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UNDERSTANDING DONALD J. TRUMP. COMPREHENSIVE ANALYSIS OF THE POLITICAL DISCOURSE CREATED BY THE USE OF RHETORIC ON TWITTER (2015–2021)

Abstract: This paper aims to explore the correlation between rhetoric, political views, and actions and how the construction of utterances conveys ideological meaning. Specifically, I examine the nature of rhetoric, its structure, and its impact on the overall tone of an utterance. The analysis reveals that rhetorical devices can manipulate and create messages promoting segregation and discrimination. To illustrate this, I focus on D. Trump's statements, particularly his use of Twitter to communicate. I analyze his selection of vocabulary and figures of speech, demonstrating his use of hate speech and misogynistic and racist thoughts. Drawing on the work of prominent linguists such as T. Van Dijk, R. Harris, and M. Reisigl, I examine the rhetorical devices used by Trump and their influence on the overall message conveyed. I support the analysis with press publications, articles, and books that provide further insight into Trump's language use. The conclusions summarize my findings and emphasize the link between rhetoric and political actions and views.

INTRODUCTION

Rhetoric is an important part of any kind of statement. As it has its roots in ancient times, this concept has been rethought over centuries. However, its main goal is to make an impact on the interlocutors' perception, as well

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as to show the speaker's *attitude* towards a certain idea. This paper is to show how an aforementioned *attitude* of segregation and discrimination is revealed by the selection of rhetorical devices and vocabulary. The rhetoric used by a political figure is undeniably linked to the politics created by them. The political discourse in which a politician is putting him or herself resonates with the undertaken actions. However, such a correlation is often overlooked as scholars tend to not go into interdisciplinary research to the area where politics meets and gets entangled with linguistics. Therefore, it seems essential to analyze political behaviors not only on the basis of actions, but also taking into account the language used. It is especially visible when it comes to the rhetoric of populists and most polarizing politicians, such as Donald J. Trump. Apart from having a very particular way of shaping his thoughts and expressing his ideas, he is a widely well-known and recognizable figure who became for some a role model and moral authority. This is why analyzing his rhetoric is a fantastic way of understanding not only the views and messages he wanted to convey, yet to understand how utterances intermingle with political views.

THE CONCEPT OF RHETORIC

Rhetoric is a concept that has been present since the dawn of human communication. It can be defined as the art of persuasion and is one of the three ancient arts of discourse, alongside grammar and logic (or dialectic), which make up the trivium. However, there is much debate surrounding the true influence of rhetoric on contemporary acts of speech. While some linguists consider it a non-scientific, historical branch of knowledge (Duszak, 1998, p. 3–29), others, such as Zygmunt Saloni, the author of the dictionary definition of 'retoryka' (rhetoric) in "Encyklopedia językoznawstwa ogólnego" (Polański, 1999), still view it as a coherent part of linguistics.

Throughout the Renaissance and the Enlightenment, linguistics underwent intense development and transformation, and rhetoric played a major role in these movements. This was a historical movement focused on trying to understand rhetoric, rather than using it (Vickers, 1988, cited

in Mamcarz-Plisiecki, 2018). Rodney B. Douglas notes that the rhetorical concept of communication goes beyond merely distinguishing the speaker, the listener, the speech, and some categories connecting these three factors with each other. The ancient speech theorists considered this approach too static. Instead, the Aristotelian approach views rhetorical communication as a functional process, conditioned by individuals interacting with each other through their statements within a broader context of conditions (Douglass, 1971, p. 204). Aristotle saw communication as a process, based on the human ability to understand, acquire, and use arguments and methods of influence on people who are in the same situation.

It is clear that rhetoric plays a significant role in any statement, as its use can strongly determine its meaning, agency, and reception by the audience. Changes in linguistics throughout history have brought it closer to the classical understanding of rhetoric, which has important implications for practical analysis. The tendencies of contemporary linguistic research have their reflections in the classical Theory of Rhetoric, meaning that discourse analysis can use the achievements of both classical rhetoric and modern linguistics in a complementary way. To better understand the function of rhetoric, it is vital to describe the rhetorical devices that may be used in any kind of speech.

Figures of speech are extremely important in any kind of utterance, as they enrich or even bring it to life. Their use is where the whole beauty and complexity of rhetoric lies. One statement can be understood and interpreted in many ways, as the influence of devices used may significantly alter its understanding. Figures of speech are predominantly classified into schemes and tropes, which vary the ordinary sequence or pattern of words and are made to carry a meaning other than what they ordinarily signify, respectively. Apart from this distinction, they may also generally "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" (Harris, 2010, p. 3).

