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**AN INVESTIGATION OF RHETORICAL
DEVICES IN DONALD TRUMP'S SPEECHES**

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CHAPTER 1. INTRODUCTION

1.1. RATIONALE OF THE STUDY

In politics, speech has been being used as an important and strong way to influence and persuade others. Moreover, the effectiveness of a speech depends on many different factors, including the mood of the crowd, the ability of the orator, the topic of the speech and the using of words- the using of rhetorical devices. The goal of any speech is how to persuade the audience support the speaker – the speaker wants to bring the audience around to your perspective, whether that means convincing them to vote for you. So, the frequent and wide use of rhetorical devices is an important characteristic of political speeches which is an effective way to make these speeches more attractive and more persuasive.

A rhetorical device is an example of the figurative use of words, which produces a particularly rhetorical effect when people use the language creatively in a specified context, so all politicians use rhetorical devices in political speeches. In the realm of discourse analysis, the typical linguistic features of political speeches have so far been the focus of attention of many linguists and researchers. However, there are not many studies of the language used in political speeches because the majority of people who listen to political speeches pay more attention to the content of what is being said rather than how it is being said. Thus, the audience, though being affected by the style of the speaker's speech in general, may have little interest in the stylistic analysis of what is being said in

particular. Accordingly, they though are able to evaluate a speaker's delivery style and mannerisms in general, may pay rare attention to the colorful meaning that the rhetorical devices can bring in the speech. And the billionaire businessman – Donald Trump - ran as a Republican and scored an upset victory over his Democratic opponent, Hillary Clinton. He is the first US president never to have held elected office or served in the military, meaning that he had already made history before he was sworn in as America's 45th president on 20 January 2017.. In order to create favorable conditions for those who want to understand more about political speeches and to identify some of the common characteristics of Trump's speeches, I decided to carry out a detailed analysis of these features: *An investigation of rhetorical devices in Donald Trump's speeches.*

1.2. AIMS AND OBJECTIVES

1.2.1. Aims of the study

This study aims at investigating Rhetorical Devices applied and their respective functions in political speeches by Donald Trump. As for each category, there will be one or more specific figures of speech to be discussed. Its purpose is to provide learners of English with practical information and to raise their awareness of Rhetorical Devices in political speeches in English.

1.2.2. Objectives

To achieve the aims of the study, the following objectives are intended to:

- Investigate the prominent rhetorical devices, and the frequencies of occurrence of rhetorical devices applied and their respective functions in political speeches by America's 45th President.

- Highlight the significant contribution of rhetorical devices applied and their respective functions.

- Make some recommendations to help teachers and learners of English improve their speeches.

1.3. SCOPE OF THE STUDY

As stated in the title of the study, the scope of study is limited to the analysis of some rhetorical devices that was used frequently by Donald Trump in his speeches and their respective functions. It is sure that this study focuses on the findings of rhetorical devices namely Epizeuxis, Alliteration, Diacope, Anaphora, Epistrophe, Antithesis, Parallelism, Antanagoge, Metaphor, Hyperbole, Asyndeton and Polysyndeton in political speeches by Donald Trump, and their respective functions of occurrence of the rhetorical devices in these speeches. Within the scope of this thesis, the study cannot cover all of them but pay attention on their respective functions. Moreover, because of the limitation of time and our own ability, the data for analysis are 3 speeches of Donald Trump.

1.4. RESEARCH QUESTIONS

The following questions are posed, based on the aims and objectives mentioned above, to guide the research process:

- How are the major rhetorical devices applied and their respective functions in Donald Trump's speeches?

- Which rhetorical devices are most frequently and distinctively used in Trump's political speeches?

- How does the use of rhetorical devices contribute the success of the political speeches?

