| **RESEARCH ARTICLE**

Rhetoric-Linguistic Analysis of Argumentation in Political Discourse

Haneen Kamil Shakeer

Department of English, College of education for Human sciences, University of Babylon, Iraq

Corresponding Author: Asst.Lect. Haneen Kamil Shakeer, **E-mail**: bsc.haneen.kamel@uobabylon.edu.iq

| **ABSTRACT**

This paper delves into the fascinating world of argumentation in language, aiming to provide an in-depth analysis of argumentation strategies utilized in political speeches, to uncover the techniques employed by public figures to persuade, influence, and shape public opinion. This research examines the linguistic and rhetorical devices prominent in political discourse. By dissecting speeches from political contexts, the study reveals how politicians construct and present their arguments to advance their agendas. Through the exploration of persuasive language and emotional appeal, this paper offers insights into the art of rhetoric in the realm of politics. The findings highlight the intricate interplay between language, power, and public discourse, ultimately contributing to a nuanced understanding of the role argumentation plays in shaping political landscapes. The study aims at analyzing how the Toulmin model is used in conjunction with emotional appeal in political speeches, specifying the effect of the social relationships between the speaker and the audience on the way arguments are constructed and presented, and identifying the effects of the goals of the speech on the way arguments are constructed and presented. The data of the study includes YouTube videos of politicians` speeches. The study uses a combination of qualitative and quantitative methods to identify and analyze the method of arguing that is used, the strategies used to persuade the audience, and the rhetoric used to influence their effectiveness. The findings of the study show that the effectiveness of this arguing act is influenced by a number of factors, including the credibility of the speaker, the strength of the argument, and the social relations and common ground between the participants. The study also finds that emotional appeal is used to sway public opinion and advance political agendas.

| **KEYWORDS**

Argumentation, Toulmin model, Emotional Appealing.

| **ARTICLE INFORMATION**

1. Introduction

Argumentation is the use of language, society, and reason to persuade a logical opponent of the validity of a viewpoint by presenting a series of claims that either support or contradict the viewpoint's claim (Van Ermeren et al., 1996). In any discussion, the participants are trying to persuade each other to agree with their points of view. They do this by presenting evidence and arguments that support their position.

The more evidence and arguments they can provide, the more likely they are to be successful. If the participants are cooperative, this means that they are willing to listen to each other's arguments and consider the other person's point of view. They are also willing to change their own minds if they are presented with convincing evidence. This study sheds light on the strategic use of language by political leaders to formulate arguments, collect proof, and negotiate the tricky terrain of current political discussions. It aims to reveal the fundamental linguistic mechanisms that underlie persuasive discourse by a rigorous analysis of speeches made by a well-known individual.

This study also emphasizes the critical value of this multidisciplinary approach, where linguistics and rhetoric combine to unravel the complex structure of political persuasion. It is crucial to recognize the power of words and analyze their effects methodically as we navigate the always-changing field of political communication.

2. The Concept of Argument

Argument is a social intellectual verbal action used to justify or refute an opinion, consisting of a series of statements with a justifying or refuting function and aimed at securing the agreement of a judge judged reasonable (Eemeren & Grootendorst, 1982).

An argument is a connected set of words, statements, or propositions (referred to as "premises") that are intended to provide some form of explanation for another sentence, statement, or proposition (referred to as the "conclusion") (Armstrong & Foflin, 2015). It is a social process consisting of two or more people reacting to and supporting one another's claims. Argument is more than just restating the same assertions and justifications; it is also about supporting, altering, or defending positions. It emerges as a result of the contributions of dialogue participants (Web1).

Leech (1983) Considers argument to be a language function in which the speaker utilizes language to offer and evaluate arguments and explanations. Changing someone's mind is a difficult task. According to Searle (1969) and Austin (1976), argument is an illocutionary speaking act. Argumentation, according to Eemeren and Grootenderst (1982), is a complicated type of speech act that differs from Searle's categorization of prototypical speech acts in three crucial ways:

a. Unlike claiming and requesting, argumentation utterances can consist of at least two sentences that can stand alone as a complicated argumentation, such as:

1. She should avoid taking driving lessons. She panics easily, and panicked people should not be allowed to drive.

b. Unlike Searle's prototype speech act, argumentation utterances always have a dual illocutionary force: when considered individually, they are assertive, but when combined, they create an argument.

c. In contrast to the majority of Searle's examples of speech acts. A speech act can only be regarded as argumentation if it is linked to another speech act that expresses a certain viewpoint. Hence, the argumentative utterances would be a defense to that viewpoint.