To continue researching rhetoric in contemporary communication, it is essential to devote more time to the theoretical part to understand the entire analysis process. Therefore, it is crucial to outline the linguistic

categories related to an act of speech before focusing on hate speech and political discourse. Speech is a broad category that is the subject of research of many scientific disciplines, not only linguistics but also speech therapy, psychology, philosophy, or medicine. However, it is also used colloquially without any specific connotations or meaning.

DISCOURSE AND ITS ROLE IN POLITICS

The concept of discourse is an essential tool for understanding the message conveyed in politics. The notion of discourse was first introduced by French linguist Emile Beneviste, who distinguished between orally expressed statements (*discours*) and written ones (*histoire*), which he put in opposition to discourse (Beneviste, 1959, p. 69–82). According to Beneviste, discourse refers to spoken utterances that occur in specific communicative situations defined by the situation in which an utterance is set and its determinants: I – you – here – now. He also referred to the pragmatic view of communication and emphasized the role of the subject revealed from the subjective perspective of perceiving reality (Ciesek, 2015, p. 11).

However, some Polish linguists (Witosz, 2009b, p. 71–77; Dobrzyńska, 2004, p. 39; Duszak, 1998, p. 20–21, cited in Ciesek, 2015, p. 11–12) have pointed out inconsistencies and loopholes in Beneviste's ideas. They focused more on the concept of coherence, the speaker's strategy of conveying a certain idea, and any extralinguistic part of an act of communication.

Discourse analysis aims at a complete description of communicative phenomena and assumes the integration of methods and theories developed by various fields of science, including linguistics, sociology, and psycholinguistics. The result of these efforts is the development of a paradigm that captures the multifaceted functioning of language in society.

Norman Fairclough, a British modern linguist who specializes in critical discourse analysis, states that everything that people do with language is socially grounded and has social consequences. Language is thus part of society, a process determined by non-linguistic factors (Otrocki, 2006, p. 141, cited in Ciesek, 2015, p. 21). Critical discourse analysis

emphasizes the crucial role of meaning and understanding in explaining the social world. The action of individuals involves the reproduction and transformation of social relations (Howarth, 2008, p. 16–17, cited in Ciesek, 2015, p. 21).

To conduct research on political discourse, categories such as situation, context, and rhetoric have to overlap and be analyzed together, as well as separately. Speech as parole remains in a close relationship with discourse, and this fact is vital when talking about rhetorical devices used in a particular situation. Linguistics is a type of science that has to be viewed in many different ways to fully understand how the production and use of speech work. Political discourse is a type of discourse that refers to the practices engaged in by all actors in that field, from politicians and organizations to citizens. It is determined by the theme of expression and asserting the interests of political subjects considered in a situation of political communication. Important as it may seem, it is not a genre, but a class of genres defined by a social domain, namely that of politics (Van Dijk, 1998b, cited in Van Dijk, 2012, p. 212).

Politics itself cannot be separated from ideologies, as they form the thoughts that construct the whole political process. Ideologies can be regarded as fundaments of political intercourse and thus influence every group of actors. However, the common sense of ideology is often linked to political science and divided into the following categories: socialism, communism, (neo-)liberalism, and green politics. It is yet essential to bear in mind that ideologies themselves can constitute an individual unit not related to politics as well. They can be simply defined in terms of "basic beliefs shared by the members of groups" (Van Dijk, 2002, p. 214).

As found in a "Journal of Education in Black Sea region", political

discourse can be defined as a communicative act participant of which try to give specific meanings to facts and influence / persuade others. In other terms, political discourse can be defined as a manipulative linguistic strategy which serves concrete (ideological) goals. Political discourse may involve both the formal debates, speeches, and hearings and the informal talk on politics among family members (Liebes & Ribak, 1991, cited in Amaglobeli, 2017, p. 19).

The essential point made by Liebes and Ribak is that indeed, in the political discourse there is a certain and inherent goal, namely influence on the interlocutors. Acts of speech are designed to be transformed into actions. As discourse is deeply immersed in a context, its political class links all the parts of the political environment. Moreover, to achieve the aforementioned goal, while preparing a statement, speakers would have to resort to linguistic tricks, and therefore – the use of rhetoric. While taking a glance at the most well-known political speakers, such as Cicero, Abraham Lincoln, Winston Churchill, Joseph Stalin, George W. Bush, or Margaret Thatcher, it is visible (or, to put it better, audible) how many different rhetorical devices they use. Although there are plenty of them, every discourse has its dominant units, repeated in almost every utterance, perhaps for their effectiveness or simply to emphasize a particular type of statement.