1.5. DEFINITIONS OF THE TERM

1.6. SIGNIFICANCE OF THE STUDY

The findings of this study will firstly contribute to the benefit of English learners in the teaching and learning of English Stylistics in general and of stylistic devices in Trump's speeches in particular. Furthermore, the research will help Vietnamese learners aware and achieve the beauty of using language in political speeches. Moreover, it will not only help them get special styles but also provide them with some necessary strategies and techniques in the creative design or in the use of words in writing speeches.

1.7. ORGANIZATION OF THE STUDY

CHAPTER 2. LITERATURE REVIEW

2.1. PREVIOUS RESEARCHES RELATED TO THE STUDY

Up to now, there have been a lot of studies on the rhetorical devices in political speeches. In 1985, Lecocq made an investigation of several speeches by Roosevelt, Nixon and Reagan with regard to the function of metaphor in political discourse.

Ingela (2005) studied to find out different semantic devices used by George W. Bush, such as metaphors and anaphors, as well as religious and historical symbols in his speeches. The researcher gave a conclusion that the President debatably used devices and symbol that follow the line of the traditional American political rhetoric.

In 2016, Fengjie, Jia and Yingying investigated into some commonly used rhetorical devices in Obama's speeches from the perspective of lexical devices, phonological devices and syntactical devices in order to explore the functions of applying these three categories of rhetorical devices. Seven rhetorical devices are to be discussed with regard to their applications and effects in Obama's speeches. They are alliteration, simile, metaphor, metonymy, synecdoche, antithesis and parallelism.

However, there are not many studies on rhetorical devices and so far no reported research has been found on analysis of rhetorical devices in political speeches. In Vietnam, there are some studies about rhetorical devices and political speeches such as:

Pham Thi Minh Phuong (2017) investigated into some commonly used rhetorical devices in Hillary's speeches. The results

show that in certain contextual factors, five rhetorical devices including metonymy, repetition, irony, metaphor, and parallelism are exerted; and two last listed devices are employed the most frequently. The use of the rhetorical devices not only contributes to creative expression of message, but also boosts up persuasive effects on the audience.

2.2. THEORETICAL BACKGROUND

2.2.1. Definition of pragmatic

Pragmatics is one of the branches of linguistics which concerns with the study of meaning. Pragmatics is often illustrated the study of language in use. Kempson (1986:251) identifies pragmatics as *“the study of the general cognitive principles involved in the retrieval of information from an utterance.”* In the same line, Watson and Hill (1993:146) describe it as *“the study of language from the point of view of the user, especially the choices, the constraints he meets with in employing the use of the language and the effects the use has on the communication situation.”*

2.2.2. Rhetoric

The word “rhetoric” which means public speaking develops from the ancient Greek word “rhetor”. In the old times, rhetoric means learning how to be a great speaker. With time going on, its meanings have diversified. Aristotle once described rhetoric in *The Art of Rhetoric* as “instrument of exploring the overall feasible ways to persuade the audience whatever the subject is in relation to”. (Winterowd, 1953: 6) “Rhetoric is the subject that is concerned with the employment of the discourse, whether spoken form or written

form, to motivate the hearer, whether the hearer is just a single person or is composed of a group of people.” said Corbett (1971: 3). The function of rhetoric is not simply to succeed in persuading, but rather to discover the means of coming as near such success as the circumstances of each particular case. In the view of John Locke, an English philosopher of the 17th century, rhetoric is “the science of oratory,” or “the art of speaking elegantly and forcefully.” (Huang Ren, 1999: 1) Moreover, rhetoric is the skill to use language more impressive and persuasive. This is in line with Aristotle cited in Murphy (2006: 864) who defined rhetoric as the faculty of observing in any given case the available means of persuasion.

