

RHETORICAL DEVICES ON DONALD TRUMP'S PRESIDENTIAL SPEECH
"REMARKS BY PRESIDENT TRUMP TO MARCH FOR LIFE
PARTICIPANTS AND PRO-LIFE LEADERS"

THESIS

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MASTER'S PROGRAM IN LINGUISTICS
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA

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BY
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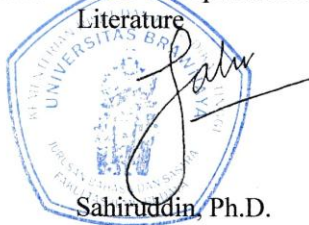
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prayers. My family, my friends, and whoever believed in me, under estimated my capacities, or over-estimated me.

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The Writer



ABSTRACT

Setiarini, Nuria. 2019. *Rhetorical devices on Donald Trump's Presidential Speech "Remarks by President Trump to March For Life Participants and Pro-Life Leaders."* Thesis, Magister of Linguistics, Faculty of Cultural Study, University Brawijaya, Malang. Advisors: (1) Dr. Indah Winarni, M.A., (2) Dr. Esti Junining, M.Pd.

Keywords: rhetorical devices, speech, intended meaning

Rhetorical devices are used by the politicians in order to make significant effect in their speeches. This study is designed to describe the rhetorical devices used by Donald Trump in his presidential speech to March for Life participants and pro-life leaders and to explain how the use of rhetorical devices reflects the intended meanings. The research design of this study is document analysis resting on the principle of phenomenology. This study results in the identification of five rhetorical devices, including: metaphor, euphemism, pronoun, parallelism, and the rule of three. The intended meanings behind the use of rhetorical devices in his presidential speech are (1) to create the sense of togetherness or unity, (2) to claim demand shared responsibility, (3) to expose his personal quality, and (4) to reveal his personal support through the movement. The essence of the intended meanings is described as to gain trust that he is more pro-life than pro-choice and to persuade people to accept his vision and ideas.

ABSTRAK

Setiarini, Nuria. 2019. *Rhetorical devices on Donald Trump's Presidential Speech "Remarks by President Trump to March For Life Participants and Pro-Life Leaders."* Thesis, Magister Linguistik, Fakultas Ilmu Budaya, Universitas Brawijaya, Malang. Pembimbing: (1) Dr. Indah Winarni, M.A., (2) Dr. Esti Junining, M.Pd.

Kata Kunci: rhetorical devices, pidato, makna yang diinginkan oleh penutur

Perangkat retorik digunakan oleh para politisi guna memberikan efek yang signifikan di dalam pidato-pidato mereka. Penelitian ini dirancang untuk menjabarkan perangkat-perangkat retorik yang digunakan oleh Donald Trump di dalam pidato kepresidenannya untuk peserta March for Life dan para pemimpin gerakan pro-life serta untuk menjelaskan bagaimana penggunaan perangkat-perangkat retorik merefleksikan makna-makna yang diinginkan oleh penutur. Desain penelitian dalam penelitian ini adalah analisis dokumen yang berdasar pada prinsip fenomenologi. Penelitian ini menghasilkan identifikasi 5 perangkat retorik, diantaranya: metafora, eufemisme, kata ganti, paralelisme, dan tiga tuturan. Makna-makna yang dimaksudkan dibalik penggunaan perangkat retorik di dalam pidato kepresidenan adalah (1) untuk menciptakan rasa kebersamaan dan kesatuan, (2) untuk mengklaim tuntutan tanggung jawab bersama, (3) untuk menunjukkan kualitas personal, dan (4) untuk mengungkapkan dukungan pribadi terhadap suatu gerakan. Inti dari makna tersirat dijabarkan guna membangun kepercayaan bahwa Trump lebih condong ke Pro-Life dibandingkan Pro-Choice dan untuk membujuk masyarakat agar menerima pandangan dan ide-idenya.



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CHAPTER I INTRODUCTION

This chapter presents the background of the study, research problems, research objectives, the significance of the study, scope of the study, and definition of key terms.

1.1 Background of the Study

The aim of this study is to describe the use of rhetorical devices in the speech of Donald Trump addressed to the participants of March for Life and to explain how the use of rhetorical devices reflects the intended meanings. March for Life is an annual movement for pro-life activists. This all began in January 22, 1973 as a small demonstration and it rapidly grew to be one of the greatest pro-life movement. Pro-life is an ideology against abortion started in 1973 whereas Pro-Choice is an ideology to support the free will to keep or to conduct the abortion.