Argumentation seeks to persuade an audience, so people argue in order to obtain support for their positions. Add to that, the world is full of unclear circumstances that the argument strives to clarify. Note that even if the audience is only one person, argumentation is a listener and audience-oriented activity. Finally, whether to urge action or garner support, one seeks to persuade the audience to act on the given claim, and there are contested issues in an argument. Persuasion is a major goal of argument as a technique of influence others. What is more interesting is that where there is agreement, there is no need for debate (Web 1).

2.1. Toulmin Model

A modern rhetorician, Stephen Toulmin (1984), established a model for understanding the type of argument you read and heard every day, in newspapers and on television, at work, in classrooms, and in conversation. Toulmin's methodology focuses on finding the fundamental components of an argument. According to Toulmin (1984), Arguments serve a variety of purposes. Frequently, one person uses an argument to persuade another person about something that he was fully convinced of beforehand. As we put it, in these circumstances, the first person makes a claim, which he then utilizes the argument to justify or establish. On other occasions, people begin with questions to which they have no obvious answers and then employ arguments to arrive at answers.

Toulmin states that arguing (or reasoning) is "a way of hitting on new ideas-for that, we have to use our imaginations-than it is a way of testing and sifting ideas critically". It is a collective and ongoing human transaction in which we communicate ideas or claims to specific groups of individuals in certain settings or contexts and supply the necessary kinds of "reasons" in support of those ideas or claims.

Thus, reasoning entails dealing with assertions while keeping in mind their contexts, opposing claims, and the persons who hold them. It calls for a critical review of these ideas using shared standards; a willingness to amend claims in response to criticism; and ongoing critical analysis of both the claims that have been provisionally accepted and any new ones that may be put forward later.

A "reasoned" judgment is thus one that can be defended with proper and appropriate reasoning. In addition, reasons and arguments that appear to be perfectly acceptable and proper to one group may be successfully contested when debated in another. Consider what happens to one group's cultural truisms when they are challenged by outsiders. When our ideas are open to examination and criticism, reasoning comes into play as a means of offering support for them (Toulmin, 1984).

2.2. The Components of Argument

 Toulmin defines the three main components of any argument as the claim, the ground (also known as reasons or evidence), and the warrant. However, he noticed that good, realistic, and explicit arguments typically would consist of four parts (Toulmin, 1984):

1. Claim: A claim is a statements put up openly for popular acceptance. It implies that there are underlying "reasons" that could prove the claim to be "well founded" and hence entitled to publically acceptance. When we begin an argument, there is always some "destination" that we may arrive at as a discovery, or which we may be invited to arrive at by someone else as an assertion; and the first step in analyzing and criticizing the argument is to understand the precise character of that destination (ibid.).

2. Ground: Grounds are Specific facts regarding a situation specified in statements. These facts are already regarded as genuine, and can thus be used to clarify and back up the prior assertion, or, in the best case, to establish its veracity. In turn, accuracy or soundness (ibid.). After we have clarified the claim, we must analyze what kind of underlying foundation is required for a claim of this type to be regarded as solid and reliable. Depending on the type of claim under consideration, these grounds could include experimental findings, common knowledge, statistical data, personal testimony, previously established claims, or other analogous "factual data." In any instance, the claim under consideration can only be as powerful as the premises that support it (ibid.).

3. Warrant: Warrants are warrants, or statements demonstrating the connection between the facts we agree on and the claim or conclusion now being offered (ibid.). However, knowing on what grounds a claim is established is simply the first step in determining its solidity and credibility. Next, we must determine whether these grounds truly provide actual support for this particular claim and are not simply irrelevant material unrelated to the claim in question, aimed to "pull the wool over our eyes." (ibid.).