2.2.3. Rhetorical Device

In writing or speaking there are some devices that will help the writer or speaker to succeed make the audience keeps attention and gets his or her intention. According to Harris (2013: 3) rhetorical devices are aids for writing or speaking. People that master in using rhetorical device will put beauty and emphasis and effectiveness to their writing or speaking. So, rhetorical devices in public speaking, for example, will give an emphasis or effective speech. The rhetorical devices fall into three categories: those involving emphasis, association, clarification, and focus; those involving physical organization, transition, and disposition or arrangement; and those involving decoration and variety. However, some devices or tropes will fall mainly into a single category, as for example an expletive is used mostly for emphasis; but more often the effects of a particular device are

multiple, and a single one may operate in all three categories. Parallelism, for instance, helps to order, clarify, emphasize, and beautify a thought.

There are some general pragmatic functions of English rhetoric in public speech. The first is emphatic function. The timely use of some English rhetoric devices in a public speech, for instance, repetition (alliteration, epizeuxis, diacope, epistrophe or anaphora), can highlight the theme of a speech, strengthen the speaker's attitude, and better serve his/her purpose of delivering the speech. Public speech is an art of persuasion. In order to achieve the aim of persuasion, and to get the approval of the audiences, a speaker needs to consider the skill of using English rhetoric.

Rhetorical device classification

In this paper, the classification of rhetorical devices analyzed in this study could be summarized in Table 2.1.

Table 2.1. Some rhetorical devices in Harris' theory

Device	Description
1. Epizeuxis	The repetition of one word.
2. Alliteration	The recurrence of initial consonant sounds. The repetition can be juxtaposed (and then it is usually limited to two words)
3. Diacope:	The repetition of a word or phrase after an intervening word or phrase as a method of emphasis:
4. Anaphora	The repetition of the same word or words at the

	beginning of successive phrases, clauses, or sentences, commonly in conjunction with climax and with parallelism.
5. Epistrophe	The repetition of the same word or words comes at the end of successive phrases, clauses, or sentences
6. Antanagoge	Placing a good point or benefit next to a fault criticism, or problem in order to reduce the impact or significance of the negative point.
7. Antithesis	Establishing a clear, contrasting relationship between two ideas by joining them together or juxtaposing them, often in parallel structure.
8. Parallelism	The recurrent syntactical similarity. Several parts of a sentence or several sentences are expressed similarly to show that the ideas in the parts or sentences are equal in importance.
9. Hyperbole	The counterpart of understatement, deliberately exaggerates conditions for emphasis or effect.
10. Metaphor	Comparing two different things by speaking of one in terms of the other.
11. Asyndeton	Consisting of omitting conjunctions between words, phrases, or clauses.
12. Polysyndeton	The use of a conjunction between each word, phrase, or clause, and is thus structurally the opposite of asyndeton.

2.2.3.1 Epizeuxis

2.2.3.2 Alliteration

2.2.3.3 Diacope

2.2.3.4 Anaphora

2.2.3.5 Epistrophe

2.2.3.6 Antanagoge

2.2.3.7 Antithesis

2.2.3.8 Parallelism

2.2.3.9 Metaphor

2.2.3.10 Hyperbole

2.2.3.11 Asyndeton

2.2.3.12 Polysyndeton

2.3 SUMMARY

CHAPTER 3. RESEARCH METHODS

3.1. RESEARCH DESIGN

This study makes use of both qualitative and quantitative research design employing descriptive and analytical method.

Firstly, this study is qualitative as it explores linguistic information such as rhetorical devices in terms of pragmatics categories/subcategories from the qualitative data.

Secondly, the quantitative approach is used to find out the occurrence and frequency of using rhetorical devices in Trump's speeches. These quantitative data serve the purpose for answering the question of how frequently the resources are used.

Besides, the *analytic* and *synthetic* methods were used in a combination to analyze the texts. *Descriptive method* was used to give a detailed description of the data in terms of the rhetorical devices of President Donald Trump and their respective functions. *Inductive method* helped the researcher to synthesize the findings and bring out the explanation and conclusion.