Trump's controversial character has become an issue, especially during the 2016 US presidential election. This concerns among others, his lack of political and military experience (Crockett, 2017), his policy on banning Moslems to enter the US (Lister, 2015), his plan on building the Mexico border wall (Bojorquez, 2016), and his plan to ban abortion (Benen, 2016). The controversial character seems to be reflected in his language. Shugerman (2018) found that Trump speaks at seventh grade reading level, he uses simple, less diverse vocabulary and grammatical structures. He also scores the lowest in tests of complexity, diversity,

and level of vocabulary comprehension. Savoy (2019) stated that Trump adopts even simpler and direct communication style. He is also more likely to repeat the same words, expressions, ideas, and convictions. Sedensky (2017) stated that Trump's speaking style flummoxes linguists because he sounded different from what the public expects from a politician. He used psychological language tricks in order to get Americans to vote for him as president (Gestel, 2017).

Rhetoric is defined as the study of effective or persuasive speaking and writing (Crystal, 2008). It also has meaning as the elegant and persuasive speaking (Jones and Peccei, 2004). Griffin (2012) called it as a design to cause attention on the intentional act by using words to create effect. It can be concluded that rhetoric is a useful way to control the audience, also to persuade and attract public's attention. Focusing on the rhetoric, previous related study (Savoy, 2018) examined verbal style and rhetoric used by the candidates of 2016 US presidential primary election using corpus analysis and software developed by Toutanova (2003). He analyzed the transcripts of TV debates for both Republican and Democrat candidates. Among his results, Trump ranks the highest in the use of pronoun *I*, revealing more of his ego. Aswad (2019) analyzed the charismatic rhetoric leadership of the 2016 presidential US nominees, Clinton and Trump.

Using DICTION 7.0 content analysis software, he analyzed the campaign speeches of both candidates including all campaign speeches from the announcement of candidacy till the date of Trump's victory speech. In the use of pronouns, Trump was identified to use significantly more pronouns of *We* and *Us*

to express his emphasis on the shared identity with his followers. Chen, Yan, and Hu (2019) analyzed linguistic styles of Trump's and Clinton's. They compared Trump's campaign speeches with his opponent. Using AntConc 3.2.4 corpus based software, they analyzed their linguistic styles. It found that each candidate's rhetorical preference reflects their strategy, personalities, and political beliefs.

The current study is designed to describe the type of rhetorical devices used by Trump in his presidential speech to March for Life participants and pro-life leaders and to explain how the rhetorical devices reflected the intended meaning. In the previous studies, Savoy (2018), Aswad (2019), and Chen, Yan, and Hu (2019) analyzed the rhetoric and the style of the US presidential campaigns.

The significant contribution of the political speech analysis has been admitted in the understanding of social and political realities. None of the previous studies Savoy (2018), Aswad (2019), and Chen, Yan, and Hu (2019) have addressed the rhetorical devices in Trump's speech as the president of the US. The contribution of this study is to fill the gap in the analysis of political speech by Trump as the president of the US.

1.2 Research Problems

Based on the background above, the problems of this study were formulated as follows:

1. What are the types of rhetorical devices found in Donald Trump's presidential speech "Remarks by President Trump to March for Life Participants and Pro-Life Leaders"?
2. How does the use of rhetorical devices reflect the intended meanings?

1.3 Research Objectives

Based on the statement of problems mentioned above, the researcher digs out:

1. To describe the use of rhetorical devices in the speech of Donald Trump “Remarks by President Trump to March for Life Participants and Pro-Life Leaders”
2. To explain how the use of rhetorical devices reflects the intended meanings.

1.4 Significance of the Study

Theoretically, the contribution of this study is to fill the gap in the analysis of political speech by Trump as the president of the US. It is also as the source of information that will enrich the knowledge of the readers to the field of Linguistics, especially in the study of rhetoric. Practically, it will improve the readers' knowledge in applying linguistics theory, especially for those who intend to be a good speaker, orator, or debater. The readers could apply the rhetorical devices in their speech to deliver the ideas smoothly, to steer thoughts of the audience, and to control believes of the audience. The researcher hopes that this research can inspire other researchers to conduct another research in the different subjects.

1.5 Scope and Limitation of the Study

Based on background of the study, the scope of this research will be focused on Donald Trump's presidential speech. However, this research will be limited on his presidential speech addressing the 45th March for Life.

1.6 Definition of Key Terms

The key terms used in this study are as follows:

1. Rhetorical devices

Rhetorical devices is used by politicians in their speech in order to convey the speaker's idea to their listener (Jones and Peccei, 2004). In this research, the researcher used rhetorical devices theory proposed by Jones and Peccei (2004) to analyze Trump's presidential speech in addressing the annual event March for Life.