Political discourse is, however, simple and organized in its variety. Its characteristic paves the way to any further research of its meaning and ideas. In this kind of discourse, in order to truly understand the conveyed message, the receiver should be aware of the rhetorical skills and devices used by the sender. What is more, "Probably more than any other kind of discourse, political discourse is eminently ideological" (Van Dijk, 2002, p. 208).

THE CHARACTERISTIC OF THE HATE SPEECH

Hate speech (HS) is a category that needs to be brought about while talking about any political environment. Basically, its concepts lead "to denigrate a person or persons on the basis of (alleged) membership in a social group identified by attributes such as race, ethnicity, gender, sexual orientation, religion, age, physical or mental disability, and others" (Curtis, 2015). The tendency of implementing HS is more visible in the extreme group, though. HS includes not only oral statements, but also nonverbal depictions and symbols. For example, the Nazi swastika, the Confederate Battle Flag (of the Confederate States of America), and pornography have all been considered hate speech by a variety of people and groups (Curtis,

2015). Due to its wide use, HS tends to become a very dangerous tool. In relation to previous subchapters, political discourse can be filled with HS. There is a strong connection between the use of rhetoric and the influence on the interlocutors/their perception of a statement. Sociolinguistics shows that discourse structures and social structures cannot be viewed equally. Moreover, the relationship between them can be established

> only through the mental representation of language users who are both individuals and social members. Their ideas, knowledge, and opinions are an interpretation of the mutual relationship between social structures and discourse structures. Social structures influence discourse structures through people's interpretations of the social environment they are part of and vice versa, discourse structures can only influence social structures through the same cognitive interface of mental models, knowledge attitudes and ideologies (Van Dijk, 2016, cited in Dorević, 2019, p. 1).

HS implements a wide range of rhetorical devices. Predominantly, it consists of epithets, hyperboles, different types of metaphors, understatements, antithesis, similes, irony, apostrophes, neologisms, questions, allusions, and exemplums[2]. It is a kind of aggression, and not only – its terminological equivalent. HS became almost an everyday issue in media, not only social media but also press, television, news, etc. HS can be damaging in its consequences because it can be very influential. Nowadays, there is a dispute where freedom of expression finishes and where aggression starts. For this reason, it constitutes a real challenge for modern liberal societies, which are committed to both freedom of expression and social equality. HS can mean racial or gender discrimination, segregation, and manipulation, and it can be very visible, or, extremely on the contrary, absolutely disguised and almost impossible to be detected. A lot depends on the skills of the speaker, as well as his or her rhetorical skills, non-linguistic behavior (such a mimics or gestures). The detection of the language of discrimination and segregation is an extremely important and difficult

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2   Thus, most of the figures of speech described in chapter one are characteristic for HS.

linguistic task. It often comes along with the concept of populism and due to this merge, it gets stronger thanks to the use of the same or very similar rhetorical devices.

UNDERSTANDING DONALD J. TRUMP

Donald John Trump was born on June 14, 1946, in New York City. He attended private schools and graduated from the University of Pennsylvania with a degree in economics. After completing his education, Trump began his career as a real estate developer and businessman, owning, managing, or licensing his name to a variety of properties, including hotels, casinos, golf courses, resorts, and residential buildings. In addition to his real estate ventures, D. Trump also invested in numerous retail and educational ventures. He founded Trump University, which offered real estate education seminars from 2005 to 2010. His success as a businessman and real estate developer brought him great wealth and a high public profile.

On June 16, 2015, Trump announced his candidacy for President of the United States. His campaign was initially dismissed by many political analysts, but he quickly rose to the top of the polls. His status as a political outsider and populist candidate resonated with many voters, and his unfiltered and often controversial comments and actions became a hallmark of his campaign. Trump's campaign slogan, "Make America Great Again," capitalized on the public's anxiety over issues such as illegal immigration and trade policy. He utilized emotionally charged language to evoke a sense of urgency and galvanize his supporters. Throughout his campaign, Trump was highly critical of illegal immigration, and in particular, Mexican immigrants, whom he claimed were "rapists" and criminals.