3.2. DATA COLLECTION

3.2.1. Sampling of the Study

The corpus used in this study is not a pre-existing corpus, but a self-made one, which is collected through the video-streaming website YouTube by the researcher herself. This corpus includes three speeches of the President Donald J. Trump: Super Tuesday Victory Speech on March 2, 2016; Victory Speech on November 9,

2016; Inaugural address on Friday, January 20, 2017 in Washington, D.C and has the total number of 20,672 words. Choosing the speeches from White house website is of great significance since it guarantees the authenticity of the corpus.

3.2.2 Data analysis

The expressions of rhetorical devices were analyzed in terms of these following aspects: Epizeuxis, Alliteration, Diacope, Anaphora, Epistrophe, Antithesis, Parallelism, Hyperbole, Metaphor, Antanagoge, Asyndeton and Polysyndeton.

The researcher analyzed the data based on procedures proposed by Miles and Huberman (1994) that consist of data reduction, data display and drawing or verifying conclusion. The following steps are used to analyze the data; first, data reduction; in data reduction researchers read carefully the data, reduced unrelated data and all statements relating to the research questions are identified, and each is assigned a code, or category. The researchers also counted the speech by the number of sentences and identified the data based on the rhetorical devices were applied and also the functions. In this stage, the first question was answered. Second, data display, the researchers displayed the qualitative data in research finding and discussion. Then, the researchers analyzed and described each of them; in this stage the second research question was answered. Last step is drawing conclusion, the researchers drew the conclusion by explaining several most used of rhetorical devices and their functions in Trump's speeches.

3.3. RELIABILITY AND VALIDITY

Reliability and validity are conceptualized as trustworthiness, rigor and quality in qualitative paradigm; as a result, they are important to the research result. Since this research is qualitative in nature, the validity and reliability of this study might risks in a variety of resources including its data collection and analysis, the sample and the researcher herself (Brink, 1993). However, attempts to alleviate these biases have been made. Firstly, the researcher should strive to present the methods clearly by precisely identifying and thoroughly describing her strategies used to collect data, which could be gained thanks to tally sheets which was designed strictly basing on the comprehensive literature review relating the rhetorical devices theory. Besides, triangulation, i.e., the use of both qualitative and quantitative analysis in the study, could also help increase the validity and reliability of this study (Denzin, 1989). Also, the validity and reliability can also be enhanced now that this study was conducted with reference to a wide range of other previous studies, both domestic and international. To address the sampling bias, the speeches were carefully selected from a large number of Donald Trump's speeches on Whitehouse website, which could guarantee to provide data relevant to the research question and avoid inaccurate or insufficient data. Finally, to reduce the personal bias, the researcher has regularly sought expert consensual validation from her enthusiastic and excellent supervisor since her start of the research project.

3.4. SUMMARY

This chapter dealt with the methods and procedures employed in the study. To be precise, the research methodologies, data collection and analysis for implementing the thesis were discussed in details with reference to the aims and objectives of the study and in the light of the theoretical background which has been discussed in the previous chapter. Accordingly, this chapter provided the framework for generating the result in the subsequent chapter.

CHAPTER 4. FINDINGS AND DISCUSSION

4.1. THE OVERALL USAGE OF THE RHETORICAL DEVICES IN THE SPEECHES

It is obvious that using rhetorical devices has been considered as a useful tool for persuading the audiences.

The following table shows the distribution of rhetorical devices in Trump's speeches:

Table 4.1 Summary of rhetorical devices in Trump's speeches

Sub-type	Frequency	Percentage
Emphasis rhetorical devices	52	57.14%
Association rhetorical devices	25	27.47%
Decoration rhetorical devices	14	15.39%
Total	91	100%

4.2. EMPHASIS RHETORICAL DEVICES IN SPEECHES BY DONALD TRUMP

4.2.1 Alliteration

Alliteration is an emphasis rhetorical device which repeats syllables of a clause or sentence. Follow-ups are some examples of alliteration in speeches by Donald Trump.