2. Speech

Speech is a medium of transmission of language (Crystal, 2008). This research focused on Trump's presidential speech in the annual event March for Life.

3. Intended Meaning

A conveyed meaning which does not coincide with its actual meaning (Clark and Lucy, 1975). This research is about to explain how the use of rhetorical devices reflects the intended meanings in Trump's presidential speech in addressing March for Life.

CHAPTER II

REVIEW OF RELEVANT LITERATURE

This chapter describes the literature review, theories, and the definitions related to the topic of the research.

2.1 Rhetoric

Good communication means that both the speaker and the hearer understood each other correctly, but when the understanding does not occur, the level of communication leads to misunderstanding rather than of understanding (Mey, 2006). Linguists' believes that in communication, the understanding of the hearer is built based on the words spoken by the speaker.

Language is used by people to help them to communicate. Language is defined as a systematic way of combining smaller units into larger units for the purpose of communication (Wareing, 2004). Language has power in communication and its impact entirely depends on how someone uses the language. Effective ways to deliver the message is needed, so the intention of the speaker can be easily and smoothly delivered. Language is also possible to manufacture an ideology which could steer about the way people think (Jones and Peccei, 2004). For ages, politicians have owed the success of their career to the use of language, especially the use of rhetoric.

In the 5th century, rhetoric is developed under the Greek democracy. It has been used as the systematic practice of persuasive communication strategies in every element of life, such as in law courts, public affairs, education, and many

other. Back then, an essential element for the development of rhetoric in Greece required the involvement even from the ordinary citizen in order to make a decision making (Illie, 2006). Aristotle stated that rhetoric as an important part of human activity while Plato believed that essentially rhetoric is all about manipulation of the audience done by people who has insincere motives (Beard, 2000). In Britain, the skills of rhetoric were taught even in early school system.

Rhetoric is defined by some experts; Crystal (2008), among others stated rhetoric is the study of effective or persuasive speaking and writing. Rhetoric also has meaning as the elegant and persuasive speaking (Jones and Peccei, 2004). Rhetoric is also used as a design to cause attention on the intentional act by using words to create effect (Griffin, 2012). From all the researchers' definition on rhetoric, it can be concluded that rhetoric is a useful way to control the audience, to persuade, and to attract public's attention. Rhetoric also can be used as a medium to help the speaker in delivering their ideas.

2.2 Rhetorical Devices

Rhetorical devices are used by the speaker to help them increase the impact of their ideas. Jones and Peccei (2004) classified rhetorical devices into five types, such as metaphor, euphemism, the rule of three, parallelism, and pronoun.

2.2.1 Metaphor

Leezenberg (2001) explained that metaphor has rarely attracted the attention of philosophers before the twentieth century. Each word must have a proper or literal meaning of its own. A book written by Plato in 1651 named Cratylus rejected metaphor as unfit for logical argument. On the other hand, Islamic

philosophers, Aristotle, and Vico devoted their attention to metaphor. For them, metaphor was a central topic of philosophical and theological that is important to the interpretation of the Qur'an. More specifically, Punter (2007) also located the interest of metaphor in poetry by Aristotle. Aristotle described that metaphor has the power to please or to destroy the beauty of a language. Then, metaphor was delegated to literary theory and rhetoric while literal language was seen as a standard for formal language. Metaphor is described differently from its literal language. Usually, metaphorical interpretation involved a change of meaning. So, it can be concluded that literal and figurative language do not involve any interpretation process in metaphor.

The term *metaphor* is commonly stated to have two senses, one wide and one narrow. In the wide sense, metaphor is contrasted with the literal meaning. Meanwhile, in the narrow sense, metaphor is not only contrasted with the literal meaning, but also with figurative interpretations of language, such as irony, metonymy, hyperbole, and many others (Stern, 2000).

Jones and Peccei (2004) stated that metaphor is a way of comparing two different ideas. Metaphor also touched the reader's imagination by making the explanation of abstract or concrete things (Harris, 2013). Furthermore, the abstract in metaphor also described how the speaker and the hearer respectively understand the term. Stern (2000) stated that metaphor may be used to convey the speaker's meaning, but to have the meaning behind the utterance surely is not an easy task. The hearer must have the interpretation in the case of metaphor.

