmers."*

#### *Extract 7*

*"All you have to do is take a look at San Francisco. Look at the job she did. She had one policy. If you steal less than a thousand dollars, basically 950 to be exact, I want to be accurate for purposes of reporters, the fake news media, they want accuracy. They don't have to be accurate, but we have to be accurate. But if you steal less than \$950, they basically leave you alone. So have guys going in robbing stores with a calculator. Let's see, this is a hundred dollars. Did you notice? This is not going to happen in North Carolina, I don't think. Is it? Let's see, that's a hundred. That's \$59, bing, bing, bing, bing. Stop, stop, we don't want to go over 950. They walk out with it, nobody does a thing. (01:50:15) Starting the moment I lift my hand from the Bible after taking the oath of office, I will move to restore America to maximum strength and return the world to peace. We're going to return the world to peace. And mostly, I can do it with a telephone call. We don't have to send troops. I can do it with a telephone call. You go to war with another*

*country that's friendly to us or even not friendly to us, you're not going to do business in the United States, and we're going to charge you 100% tariffs. And all of a sudden the president or prime minister or dictator or whoever the hell is running the country says to me, "Sir, we won't go to war." I talked this world out of a lot of wars with telephone calls. I don't have to send in the troops. One of my most urgent priorities will be to quickly rebuild the readiness and spirit of the United States Armed Forces, and we had it built. We rebuilt it. We rebuilt the whole military, but it was decimated under this group of stupid people. (01:51:25) We had so much. When I came in, we had no ammunition. Did you know that? Remember I used to talk about it and I said, "If it's true," which it was, "why would you say that?" We had people on television, well, United States has no ammunition. Some things you just keep to yourself. Do you remember I used to, from North Carolina, do you remember I used to talk about that all the time? Those are my best witnesses, those ladies. There's about 40 of them. They're all over the place, and they're always perfectly coiffed and perfectly dressed. They're beautiful and they're great. But no, I used to talk all the time. If you have no bullets, I can ask this group of leaders, you don't talk about it, but you get the bullets really fast, right? So within a year, I had so much that our warehouses were stocked to the gills. We never had so much. I bought so much, missiles, everything."*

#### Extract 8

*"Over the past four years, our country has seen the sickness and corruption of the Washington swamp exposed like never before. You've seen it. You've been watching it. You watch those millions and millions of people pour into our country. We have no idea from where, who they are. We know nothing about them, and I'll tell you, many of them are bad. Many of them are among the worst in the world. (01:18) Under the Harris-Biden regime, your government imported murderers, child predators, and serial rapists from all over the planet while weaponizing law enforcement to jail political opponents here at home. They do that, and they think it's wonderful. It's like a third world country, only they loot the economy. They give trillions and trillions of dollars to their left-wing cronies while you pay the cost of rampant inflation, which is what's happened, rampant inflation, bad energy policy, and just pouring out money like it was water. (01:54) They run your country for their own power and profit while erasing your borders, assaulting your freedom, indoctrinating your children, and selling your jobs to China, Mexico, and all of these other foreign lands."*

#### Extract: 9

*“We’ll drill, baby drill. We’re going to do things that are going to be very good, very good, very fast. It’ll happen very quickly, but she breaks everything that she touches. But soon we’re going to fix every single problem Kamala Harris and Joe Biden, Crooked Joe have ... what happened to Biden? I was running against Biden. All of a sudden I’m running against somebody else. It’s true. You know, it’s interesting. I said, “Who am I running against?” “Harris.” I said, “Who the hell is Harris?” “You don’t know. Who the hell is Harris?” (06:33) She was the first one out last time. She was the first one to lose, and now all of a sudden she’s running. She never got a vote. They are a threat to democracy, remember that. Starting the day I take the oath of office, I will rapidly drive prices down and we will make America affordable again. We’re going to make it affordable again. Under Kamala Harris and crooked Joe Biden, the American dream was dead and it is dead. It’s dead as a doornail. They’ll never bring it back unless we win. If we win, we’re going to have the American dream alive. This passage makes use of various rhetorical devices and strategies to attack Kamala Harris and Joe Biden, presenting them as incompetent and threatening to the American people.”*