Table 4.2 Alliteration in Trump's speeches

Extract 1. *As I've said from the beginning, ours was not a campaign but rather an incredible and great movement, made up of millions of hard-working men and women who love their country and want a better, brighter future for themselves and for their family. (SP3_S)*

From the extract above, Trump used variety of alliteration. The alliterating consonant sounds [m] help add musical effect to the utterances. And the usage of comparative degree for two words that

end up with “*er*” is used to call the audiences” attention. Harris (2013: 44) also states, “the function of alliteration is to call attention to the phrase and fixes it in the audience's mind and it is useful for emphasis as well as art”. The two words „*better, brighter*” remind the audience about Trump’s slogan campaign before the election. He urged his supporters to get back to their each role as citizens of America to keep trying to build better and brighter America together.

4.2.2. Epizeuxis

According to Harris, epizeuxis is a form of repetition in which one word or a short phrase is repeated in succession with no other words in between. In the speeches, Trump repeated single words many times, successively, which is called epizeuxis. The following table shows the examples of the using of epizeuxis in Trump’s speeches:

Table 4.3 Epizeuxis in Trump’s speeches

Extract 4: We have great, great power. The problem is we have politicians who truly, truly, truly don’t know what they’re doing. So we’re going to work very, very hard. (SP1_82)

Some examples of epizeuxis used by Trump are: “great, great power” and “politicians who truly, truly, truly don’t know what they’re doing” because of this he is “going to work very, very hard”.

4.2.3 Diacope

Table 4.4 Diacope in Trump’s speeches

Extract 8: We share one heart, one home, and one glorious destiny. (SP3_36)

Through this statement, Trump claimed that Americas have one heart, one home and one destiny.

Extract 9: *There should be no fear. We are protected and we will always be protected. We will be protected by the great men and women of our military and law enforcement. And most importantly, we will be protected by God. (SP3_69)*

The extract above is a great message from Trump to all of his supporters. Through repeating “we will be protected” four times“, Trump wanted his supporters to believe in his power and ability to protect them everything. The idea of the country’s security is emphasized by repeating the word “protected”.

4.2.4 Anaphora

Anaphora is an emphasis rhetorical device which repeats the front word or words at the beginning of successive lines of writing or speech. As a rhetorical device, anaphora is used to appeal to the emotions of the audience, in order to persuade, inspire, motivate, and encourage them. The following extracts are the examples of the using of anaphora in Trump’s speeches.

Table 4.5 Anaphora in Trump’s speeches

Extract 9: *Together, we will determine the course of America and the world for many, many years to come. We will face challenges, we will confront hardships, but we will get the job done. (SP3_sec)*

“We will” are used to express the strong intention as well as show strong wish about the future via the repeated use of “will” as in the above examples. “We will”, which used in prior sentence and repeated 3 times. We can rewrite to “We will face challenges and confront hardships but we’ll get the job done.”

4.2.5 Epistrophe

Table 4.6 Epistrophe in Trump’s speeches

Extract 14: *You look at countries like Mexico, where they’re killing us **on the border**, absolutely destroying us **on the border**.*

*They're destroying us in terms of economic development. Companies like Carrier Air Conditioner just **moving into Mexico**. Ford, **moving into Mexico**. Nabisco, closing up shop in Chicago and **moving into Mexico**. We have **to stop it**, folks. I know how **to stop it**.* (SP1_48)

In this example, epistrophe is used to strongly convey his point of view about Mexico and the border. Donald Trump is setting out to fulfill one of his key campaign promises, with an executive order to build his proposed wall along the US-Mexico border. To restrict illegal immigration, Trump has promised to build a wall on the southern US border and to deport illegal migrants living inside the United States. And he emphasized that he will solve the problem by any way.