Metaphor can be found in written or spoken form. In written form, metaphor is often found in novel, newspaper, and poem. Stern (2000) explained that there are some conditions, clues, cues, or characteristics that can be followed by the reader or the hearer in order to help them recognize metaphor in written or spoken form, such as: (1) every utterance is assumed to be literal until it is proven otherwise, (2) take one of their literal meaning in term of grammatically deviant, semantically odd, implicitly or explicitly self-contradictory, conceptually absurd, category mistakes, nonsensical, and pragmatically inappropriate, (3) present one of the factors that mentioned in point two, so the hearer or the reader would realize to not interpret the literal meaning, and (4) the hearer or the reader finally recognizes it as a metaphor.

In spoken form, metaphor is usually used when the speaker delivers their ideas as in speech or debate. In political field, metaphor can be very powerful in order to affect people's attitude. Usually, politicians do not always realize when they are speaking or producing metaphor.

Lakoff and Johnson (1980) defined 3 types of metaphor, such as (1) *conventional metaphor (orientational, ontological, and structural)*. It is related to physical and cultural experience. For example *happy is up* leads to the English expressions *I'm feeling up today* and *sad is down* leads to the English expressions *I'm depressed*, (2) *personification metaphor*. Personification metaphor specified nonhuman entities into human motivations, characteristics, and activities. For example: *inflation is eating up our profits*, inflation described something nonhuman as human, (3) *new meaning*. New meaning contains entailments that

include other type of metaphor. For example: *love is a collaborative work of art*.

Newmark (1988) distinguished metaphor into 6 categories, including (1) *dead metaphor*, whose images are highly unmarked, (2) *cliché metaphor*, which point to the use of cliché expression, (3) *standard metaphor*, which usually applied in informal language, (4) *adapted metaphor*, where reflects the relationship between language and culture, for example: proverb, (5) *recent metaphor*, which often categorized as a slang, and (6) *original metaphor*, which are created by the speaker and the writer to make a discourse more interesting and to highlight particular point.

Furthermore, Jones and Peccei (2004) stated that the example of metaphor can be found in some aspects, such as: 1) *metaphor in literature*. The example of metaphor in literature is showed in Shakespeare "*Juliet is the sun*". In fact, Juliet is not literally the sun. Shakespeare invited the reader to understand the terms of sun. The utterance should be interpreted as non literal way. Shakespeare meant to say that Juliet is worth the complement and adoration from Romeo. It also can be interpreted that Romeo cannot live without the presence of Juliet, 2) *metaphor in economical field*. Metaphor is used in Financial Times on Tuesday, July 24th 2007.

"*But in spite of meeting these criteria, the marriage of HRE and Depfa was unlikely to transform to German banking market*" The term of *marriage* according to MacMillan English Dictionary is "the relationship between two people who are husband and wife." In the example, marriage is associated with two institutions, which is Hypo Real Estate Holding (HRE) and Defpa Bank (Depfa), 3) *in political field*. Metaphor is used in Bill Clinton inaugural speech in

1993. He stated “*there is nothing wrong with America that cannot be cured by what is right with America.*” Clinton suggested a solution for handling America’s weaknesses. He described weakness as a disease that has to be cured. He stated that both the mind and the body of America are ill, but it all can be healed. It contains hope for the improvement from the government.

2.2.2 Euphemism

The term euphemism is derived from two Greek words *eu* means sound good or well and *pheme* means signifying speech. In the Ancient Greek, the purpose of euphemism is related to religion. The use of euphemism is limited only for priests. Then, in the era of Anglo-Saxon, euphemism is widely used and not limited for specific level in the society. It is also used in tales, such as in Geoffrey Chaucer’s *The Canterbury Tales* that describes sexual organ of woman (Neaman and Silver, 1990).

Euphemism as figure of speech is used to make calm, inoffensive or ambiguous words in order to picture something positive (Jones and Peccei, 2004).

Abrams (1999) stated that euphemism is an inoffensive expression used when the speaker or the writer felt to be disagreeable or embarrassing. Usually, euphemism is used to talk about taboo subject, such as death or sex. In daily or formal conversation, people might talk about *passing away* instead of *dying*; *making love* rather than *sexual intercourse*; and *to have sexual intercourse with* instead of *to sleep with*. Euphemisms are also frequently to be seen in the discourse of diplomatic negotiations and in diplomatic meetings. As in politics, euphemism is usually used by politician to gain their good persona in public. For example, the

politician used “*undocumented immigrants*” than “*Illegal aliens*” to describe people who are entering their country and moving as permanent residence. It can be concluded that euphemisms are pleasant, nice, or gentle word used by the speaker or the writer to produce a sentence.