Once again, the type of replies we can expect to these additional inquiries will be determined by the type of claim under consideration. The resulting warrants take the shape of natural laws, legal principles and statutes, guidelines, engineering formulas, and so on. However, if the step from grounds to claim is to be trustworthy, some proper warrant will be required. Keep in mind that the warrant serves as the link between the data and the claim. If the warrant is invalid, the argument falls apart (ibid.).

4. Backing: The warrants relied on to enable arguments in various disciplines of reasoning demand correspondingly varied types of support: legal statutes must be properly legislated; scientific laws must be thoroughly scrutinized; and so on. Aside from the specific facts that serve as grounds in any given argument, we must determine the general body of knowledge, or backing that is implied by the warrant used in the argument (ibid.).

2.3. Pathos, Logos, Ethos

Pathos, logos, and ethos are methods used by writers and speakers to present arguments to the audience. These forms of persuasion originated with Aristotle and can be generally defined as follows: (Lutzke & Henggeler, 2009)

Logos makes use of logic. The text of the argument and the quality of the writer's argumentation are both examples of logos.

Ethos appeals to the writer's personality. Another way to think of ethos is as the author's function in the argument, as well as how convincing it is.

In addition to beliefs and values, pathos appeals to emotions and the sympathetic imagination. The role of the audience in the argument is another way to conceptualize pathos.

Having established a comprehensive groundwork through the integration of the argumentation theory of Toulmin model, which effectively encompasses the aspects akin to ethos and logos, this paper, will deliberately pivot its focus toward the exclusive exploration of pathos. By immersing in the realm of emotional resonance and empathetic engagement, this approach aims to delve deeply into the affective dimensions, fostering a profound connection with the reader through the lens of emotive discourse (ibid.).

2.4. Emotional Appeal (EA)

To persuade an audience to agree with the speaker's position, an emotional appeal (shortened as EA) is utilized. Pathos is a literary device that appeals to the audience's emotions (Web2). It evokes feelings that already exist in the audience by appealing to their emotions and aspirations (Walker, 2014). A persuasive argument is gained through manipulating emotions rather than using sound reasoning. A logical error known as emotional appeal occurs when a debater tries to win an argument by provoking the audience and opponent's emotions. In debate, emotional appeals are frequently powerful as a rhetorical tool, but they are typically viewed as naive or dishonest as a logical argument since they frequently play on the listeners' preconceptions rather than providing a serious analysis of a problem (Web2).

Numerous strategies can be used to successfully appeal to emotions: a) by a storytelling device or metaphor, which is a typical hook, b) by a general passion in the delivery, c) by an overall emotion, d) and by the audience's assessment of the speech's or writing's sympathies (ibid.).

The audience is the only group that can truly determine the pathos of a speech or piece of literature. A persuasive argument is gained by manipulating the emotions of the audience member being appealed to rather than by using sound reasoning. An EA bases an argument's position on emotions rather than on factual information that logically supports the main ideas the presenter is endorsing. Argumentative language is employed in an emotional appeal to develop the basis for using arguments based on emotions rather than facts. As a result, it cannot be demonstrated that the premises supporting such an argument are true (Web3).

Understanding your audience and what might elicit the strongest feelings from them is necessary for creating an emotional appeal. Using phrases with a lot of pathos attached to them is a powerful approach to evoke EA. Pathos has its hand in politics as well, primarily in speech and how to persuade the audience. Mshvenieradze states "Pathos is directly linked with an audience. Audience is a collective subject of speakers on which an orator tries to impact by their own argumentation (Brecher, 2017).

3. The Data
The data of this paper includes two YouTube videos taken from Trump`s Campaign speeches in which he argues to convince his voters that his rival is not a good choice and that he is the one saver their country needs. The study is analysed using Toulmin`s model of argument and emotional appeal.

4. Data Analysis
Video (1): Trump gives a speech in his campaign for the Presidential post 2016
Claim (1): "Our movement is about replacing a failed and corrupt political establishment with a new government controlled by you, the American people."

Trump sets the first claim by mentioning the goal of his campaign. At the same time he reminds the audience that the former administration is a failed one controlled not by the people but by a corrupt system. He is attacking the former government and indicating its frailer.