Despite numerous controversies surrounding his candidacy, Trump won the 2016 presidential election by winning the electoral vote, and on January 20, 2017, he was inaugurated as the 45th President of the United States. During his presidency, Trump's policies and actions were highly controversial, and he was widely criticized for his approach to issues such as nuclear proliferation, climate change, and foreign relations.

FRAMEWORK AND METHODOLOGY

After presenting the categories needed for conducting the analysis of Donald Trump's statements, I proceed to the next part of the paper, which is the analysis of his posts on Twitter (2015–2021), as D. Trump is well-known for his sharp and uncensored way of using that medium. However, I might mention some of his previously made statements as proof or introduction to the main analysis, which is going to be made in chronological order, starting from the oldest ones and classified by a particular key message conveyed, i.e., sexism, racism, and discrimination and manipulation. I present my findings there and confirm the point on the discriminatory and segregating nature of the language used by D. Trump. The written statement will be analyzed by the content of the suspended Twitter account @RealDonaldTrump. It is the most direct and reliable source, as his presence on social media attracted attention worldwide since he joined the media in 2009, having over 88.9 million followers. Overall, he tweeted around 57,000 times, including more than 25,000 times during his presidency. His account was suspended. It happened due to, *inter alia,* the abusive use of *fake news*[3] retweeting, as it was claimed by the specialists for the New York Times, "217 accounts that have not been verified by Twitter, at least 145 of which have pushed conspiracy or fringe content, including more than two dozen that have since been suspended by Twitter." Other factor that contributed to that situation was the fact that his tweets were regarded multiple times as aggressive, misleading, racists, sexists, manipulative and glorifying violence. The last one mentioned might have been decisive when it comes to the general ban, as the decision on it was made after the storm on the United States Capitol on the 6th of January 2021. Firstly, Twitter locked D. Trump's account so that he was unable to post new tweets for 12 hours. On Twitter's demand, Trump deleted three specific tweets he had made earlier in the day. He was warned his account would be terminated if he continued to make posts they deemed as inciting violence or spread conspiracy theories about election

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[3] "Material reported in a newspaper or news periodical or on a newscast that is false, counterfeit".

integrity (after the presidential elections of 2021 that he lost to the current President of the United States, Joe Biden, D. Trump's supporters believed that the results of the elections should be different). Consequently, the rage among them rose, and false claims made by D. Trump were a great contribution to the unstable situation.

The best source of the written language of D. Trump can be found on Twitter. This medium was for him undeniably the best way to convey his thoughts. He could do it simply, quickly, and straightforwardly. Moreover, his tweets were accessible for millions of people (according to the database "Statista", as of the third quarter of 2020, Twitter had 187 million daily active users worldwide). For every tweet, Twitter permits the use of only 280 signs. This enables, or even forces the creation of sharp slogans and direct messages. And this also fits perfectly D. Trump's rhetoric. Important as it may seem, it is generally known that if the following tweet is to be the continuation of the preceding one, both of them should be marked, respectively "(1/2)" and "(2/2)" – the first figure reveals the order of tweets, the second one – their total number (in a context of one thread). However, D. Trump used to disobey this rule, as he preferred finishing (and then starting) the consecutive tweets with suspension points. Such a move can be understood as a way to create a mysterious atmosphere, as well as to grab the attention of the reader. Moreover, as the name of this figure of speech suggests, it can suspend the continuum of the utterance. Therefore, it can be viewed as a manipulative tool that has its purpose in exaggerating one's words. Importantly, Twitter eventually banned D. Trump on 8th January 2021 at 6:21 p.m. EST. Until the buyout of Twitter by Elon Musk, his account was inactive, however, even during this period, his tweets were accessible via a "Trump Twitter Archive" – a confirmed website created by an American programmer in 2016. This database gives access to all the presidential tweets. Before the suspension, the creator of the database used to check Twitter every 60 seconds to make sure everything would be saved.

D. Trump's rhetoric is a subject of much deliberation. Before analyzing specific statements, I would like to introduce the code on how to understand his tweets not only when it comes to the lexical analysis, but also – their structure and punctuation. While describing any written utterance, this can be also an important factor, especially while talking about tweets,

as they constitute a separate, unique group of them. The code was introduced by Peter Oborne and Tom Roberts in their book "How Trump Thinks" (Roberts & Oborne, 2017)

Firstly, the punctuation should be described:

"quotation marks" – cynicism

????? – incredulity, disbelief

!!!!!! – intensive incredulity, disbelief

EVERYTHING IN CAPITAL LETTERS – anger

Secondly, the words used by D. Trump are put in the following categories (I decided to enlist some of them):

1. To attract attention: "wow" was used around 300 times; "sad!" – 250;
2. To praise (in general self-praise): the superlative form "greatest" – around 4400;
3. To regret: "I regret", "I am sorry" – 0.[4]

Such remarks are important when it comes to the general image D. Trump creates with his statements. However, in the next section I would like to focus only on the rhetorical layer of his tweets, on their punctuation and the implemented figures of speech, as well as – on the general overtone.