2.2.3 The Rule of Three

The rule of three is also known as three part statements. In political documents or oratory, the rule of three is commonly found and used by the politician. It has purpose to strengthen or to underline the argumentation of the politician. Jones and Peccei (2004) stated that a group in three part statement is particularly and aesthetically pleasing. Also, the three-part statement is a powerful structure used by the politician to underline their statement even though they only have one point to make. Beard (2000) explained that the three part statement is attractive because it embedded in certain cultures. It gives a sense of unity and completeness, for example: ‘*on your marks, get set, go!*’ is a traditional way to start a race and it is used in around the world. Each part has an identical syntactical structure and phonological sense of repetition because the rhythm and the stress are identical in each part.

Furthermore, Beard (2000) stated that in political speeches, the rule of three can be found in some forms, such as (1) simply a repetition. As it is used by Tony Blair in the general election on 1997 as he yelled ‘*education, education, education.*’ Another example is from a politician from Republican Party, Henry Hyde in aftermath of the Monica Lewinsky affair, by saying repeatedly ‘*duty, duty, duty.*’ (2) in prosodic features such as pitch, tempo, and rhythm. The speaker

required to speak out loud to deliver the rules of three in their speech, (3) in different words, but with similar general meaning. It found in Nelson Mandela's first speech on his release from prison in 1990. In front of the 50.000 crowd in Cape Town, he used the rules of three in his utterance *"friends, comrades, and fellow South Africans. I greet you all in the name of peace, democracy and freedom for all,"* (4) in the eighteenth and nineteenth centuries, three part statement can be found in the era of French Revolution. The politician stated *Liberte, Egalite, Fraternite* (Liberty, Equality, Brotherhood), (5) In Abraham Lincoln's Gettysburg Address, he claimed: *that government of the people, by the people, and for the people shall not perish from this earth,* and (6) In politics, British Conservative Party election pamphlet in 1997 also uses this three part group of words. This is the result of four years of Liberal Democrat and Labour *waste, whinge, and weakness.*

2.2.4 Parallelism

Parallelism first appeared in Bishop Lowth's pronouncement in 1753. Hebrew poetry has considered as the name of one verse or line with another. After the discovery of the phenomenon, several explanations were advanced and the phenomenon was found as the characteristic of Babylonian, Egyptian, Arabic, Finnish, German, English poetry, and many more (Isaacs, 1919).

Parallelism is a device used to express several ideas in a sequence of similar structure. Parallelism suggests the ideas in the two lines are equal (Isaacs, 1919).

By adding parallelism, it shows the ideas of the speaker in their utterance are equal in importance. Also, it adds a sense of symmetry and rhythm, which makes

the speech more unforgettable (Jones and Peccei, 2004). Harris (2013) stated that parallelism adds balance and rhythm in the sentence. It also helps to emphasize the clarity of a sentence. Parallelism can be seen in Winston Churchill's speech to the House of Commons on June 4th 1940;

"We shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender."

The word "*we shall fight*" emphasized the speaker's point that the words are important to be noted.

2.2.5 Pronoun

Pronoun in political speech is used to refer to the politician or the audience and it can be a significant part of the message. The shift of pronoun can be used either to foreground or to obscure responsibility and agency (Jones and Peccei, 2004). By using pronoun, it indicates that there are interaction between the speaker and the audience. The audience will be included to be in the speaker's position. The example of the switch of pronoun can be found in Tony Blair's speech to the Labour Party Annual Conference in October 2001, it shows a shift of pronoun between *I* and *You*. The switch between *I* and *You* brings the audience encouragement and emotion that Tony Blair felt at the moment.

"Just in two weeks ago, in New York, after the church service I met some of the families of the British victims ... and as you crossed the room, you felt the longing and sadness, hands clutching photos of sons and daughters, imploring you to believe them when they said there was

still an outside chance of their loved ones being found alive, when you knew in truth that all hope was gone.”

According to Beard (2000), pronoun is important in putting over a political persuasion. He described several important pronoun in the speech, such as: (1) *your*. It gives a sense to the reader or audience that they are personally addressed by the speaker, (2) *you*. It gives the message that the reader or audience is not a single reader, but everyone in the country is included. Also, it creates the sense that the reader or the audience is in agreement with the politicians, (3) *we*. It gives a sense of togetherness. Also, it creates image that the reader or the audience is in agreement with the politician. Furthermore, Beard (2000) explained the advantages and disadvantages of singular forms of pronoun, for example: (1) pronoun *I, Me, Myself, and Mine*. The advantages of pronoun *I, Me, Myself, and Mine* is that it creates the sense of personal involvement of the speaker, especially when the speaker is about to deliver a good news. On the other hand, the disadvantages of pronoun *I, Me, Myself, and Mine* is that the speaker shows too clear where to blame if something goes wrong and (2) pronoun *We, Us, Ourselves, and Ours*. It indicates shared responsibility, especially when the decision is tricky.