EA: Trump uses emotional appeal to persuade the audience and have their full interest in what he is saying by including himself with the people using (we) to evoke a sense of commonality.

Ground: "The Washington establishment... for the global special interests."

Trump goes on backing his claim by presenting facts about the corruption in the Washington establishment. He mentions a number of financial information to show the voters that the current establishment works for their special interests to enlarge its wealth by supporting investing in millions of dollars to win the election.

EA: no emotional appealing is used.

Warrant: "They partner with these people that don't have your good in mind. Trumps supports his ground by simplifying his point, adding additional information."

EA: Trump gets his voters` emotional support by implying that he is on their side and knows exactly how bad the establishment is.

Backing: no backing is used.

EA: no emotional appealing is used.

Claim2: "Our campaign represents a true existential threat like they haven't seen before."

Trump gives the general idea of his argument. His statement is meant to comfort the voters and challenge the rivals. His statement claims that his campaign marks a profound danger to the establishment. He emphasizes the significance of the campaign that it is a transformative one. His claim indicates the urgency and gravity of the situation.

EA: Trump conveys fear and alarm to the political establishment by using the phrase "existential threat" to describe his campaign. Also surprise and uncertainty is found in Trump`s claim by using "like they haven't seen before".

Ground: "The political establishment... China and other countries all around the world."

Trump presents a detailed evidence to his claim. Starts by mentioning that the establishment is in fact trying to stop the change and he held it responsible for failing in managing the country`s affairs. He uses factual facts to support his claim. In his ground, he focuses more on the bad actions of the establishment giving relevant information to support his claim.

EA: Trump uses emotional appeal to catalyze his voters` anger of the establishment-failed administration.

Warrant: "This election will determine whether we are a free nation or whether we have only the illusion of democracy but are in fact controlled by a small handful of global special interests rigging the system in."

Trump provides more evidence to his claim and ground by giving hope to the voters. There is hope to change, and it lies in the election and in the voters` hands to elect the right candidate, himself. He give the voters the choice to determine their fate. Either to stay on with the same establishment or to choose change instead.

EA: Trump attract his voters` interest by including himself with the people, motivating people by implying that the responsibility for change now is at their hands. Implying that he, as the people, desires positive change and unlike his rivals, he has the good of the nation in his interest.

Backing: No backing needed to be used.

Claim 3: "The Clinton machine is at the center of this power stuff we've seen."

To dramatize the matter, Trump uses the phrase "The Clinton machine" indicating that she is not alone but has an army of supports with her.

Warrant: "This firsthand in the Wiki Leaks documents in which Hillary Clinton meets in secret with international banks to plot the destruction of us sovereignty in order to enrich these global financial powers, her special interest friends and her donors."

Trump supports his claim by presenting factual facts against Clinton. These facts are also obvious to the voters, however, his intention is to emphasize them and use them as a reminder that Clinton uses her authority not to serve the people but to benefit her donors and herself.

Backing: "Honestly, she should be locked up."

Additional support is given to emphasize the cruelty of Clinton`s actions, which was mentioned earlier, that she should be sent to prison not to rule a country.

EA: No emotional appealing is used in claim 3.

Claim 4: "the most powerful weapon deployed by the Clintons is the corporate media, the press."

Trump makes a serious allegation claiming that Clinton is using the press to her own benefit. He uses the word "weapon" to emphasize that Clinton is not using the press for a good reason but to destroy her rivals.

Ground: "Let us be clear on one thing, the corporate media in our country is no longer involved in journalism. Their political special interest is no different than any lobbyist or other financial entity with a total political agenda and the agenda is not for you, it's for themselves."

Trump goes on explaining that the press is no longer working for the sake of the truth, and it has a political agenda that works not for the good of the public but for its personal political benefits. This implicate that the press is more likely to change and shape the facts in a way that serves itself and achieve its goals without caring about the consequences and the effects of the fake facts on the public.

Warrant: "Anyone who challenges their control is deemed a sexist, a racist, a xenophobe. They will lie and then again, they will do worse than that. They will do whatever is necessary."

Clinton is using the press to attack her rivals and protect herself. So that means she is willing to destroy others` reputation and question their motives and opinions. Even if that means defaming others publically.