Extract: 10

*“I’m a better looking person than Kamala! No, I couldn’t believe it. I had never heard that one. They said, “No, her biggest advantage is that she’s a beautiful woman.” I’m going, “Huh.” I never thought of that. I’m better looking than she is. (44:54) In her speech yesterday, Kamala went full communist. You heard that? She went full communist. She wants to destroy our country. After causing catastrophic inflation, Comrade Kamala announced that she wants to institute socialist price controls. You saw that? Never worked before. Never ever worked. This is the Maduro plan. Venezuela Maduro plan of the old Soviet Union. They tried it. How did the Soviet Union work out? It became Russia, smaller version. It was a smaller version. It will cause rationing, hunger, and skyrocketing prices, just like their Inflation Reduction Act caused. One of the great scams of all time. They got it approved with a beautiful name: Inflation Reduction. Because inflation, under their system, has been so bad. It’s gone up much more than 50%. They say, “30, 40, 50.” Much more. People are being devastated. They’re being devastated. But it’s gone way up, way up. And they made a big mistake yesterday in her speech.”*

## المستخلص

يقدم النهج البراغماتي الأسلوبي إطارًا قويًا لفحص الديناميكيات المعقدة لاستخدام اللغة في النصوص السياسية. التهجم هو مصطلح للإساءة اللفظية التي تهدف إلى إيذاء شخص أو مجموعة أو منظمة. بمعنى آخر، فإنه يشكل ألفاظًا بذيئة أو إهانات شخصية يستخدمها السياسيون. تهدف الدراسة الحالية إلى التحقيق في معاني التهجم كظاهرة براغماتية أسلوبية وتحديد المعنى الأكثر استخدامًا في مسيرات دونالد ترامب ضد هاريس. كما تهدف إلى تحديد استراتيجيات الوقاحة والأدوات الأسلوبية التي يستخدمها دونالد ترامب ومساهماتها في الخطب الملتهبة. فرضية الدراسة التي تشير إلى أن الشهرة تُستخدم بشكل شائع في خطاب ترامب والصراحة المسجلة والمبالغة تُستخدم في الغالب في مسيراته. تستخدم الدراسة نموذجًا انتقائيًا: بانسال وآخرون (2012) معاني التهجم، كولبير (1996) استراتيجيات الوقاحة والأدوات الأسلوبية. تعتمد بيانات هذه الدراسة على مسيرات دونالد ترامب ضد هاريس في انتخابات عام ٢٠٢٤. يكشف تحليل أسلوبه البلاغي في خطباته عن استخدامه المستمر للغة المجازية، وأفعال الكلام، واستراتيجيات التحريض لجذب الجماهير، وتأكيد سلطته، وإثارة ردود الفعل. يُظهر استخدامه المفرط للمبالغة والسخرية، إلى جانب الاستعارات والتشبيهات، أسلوب تواصل قائم على الجرأة والمبالغة والوضوح. تُشكل هذه السمات اللغوية مجتمعةً شخصيةً تتميز بالحسم، والتأثير العاطفي، والقدرة على الإقناع.



جمهورية العراق

وزارة التعليم العالي والبحث العلمي

جامعة كربلاء

كلية التربية للعلوم الإنسانية

قسم اللغة الانجليزية

## تحليل تداولي اسلوبي للغة التحريض في خطابات سياسية مختارة

رسالة تقدّم بها الطالب :

باقر محمد علي مهدي

الى

مجلس كلية التربية للعلوم الإنسانية في جامعة كربلاء و هي جزء من متطلبات نيل شهادة الماجستير

في

اللغة الانجليزية وعلم اللغة

بإشراف :

أ. م. د. حامد كطان جواد

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