2.3 Previous Studies

Savoy (2018) investigated the verbal style and rhetoric that is used by the candidates of 2016 US presidential primary elections. He analyzed oral communication of the candidates during TV debates. Furthermore, to analyze the rhetoric and style of presidential writing, he used quantitative in order to describe

the both aspects while to identify inflected forms (e.g. 'we, us, ours', or 'war, wars') or lemmas (dictionary entry), Savoy (2018) used software that is developed by Toutanova (2003). He found that during the primary election and among the other candidates, Donald Trump presents an atypical figure, using short sentences, reducing vocabulary, repeating argument by using simple words. He is also be revealed as candidate that is most over-used the pronoun *I* in his dialogue. Hillary Clinton, on the other hand, she tends as the most productive candidate by having most specific and longer sentences even though she is also over-used the pronoun *I*, but she ranked as the fourth.

Another research, Aswad (2019) analyzed the charismatic rhetoric leadership of the 2016 presidential US nominees, Clinton and Trump. Using DICTION 7.0 content analysis software, he analyzed the campaign speeches of the candidates including all campaign speeches from the announcement of candidacy till the date of Trump's victory speech. Among his findings, he found that in the use of pronouns, Trump was identified to use significantly more pronouns of *We* and *Us* to express his emphasis on the shared identity with his followers.

Chen, Yan, and Hu (2019) compared Trump's campaign speeches with his opponent. Using AntConc 3.2.4 corpus based software, they analyzed their linguistic styles. They found that each candidate's rhetorical preference reflects their strategy, personalities, and political beliefs.

From previous studies mentioned above, the differences and research gap between current research and the previous research are:

1. Savoy (2018) used corpus and software developed by Toutanova (2003) to define word usages and their frequencies. Aswad (2019) used DICTION 7.0 content analysis software to analyze the charismatic rhetoric leadership of the 2016 presidential US nominees, Clinton and Trump. Chen, Yan, and Hu (2019) used AntConc 3.2.4 corpus based software in order to compared Trump's campaign speeches with his opponent. Meanwhile, the current research used document analysis resting on the principle of phenomenology to describe type of rhetorical devices in Trump's presidential speech addressing the event March for Life and the intended message behind its use,
2. Savoy (2018) used transcripts of the TV debates from both Republican and Democrat party in the 2016 US primary presidential election. Aswad (2019) analyzed the campaign speeches of both candidates including all campaign speeches from the announcement of candidacy till the date of Trump's victory speech. Chen, Yan, and Hu (2019) used Trump's and Clinton's campaign speeches from July to November 2016. Meanwhile the current research uses Trump's presidential speech in addressing the annual event "March for Life,"
3. Savoy (2018), Aswad (2019), and Chen, Yan, and Hu (2019) concern was put on the US 2016 presidential campaigns when Trump had to combat his rivals while the present research concerns political communication between Trump as a president of the US and the specific community of the people of the US, the pro-life movement.

None of the previous studies Alavidze (2017), Savoy (2018), and Aswad (2019) have addressed the rhetorical devices in Trump's speech as the president of the US. The contribution of this study is to fill the gap in the analysis of political speech by Trump as the president of the US.



CHAPTER III

RESEARCH METHODS

In this chapter, the researcher presents the aspects dealing with research methodology. Those aspects are research design, data and data source, data collection, and data analysis.

3.1 Research Design

The design in this study is qualitative research while the type of this study is document analysis resting on the principle of phenomenology, which "... is rooted in questions that give a direction and focus to meaning and in themes that sustains an enquiry ..." (Moustaka, 1994: 59). The analysis requires the process of intersubjectivity and reflection as it aims to describe the intention of the speaker. The analysis includes lexical, semantic, and pragmatic aspects of the language used by the speaker.

This study used qualitative research because of some characteristics. First, the data are in the form of utterances spoken by Donald Trump in his presidential speech "Remarks by President Trump to March For Life Participants and Pro-Life Leaders." Second, the researcher is the instrument for collecting and analyzing the data in this research. Next, the data in this research obtained from speech transcription and analyzed by using Jones and Peccei (2004) theory. Fourth, the aim of this research is to find out the type of rhetorical devices used by Donald Trump in his presidential speech "Remarks by President Trump to March For Life

Participants and Pro-Life Leaders” and to explain the intended meanings of Donald Trump behind using rhetorical devices.