Backing: "The Clintons are criminals. Remember that."

Trump ends by a very powerful sentence that stays in his voters` minds to remind them of the truth of his rivals.

EA: No emotional appealing is used in claim 4.

Video (2): Trump`s inauguration speech after winning the elections

Claim1: "For too long a small group in our nation's capital has reaped the rewards of government while the people have borne the cost."

Trump`s claim is meant to attack the former establishments, claiming that they stole the peoples` rights and deprived the people of living in dignity and feeling affiliation to their homeland. He asserts the fundamental imbalance of benefits and burden with the government system. He attempts to challenge the government`s policy and decision making.

EA: Trump targets peoples` sense of being treated with injustice by their political elite, their government, in their homeland.

Ground: "Washington flourished but the people did not share in its wealth…struggling families all across our land."

Trump provides support to his claim by explaining the ways the political elite exploits its authority selfishly on the account of its people. It focuses on explaining the socio-economic inequality and the disconnect between the political elite and the citizens. Trump grounds his argument in observable disparities and injustices within the society to set the stage for his proposed solutions addressing these issues.

EA: An emotional appeal is used by exploiting the inclusive pronouns, "you, your, our" to evoke the sentiment of empathy, disillusionment, and discontent among the people. It sheds the light on the contrast between the success of the political elite and the struggle of the citizens, relying on the emotional response generated by this disparity.

Warrant: "all changes starting right here… the United States of America, is your country."

In his phrase "That all changes starting right here and right now" works as a bridge to explain the reason the present moment signifies a turning point and why the people should believe in it. he indicate that the desired change starts at a defining moment, and this is the moment described earlier. This encouraged the people believe in the promise of change. It also signifies a collective opportunity for action, unity, and a true transformation.

EA: it is primarily achieved through triggering empowerment using the phrases "your moment, belongs to you, your day", which evoke hope, enthusiasm, and determination. In addition, there is a sense of patriotism and national pride achieved using the phrases "the United states of America" as "your country" to encourage the people to connect emotionally to their country.

Claim 2: "At the center of this movement is a crucial conviction that a nation exists to serve its citizens."

Trump asserts that the primary goal of his movement is to fulfill the needs and interests of its citizens. His statement suggests that the movement places a great importance on the welfare of the public as its central principle, centering its goals and actions. This also implies a commitment to the policies that priorities the rights and benefits of the people.

EA: No emotional appeal.

Ground: "Americans want great schools for their children… so much unrealized potential."

The ground mentions factual needs of the American citizens. It contains conditions for the fulfillment of the main claim. This includes providing educational aspirations which conveys the peoples` desire for a higher quality educational system to ensure a prosperous future. Trump emphasizes on a fundamental expectation of security and protection within the society. He criticizes the current state of the educational system which drains money with no outcome of any useful knowledge to the young people.

EA: Trump uses descriptive language in phrases like "Mothers and children trapped in poverty" and he used vivid and emotive language "the crime and the gangs and the drugs that have stolen too many lives" to paint a bleak and distressing picture to gain sympathy and concern. He also uses positive aspiration such as "great schools for their children" and "safe neighborhood for their families" which emotionally connect with people since these are common needs shared with that many people.

Warrant: "This American carnage stops right here and stops right now. We are one nation and their pain is our pain, their dreams are our dreams, and their success will be our success. We share one hear, one home, and one glorious destiny."

The statement that supports the warrant is filled with a patriotic and unifying spirit that appeals to the common identity and shared destiny of the people of America. The declaration emphasizes a commitment to stop the alleged "American carnage," stressing an urgent end to societal unrest or suffering. The inclusive pronoun "we" is crucial because it represents the harmonious union of the American people into a single entity and implies an understanding of a shared responsibility for one another's wellbeing. The warrant also fosters the idea that all citizens share in the suffering, hopes, and accomplishments of every person living in the country, creating an empathic bond between them.