4.3 ASSOCIATION RHETORICAL DEVICES IN TRUMP'S SPEECHES

4.3.1 Association of Opposite and Contrastive Ideas

4.3.1.1. Antanagoge

Extract 16: And, you know, I watched Trump's speech and she's talking about wages have been poor and everything's poor and everything's doing badly, but we're going to make it — she's been there for so long.(SP1_11)

In this extract, Trump skillfully used antanagoge as he emphasized the unity for all Americans after the campaign, after this election. That is supported by Zimmer (2016) that, “the campaign between Trump and Trump was one of the most acrimonious, most brutal ever”. The United States was worse than it is at this moment. Sharpio (2016) also states, “Trump's challenge will be to engage those who did not support him and pull Republicans and willing Democrats together to heal American domestic fissures”. In this part,

Trump skillfully used antanagoge in her speech. In short, Trump wanted all of his supporters to believe in him and to build the better America with him.

4.3.1.2. Antithesis

Antithesis is an association of contrastive ideas rhetorical devices.

Extract 18: *So to all Americans in every city **near and far, small and large**, from mountain to mountain, from ocean to ocean, hear these words.* (SP3_85)

The words “near”-“far” and “small” – “large” are two pairs of completely different phrases which convey opposite meanings. By using antithesis, Trump made it easier to describe the scale of the involvement of American citizens in the new policy course.

4.3.2 Association of Comparison

4.4.2.1 Metaphor

Extract 19: *“Now it’s time for America to **bind the wounds of division**; have to get together. To all Republicans and Democrats and Independents across this nation, I say it is time for us to come together as one united people.”*

In this statement in his victory speech, Trump uses this phrase as a literal statement “bind the wounds of division.” to call for America. Now, Trump, but it has metaphorical meaning as well. The metaphorical root of this phrase is “division is pain.” Be relating division and bi-partisanship to wounds, Trump’s implied value of the statement is that bi-partisanship is harming the country. At first glance, we may think that Trump is attempting to unite the two parties for the sake of the parties; however, he is implicitly saying that the parties must come together under his presidential rule.

Trump’s victory speech appears to be promising as an attempt to unify the American public, but his actions that follow speak otherwise. To this day, he continues to point out how his supporters are better than the people who voted against him, and he does not speak kindly about those who oppose him. Because of this, Trump’s implicit values in his speech encourage his supporters to act in the same manner: never forget who won and who lost.

4.4.2.2 *Hyperbole*

Extract 24: *We’ve lost our manufacturing jobs. We’ve lost our manufacturing. Millions and millions of jobs, thousands and thousands and thousands of plants, manufacturing plants, warehouses. I mean, we are losing so much. We can’t let it happen. (SP1_70)*

Trump utilizes hyperboles, to exaggerate his point. Trump talked about “thousands of employees” as well as “millions and millions of jobs” along with “thousands and thousands and thousands of plants” .The numbers grow bigger with every statement he makes, with appeals to the emotions of the audience, to their worries about the economy.

4.3.3 Association of Gerund Phrase: Parallelism

Extract 27: *We are going to* *fix our inner cities and rebuild our highways, bridges, tunnels, airports, schools, hospitals. We’re going to rebuild our infrastructure, which will become, by the way, second to none. (SP2_24)*

In this instance, Trump wanted to put stress on the leading role of America. By using this parallelism, Trump emphasized what he would do when becoming the president of the US, which was presented throughout the whole speech, and which had also been his ideal living for years.

4.4 DECORATION RHETORICAL DEVICES IN DONALD J. TRUMP'S SPEECHES

4.4.1 Asyndeton

Asyndeton is a decoration rhetorical device without using any conjunction.

Extract 28: *We are going to fix our inner cities and rebuild our highways, bridges, tunnels, airports, schools, hospitals.* (SP2_24)

From the extract above, Trump used asyndeton to show his appreciation for his supporters and describe the campaign they had built. His plan is rebuilding everything.