DONALD TRUMP'S WORDS. HISTORY WRITTEN ON TWITTER

The first four tweets come from the time when D. Trump was not a president yet.

1. While @BetteMidler is an extremely unattractive woman, I refuse to say that because I always insist on being politically correct (28th of October 2012).

Here he mentioned an actress, Bette Midler, and he called her *extremely unattractive*. Not only did he use the unpleasant adverb – a sentential adverb – as an epithet describing the person, he also indicated a modifier that strengthened his opinion. Moreover, by adding the last phrase, he

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4 [Author's translation].

played with irony, as he actually stated what he perceived as *politically incorrect*. Therefore, his manly perception is shown as he directly estimated the beauty of a woman and criticized it.

2.   26,000 unreported sexual assaults in the military-only 238 convictions. What did these geniuses expect when they put men & women together? (7th of May 2013)

Here the sexism and misogyny can be seen very clearly as well. By the use of an epithet *geniuses* in the reference to *them* (a direct indication that may be also interpreted as segregation – the use of the pronoun of the 3rd person plural in comparison to the 1st person – we; a typical rhetorical feature of populists), he deeply showed how disrespectful he treats the described people. Moreover, this statement can be interpreted as a direct allowance for sexual assaults as they are *normal* (normalization of an act) in the communities of men and women. The rhetorical question at the end proves that he is right, therefore it should not be answered, as the aforementioned figures are obviously true.

3.   The Hillary Clinton staged event yesterday was pathetic. Be careful Hillary as you play the war on women or women being degraded cards (23rd of December 2015).

This tweet is very abusive, but also sexist. D. Trump calls H. Clinton *pathetic* which is a negatively connotated epithet. He uses allusion – the second sentence is a non-ironical piece of advice for her. But by mentioning women and describing her act by making an unpleasant comparison, he indicates that women are worse.

4.   Nothing ever happened with any of these women. Totally made up nonsense to steal the election. Nobody has more respect for women than me! (15th of October, 2016)

The second sentence is an accusation. D. Trump used colloquial language (phrasal verbs are not used in the high register) and a noun *nonsense* that has a very strong negative undertone. The exclamation at the end is to strengthen his words. He underlines that he has a lot of respect for women (actually – by conversion – more than *anybody*), and he uses the exclamation to manipulate readers by gaining their trust. Moreover, by mentioning the main subject of the utterance – *women* – he uses conduplicatio to make the readers focus on this particular unit.

5. Despite the constant negative press covfefe (31st of May 2017) *and* Who can figure out the true meaning of "covfefe" ??? Enjoy! (31st of May 2017)[5]

This tweet reveals perfectly D. Trump's habit to create neologisms. Although this figure of speech can be really representative for the phenomena that are difficult to be expressed or described, D. Trump's neologisms can be attributed to either his lack of knowledge on a particular topic or erudite skills. A sentential adverb *constant,* together with the epithet *negative* are tools to manipulate the reader's view on the subject – *press covfefe.* The neologism *covfefe* can mean *conference.* Yet, the second tweet is a direct question of its meaning. Yet the exclamation *Enjoy!* seems to show D. Trump's superiority as he is in possession of his thoughts, and if readers do not understand them, they may be not smart enough.

6. North Korean Leader Kim Jong Un just stated that the "Nuclear Button is on his desk at all times." Will someone from his depleted and food starved regime please inform him that I too have a Nuclear Button, but it is a much bigger &amp, more powerful one than his, and my Button works! (2nd of January 2018)

Here, the phrase *his depleted and food starved regime* is by no means rude and politically incorrect. The epithets used to describe North Korea creates a kind of metonymy as the name of the country is not mentioned, yet it is obvious what he refers to. Later, D. Trump creates a comparison where he strongly confirms that his *button* (a part that serves as switch) – here the synecdoche is used as he refers to a piece of the machine while meaning the general nuclear power – is *bigger, more powerful* than the Korean one. He also uses allusion to show his power.