EA: The given statement largely uses emotional appeal, especially when using pathos, to get its point across. It seeks to evoke powerful emotions and establish an emotionally meaningful connection with the audience. Trump uses empathy by implying such as "their pain is our pain" and "their dreams are our dreams.", these appeals to the audience's ability to empathize with the challenges and goals of others by evoking a sense of shared emotions and experiences. "One glorious destiny" is an emotionally charged statement that evokes thoughts of optimism, aspiration, and a better future. "American carnage" generates a sense of urgency and crisis, appealing to the audience's feelings of worry and a need for solutions. Trump`s pledge to end this devastation "right here and right now" demonstrates a dedication to taking care of these psychological issues.

Backing: "The oath of office I take today is an oath of allegiance to all Americans."

Trump backs up his words of commitment to his duty as a president of the United States. He signifies his dedication to serving the entire American population, disregarding their political affiliations, backgrounds, or beliefs.

EA: emotional appeal lies in the sense of unity and patriotism. By uttering "all Americans", Trump evokes solidarity and shared commitment to the nation. He emphasizes emotions of pride, hope, and the feeling of being part of the whole.

Claim 3: "for many decades, we have enriched foreign industry at the expense of American industry."

This claim asserts a long-standing economic trend that implies the United States has given foreign industries' growth and success a higher priority than that of its local rivals. It suggests that American economic policies, trade agreements, or business practices have allegedly favored foreign companies, which has had a detrimental effect on the competitiveness and vibrancy of American industry. This assertion probably includes worries about trade imbalances, foreign investment, and outsourcing. The assertion calls for a careful analysis of economic policies and their effects within a larger academic discussion of global trade and economic growth.

EA: This claim has an emotional pull since it implies a long-standing failure to support or preserve American industry, which may resonate with people who are passionate about economic nationalism or safeguarding home jobs and firms.

Ground: "Subsidize the armies of other countries...has dissipated over the horizon."

This ground argues that over time, while supporting other militaries financially through aid and subsidies, the United States has ignored its own military capabilities. It draws attention to a perceived imbalance whereby the United States has prioritized defending the borders of other nations over defending its own national security interests, whether through alliances or international aid. The data also shows that the United States has made substantial financial commitments in overseas endeavors, such as military campaigns or international aid programs, at the price of its domestic infrastructure. It asserts that the allocation of resources has led to a decline of America's infrastructure, which is portrayed as falling into disrepair and decay. The argument further argues that these deeds have diminished the riches, power, and confidence of the United States in favor of the enrichment of other nations. It implies that as a result, American wealth and sway overseas have considerably declined.

EA: The argument presented stirs feelings of melancholy, annoyance, worry, and resentment by emphasizing the alleged underfunding of the American military, the deterioration of infrastructure, and the enrichment of other nations at the expense of the United States.

Warrant: "One by one, the factory shuttered and left our shores with not even a thought about the millions and millions of American workers that were left behind."

The claim is supported by the warrant of the reality that American employees suffered grave consequences, including the loss of their jobs and means of subsistence, because of the closing of companies and their move to foreign countries. It implies a causal link between the closing of factories and the hardship of American workers, indicating that these layoffs were bad for employment.

EA: By depicting the factory closures as a heartless betrayal of American workers, the statement arouses feelings of sympathy and concern for individuals who are left jobless and in need.

Backing: "The wealth of our middle class has been ripped from their homes and then redistributed all across the world."

This statement serves as an assertion that the American middle class's money has been removed from their homes and scattered internationally. Despite the lack of any particular proof, it implies that there has been a process of wealth redistribution away from the middle class, maybe implicating economic policies or globalization.

EA: By portraying the middle class as the victims of wealth loss, the statement appeals to the emotions by arousing pity and worry for their financial security.

5. Results and Discussion
Below are the results drawn from the analysis:

Claim		Ground		Warrant		Backing		Emotional Appeal	
Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
7	28%	7	28%	7	28%	4	16%	15	60%

 As shown in the result table above, claims, grounds, and warrants all have the same percentage as they appear equally in the analysis with a percentage of (28%). They are found in all statements, which illustrates how crucial they are to the argument's coherence and persuasiveness. The speaker thus gives them top priority in order to develop them and make sure his argument is clear and well-supported. However, backing appears less than others, with a percentage of (16%) as some of the warrants do not need explicit proof since the audience understands them as common knowledge. Emotional appeal have the highest percentage (60%) as the speaker uses them for a number of strategic and persuasive reasons, including engaging the audience on a personal level using empathy, anger, fear, and excitement. It can also reinforce persuasiveness of the argument by playing a significant role in decision-making especially when combined with logical reasoning, (Toulmin model elements) which also helped him to align with the audience's beliefs and values.