4.4.2 Polysyndeton

Extract 31: *We must reclaim our country's destiny and dream big and bold and daring.* (SP2_43)

The extract above shows the usage of conjunction „and“ between each word and phrase. Trump attractively and skillfully used polysyndeton with the intense message for American, reclaim not only in the destiny but also dream. The message is clear that for all girls and women to never ever give up for trying to attain dreams. The effect of using polysyndeton here supported by Zimmer (2009) statement that, “the repetition of the conjunctions adds power to the other words, there is also a feeling that the ideas are being built up”. In this part, Trump also forced the idea for everyone to realize and always believe how precious they are and everything is possible for them.

CHAPTER 5. CONCLUSION AND SUGGESTION

5.1. CONCLUSIONS

After analyzing Trump's three political speeches from the theoretical basis of pragmatics and language rhetoric, this paper finds out the several most used rhetorical devices in his speeches. For example, with regard to emphasis rhetorical devices, Trump frequently used alliteration, anaphora, epizeuxis, diacope and epistrophe. The speaker tends to apply anaphora in order to create rhythmical effect which can better attract the audience's attention and at the same time make the speaker's words more powerful and persuading. As for association rhetorical devices, Trump is more likely to utilize utilized antanagoge, antithesis, metaphor, and parallelism to replace something abstract for those common and understandable in order to express his ideas in a more vivid and visual way. And parallelism is more than anything but Trump's favorite and frequently used weapon to emphasize his theme or create a thought-provoking atmosphere. When it comes to the decoration rhetorical devices, Trump tended to apply asyndeton, polysyndeton.

Generally, compared with association and decoration rhetorical devices, emphasis rhetorical devices are the most frequently employed devices for Trump to appeal to the audience and exert influence on them, which will finally help to achieve the speaker's ends. It is clear that the use of rhetorical device makes them become more interesting than expectation. The arguments are not only attractive but also informative. So, using rhetorical devices increases the support from the audience and builds up the persuasion

of the speech. Above all, employing rhetorical devices in political speeches, especially ones about political problems leads to the persuasive effects of the speech.

According to the detailed analysis, regarding to the realization of the rhetorical devices, it can be confirmed that all rhetorical devices are applied to make the presentation more convincing. As a result, this is a valuable lesson about making use of rhetorical devices in speeches, especially in political ones for orators. For teachers, these findings are indeed useful to teach speaking skills, presentation skills. Speaking tasks should be designed to elicit students' practice of varied manifestation modes of rhetorical means in their presentation. For students, it is essential for students to enhance the knowledge of rhetorical devices that is one of the most invaluable parts of the linguistic treasure. Every student can make a presentation but not all knows how to make it effective. In short, rhetorical devices are special techniques of composing a speech which can be well accepted and can also make a difference.

5.2. SUGGESTION FOR FURTHER RESEARCH

Although some major findings have been listed out, this study still remains some limitations needed to be pointed out. First of all, further study on Trump's speeches is recommended to classify his speeches into different groups according to different themes and situations. Second, the author's lack of background knowledge, to some degree, may contribute to some subjective judgment and opinions in writing this paper. Beside that this paper cannot make references to as many related works as it could to analyze Trump's speeches thoroughly and comprehensively. All in all, for further study, there still are many ways of making an analysis in Trump's

public speeches such as from the different perspective or other rhetorical theories. In gaining a conclusion, the researchers thoroughly applied the theory of rhetorical devices and also investigated from previous related books, researches and online news.

After formulating the conclusion based on the finding and discussion in this study, the writer would like to suggest that future research should analyze by using other experts' theory like Lakoff, and Holmes.

It is suggested that this study can be used as a reference to teach their students and to give the view how actually hedges are used in conversations. Specifically, it will be useful for teaching culture, ways of speaking, and also writing. Teaching pragmatic and sociolinguistics should focus on the socio-cultural norms of politeness and appropriateness in performing various type of speech acts, such as requests, apologies, compliments, and complaints.

For students, it is suggested that the results of the study could be of help in understanding hedges as one of socio-cultural norms of politeness and appropriateness in performing several speeches.