3.2 Data and Data Source

The data of this research is transcribed document which was released on the official website of White House in January 19th 2018 entitled *Remarks by President Trump to March for Life Participants and Pro-Life Leaders* while the data source in this research is video of 9:22 minutes of Trump’s presidential speech in addressing 45th annual event March for Life uploaded by official White House channel on Youtube. Data are categorized as primary and secondary. Primary data is rhetorical devices used in a grammatical meaningful unit (clause, group, and word) in the text while the secondary data is grammatical meaningful units that do not contain rhetorical devices, with the intention in providing the context needed to interpret the meaning of rhetorical devices and the implied intention behind their use.

3.3 Data Collection

The data collection is done with the following steps: (1) searching the video of Trump’s presidential speech on Youtube, (2) downloading and watching the video, (3) searching the video transcription in the Internet. Then, comparing the video and transcription to check its accuracy. No error on the transcription was identified.

3.4 Data Analysis

Miles and Hubberman (1994) classified the steps of data analysis into (1) data collection, (2) data reduction, (3) data display, and (4) conclusion and verification.

The process of data analysis is iterative, rolling, and interactive. This means that each step of data analysis involves some aspect of data collection, data reduction, data display, and conclusion and verification. In order to get the relevant result, this research utilized data analysis process suggested by Miles and Hubberman (1994) as follows:

1. Downloading the transcription of the presidential speech “Remarks by President Trump to March for Life Participants and Pro-Life Leaders,”
2. Watching video and checking the transcription to ensure no errors were made,
3. Reading the transcribed document repeatedly to understand the content and the structure of the whole text,
4. Identifying each meaningful grammatical unit containing rhetorical devices in each paragraph,
5. Underlining the rhetorical devices used in each paragraph (appendix II),
6. Preparing explanatory matrix of rhetorical devices and explanatory matrix of pronoun,
7. Enlisting each paragraph containing the underlined rhetorical devices into the explanatory matrix,
8. Analyzing the meaning of each rhetorical devices in each paragraph and enter it in the explanatory matrix (Appendix III and appendix IV),

9. Analyzing the underlying intention of rhetorical devices and putting it in the explanatory matrix of rhetorical devices (Appendix III and appendix IV),
10. Grouping the rhetorical devices with similar meaning to define the intended meanings (table 1), and
11. Preparing explanatory matrix and classifying the intended meanings to arrive at the final conclusion (Diagram 1).



CHAPTER IV

FINDINGS AND DISCUSSIONS

In this chapter, the researcher presents the research findings based on the result of the analysis and the discussion based on the findings.

4.1 Research Findings

In this part, the findings and analysis are presented through each element of rhetorical devices.

4.1.1 The Type of Rhetorical Devices Found in Donald Trump's Presidential Speech "Remarks by President Trump to March for Life Participants and Pro-Life Leaders"

This study results in the identification of five rhetorical devices, including: pronoun, parallelism, metaphor, euphemism, and the rule of three.

4.1.2 How the Rhetorical Devices Reflected the Intended Meaning

This part of the research describes rhetorical devices in the presidential speech "Remarks by President Trump to March for Life Participants and Pro-Life Leaders." All the literal meaning described in this research use references from The Oxford English Dictionary. Table 1 up to 8 provides description on each of the intended meanings and the data which justify the claim. The explanation of each intended meanings is based on the tables.

The data analysis results in the identification of eight intended meanings, these are (1) creating the sense of closeness, being informal, and signaling no

4.2.1 Creating closeness, being informal, and signaling no distance relationship

Table 1. Closeness, being informal, and signaling no distance relationship

No.	Datum	Rhetorical Devices of Pronoun
1.	Datum 1 --- Paragraph 1	Line (1): <i>You</i> Line (3): <i>You</i> You
2.	Datum 2 --- Paragraph 2	Line (2): <i>You</i> You
3.	Datum 3 --- Paragraph 3	Line (1): <i>I, You</i> I, You
4.	Datum 5 --- Paragraph 5	Line (1, 2 and 3): <i>You</i> You
5.	Datum 7 --- Paragraph 7	Line (1): <i>I</i> Line (3 and 4): <i>You</i> I, You
6.	Datum 8 --- Paragraph 8	Line (1): <i>You</i> You
7.	Datum 9 --- Paragraph 9, Paragraph 11	Paragraph 9 Line (1): <i>You</i> Paragraph 11 Line (1): <i>You</i> You
8.	Datum 11 --- Paragraph 13	Line (3 and 4): <i>You</i> You

“Thank you very much. That’s so nice. Sit, please. We have tens of thousands of people watching us right down the road — tens of thousands. So I congratulate you. And at least we picked a beautiful day. You can’t get a more beautiful day.”