8. Conclusions

In light of the previous analysis conducted on Trump`s speeches using the Toulmin model, the following conclusions can be drawn:

 When analyzing Trump's speeches, it becomes clear that he carefully used the Toulmin model`s elements (claim, ground, warrant, and backing) to create compelling arguments and engage his audience. Through this study, we have seen a recurring pattern of confidently stated claims that are frequently backed up by evidence that supports his point of view.

Trump places a lot of emphasis on building emotional ties with his audience in his speeches. He aims to make his audience feel connected to the community and have a shared identity by appealing to their hopes, concerns, and ideals.

 Trump frequently resorted to appealing to the values, feelings, and concerns of his audience while using warrants, which link the information to the assertions. He was able to build a captivating story that connected with his audience due to this tactical alignment. The audience's values, beliefs, and attitudes can be tapped into by using emotional appeals. Trump made his case stronger by tying his argument to the audience's values or making an appeal to their firmly held beliefs. This strategy increases the argument's resonance with the audience while also making it more relevant.

Trump's use of the Toulmin model helped him develop his own communication style and was crucial in helping him establish a connection with his supporters. Although his strategy has drawn both praise and criticism, this analysis highlights how powerful his argumentation strategies are when used in the context of modern political debate. Understanding these tactics not only reveals Trump's mastery of speech but also offers insightful knowledge about the larger mechanics of persuasion in political discourse.

ORCID iD: (0009-0000-0543-6928)

References

[1] Brecher, N. D. (2017). Persuasive presentations: Leading people to rally to your call takes preparation. Journal of Property Management, 82(3), 37.

[2] Eemeren, F.H. Van and Grootendorst, R. (1982). The Speech Acts of Arguing and Convincing in Externalized Discourse. Journal of Pragmatics.

[3] Lutzke, J. and Henggeler, M. F. (2009). The Rhetorical Triangle: Understanding and Using Logos, Ethos, and Pathos. School of Liberal Arts. Indiana University.

[4] Armstrong, W. S and Foglin,R. (2015). Understanding Arguments: An introduction to informal logic. 9th ed., Cengage Learning: USA.

[5] Austin, J. L. (1976). How to Do Things with Words. Oxford University Press.

[6] Eemeren, F.H. van. R. Grootendorst, A.F.Snoeck Henkemans, J.A. Blair, R.H. Johnson, E.C.W. Krabbe, C.Plantin, D.N. Walton, C.A. Willard, J. Woods, and D. Zarefsky (1996). Fundamentals of Argumentation Theory. Mahwah, NJ: Lawrence Erlbaum.

[7] Leech, G.N. (1983). Principles of Pragmatics. London: Longman.

[8] Searle, J.R. (1969). Speech Acts: An essay in the philosophy of language. Cambridge University Press: Cambridge.

[9] Toulmin, S. (2003). The Uses of Argument. Cambridge University Press: Cambridge, UK.

[10] Toulmin, S., Rieke, R., & Janik, A. (1984). An Introduction to Reasoning. 2nd ed., Macmillan Publishing Company: New York.

[11] Toulmin, S.E. (1958). The Uses of Argument. Cambridge University Press: Cambridge.

[12] Walker, Robyn. (2010). Strategic Management Communication for Leaders. Cengage Learning. ISBN 978-0-538-45134-5.

[13] Arguments: the basis. Department of Communication. University of Pittsburgh. (https://www.comm.pitt.edu/argument-basics)

[14] Course sidekick (https://bit.ly/3PHIIGW)

[15] Ethos, Pathos, Logos: 3 Pillars of Public Speaking and Persuasion (https://shorturl.at/biHJP)

[16] Video (1): https://www.youtube.com/watch?v=ZwQCBnhah0w

[17] Video (2): https://www.youtube.com/watch?v=ZwQCBnhah0w