7. Of course we should have captured Osama Bin Laden long before we did. I pointed him out in my book just BEFORE the attack on the World Trade Center. President Clinton famously missed his shot. We paid Pakistan Billions of Dollars & they never told us he was living there. Fools! (19th of November 2018)

It was under the Obama administration that Osama bin Laden was found and killed. However, D. Trump claims he knew where the terrorist

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5   The first tweet was deleted and almost immediately the second one was posted.

was years prior and he underlines this statement by capital letters in the word *BEFORE*. Furthermore, he accuses former president Bill Clinton of *missing his shot*, thus, metaphorically speaking, not taking advantage of his possibilities to kill O. Bin Laden. By the use of the pronoun *we*, D. Trump shows his connection with the Americans, which is highly populistic, and he makes an antithesis contrasting the money *we paid* and the lack of transparency from *them* (the government). By an offensive exclamation *Fools!,* he shows that he is right.

8. Starting to get VERY high marks in our handling of the Coronavirus (China Virus), especially when compared to other countries and areas of the world. Now the Vaccines (Plus) are coming, and fast! (7th of September 2020)

This tweet is racist and misleading. It was one of multiple times when D. Trump called the virus that caused a global pandemic SARS-COV-2 in 2020 a *China virus.* Therefore, he directly stated that the Chinese are responsible for the dangerous disease. Such words may create an outbreak of rage among the readers, as well as the rise of racism toward a particular group (here – the Chinese). The use of the hyperbolic *VERY* in capital letters, conveys manipulation as readers are to believe that the situation is the United States.

9. I hope everyone remembers when they're getting the COVID-19 (often referred to as the China Virus) Vaccine, that if I wasn't President, you wouldn't be getting that beautiful 'shot' for 5 years, at best, and probably wouldn't be getting it at all, I hope everyone remembers! (2021)

This is D. Trump's official statement as a former president. It also shows racist traits as he refers to the coronavirus, the *China virus*. Moreover, he creates an image of himself as a great *President*, thus he uses hyperbola to highlight his position and importance. By stating that but for his actions, Americans *wouldn't be getting it* (vaccinations) *at all,* he created a negative image of the new administration, thus he tried to manipulate the recipients. Moreover, he uses repetitions (creating a composition buckle) to strengthen his words.

In this part, the written statements were described and analyzed by the rhetorical devices they included. The discourse is deeply political, and the

utterances should be made according to its ideas. However, D. Trump's rhetoric, as shown above, goes beyond this context. Even though they constitute a small part of all D. Trump's written statements, they are representative when it comes to his sexist, racist, discriminative views that he conveys in words by the use of several figures of speech.

CONCLUSIONS

After analyzing D. Trump's rhetoric which is an imminent part of the political discourse, it is visible that it encompasses all features of HS, discrimination, sexism, thus belongs also to the manipulative and segregationist discourse. As T. Van Dijk deliberated on the influence of ideology on discourse, and, consequently then, rhetoric, D. Trump's views, and personality have an impact on the rhetorical devices he uses to convey the message he wants while making a statement.

Any utterance made cannot be analyzed nor interpreted without understanding its environment. The context in which D. Trump put his statements, made them apply to the rhetoric of discrimination and segregation. What seems important, is that any kind of utterance that has a sexist, racist, misogynist undertone, shows the person's *attitude* to such a *group.* And as a *group* is being isolated, therefore segregation is being made. Now, the question is not about the *group* itself, yet – of the *attitude.* Consequently, this can be revealed by the selection of rhetorical devices.

By no means, D. Trump cannot be compared to other politicians who served as such an important person in the state. Trump's presidency was marked by numerous scandals and controversies, including his impeachment by the House of Representatives twice. He was widely perceived as racist, sexist, misogynistic, manipulative, and impulsive, and his presidency is widely regarded as one of the worst in American history, as well as a significant threat to American democracy. As presented in the aforementioned examples of his written utterances, his language is direct and shows traits of an HS as it was described by Curtis (2015).

To summarize, the use of rhetorical devices determines the overtone of statements, both oral and written. However, its selection differs, just as oral and written language do. As shown in the analysis of D. Trump's utterances, the way he structured his rhetoric reveals what can be called not a hate speech but a *speech of discrimination and segregation.* Therefore, it is visible how strong the impact does the figures of speech have on an act of communication. They modify it, attributing to it a particular category, i.e., the *attitude.* The rhetorical devices of D. Trump's choice are the ones that are attributed to, as it was stated at the beginning, segregation, and discrimination. And it creates the general meaning of a message conveyed.

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