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(Jones and Peccei, 2004). Pronoun *You* (line 2 and line 3) is used to refer to the crowd. The use of pronoun *You* in datum 1 creates the sense of closeness and informal relationship (Jones and Peccei, 2004) between the speaker and the participants.

DATUM 2 --- Paragraph 2

“I want to thank our Vice President, Mike Pence, for that wonderful introduction. I also want to thank you and Karen for being true champions for life. Thank you, and thank Karen.”

Pronoun *You* (line 1 and line 2) is used to show that in the event, the relationship between the speaker as the president of the US and the Vice President and also his wife is informal relationship. The sense of informal relationship is meant not only between the president and the crowd, but also between the president and the vice president.

DATUM 3 --- Paragraph 3

“Today, I’m honored and really proud to be the first President to stand with you here at the White House to address the 45th March for Life. That’s very, very special — 45th March for Life.”

The switch in the use of pronoun *I* (line 1) and pronoun *You* (line 1) in datum 3 shows that the speaker’s intention is to create an informal atmosphere and no social distance relationship (Jones and Peccei, 2004) between the speaker and the participants.

DATUM 5 --- Paragraph 5

“The March for Life is a movement born out of love. You love your families, you love your neighbors, you love our nation, and you love every child, born and unborn, because you believe that every life is sacred, that every child is a precious gift from God.”

Pronoun *You* refers to particular group (Jones and Peccei, 2004). In this case, the one group is the participants of March For Life. It creates the sense of closeness (Jones and Peccei, 2004).

DATUM 7 --- Paragraph 7

“I want to thank every person here today and all across our country who works with such big hearts and tireless devotion to make sure that parents have the care and support they need to choose life. Because of you, tens of thousands of Americans have been born and reached their full, God-given potential — because of you.”

Pronoun *I* (line 1) is used to show that the speaker has a different role in the event. The role which is more superior than the crowd, as a president. It points out that in this case, the use of pronoun *You* (line 3 and line 4) is to dismiss the barrier which creates distant relationship with the crowd to be considered close to the participants. The intention of establishing closeness is also realized by the use of pronoun *You* (line 3 and line 4). He tried to avoid that different role creates distance relationship (Jones and Peccei, 2004). Pronoun *You* (line 3 and line 4) is also used to create no distance relationship between the speaker and the participants.

DATUM 8 --- Paragraph 8

“You’re living witnesses of this year’s March for Life theme. And that theme is: Love saves lives.”

Pronoun *You* (line 1) is used to refer not just to the participants, but also to everyone in the country because the speech was broadcasted live. It creates the sense of closeness and informal relationship between the speaker, the participants, and the people of the US.

DATUM 9 --- Paragraph 9 and Paragraph 11**Paragraph 9**

“As you all know, Roe vs. Wade has resulted in some of the most permissive abortion laws anywhere in the world. For example, in the United States, it’s one of only seven countries to allow elective late-term abortions, along with China, North Korea, and others.”

Paragraph 11

“Americans are more and more pro-life. You see that all the time. In fact, only 12 percent of Americans support abortion on demand at any time.”

Pronoun *You* in paragraph 9 (line 1) and paragraph 11 (line 1) is used to refer not just to the participants in the event, but also to everyone in the country. It creates the sense of closeness and informal relationship between the speaker and the participants.

DATUM 11 --- Paragraph 13

“Tomorrow will mark exactly one year since I took the oath of office. And I will say, our country is doing really well. Our economy is perhaps the best it’s ever been. You look at the job numbers; you look at the companies pouring back into our country; you look at the stock market at an all-time high; unemployment, 17-year low.”

As in the case with datum 9 (paragraph 11), pronoun *You* (line 3 and line 4) is used to address not just the participants in the event, but also everyone in the country. It creates the sense of closeness and informal relationship between the speaker, the participants, and people of the US (Jones and Peccei, 2004).

4.2.2 *Creating the sense of togetherness*

As described in table 2, the second theme can be seen in datum 1, datum 4, datum 6, datum 7, datum 10, datum 11, datum 12, datum 15, datum 16, datum 18, datum 19, and datum 20.

Table 2. Creating the sense of togetherness

No.	Datum	Rhetorical Devices of Pronoun
1.	Datum 1 --- Paragraph 1	Line (1 and 2): <i>We, Us</i> Line (3): <i>We</i> <i>We, Us</i>
2.	Datum 4 --- Paragraph 4	Line (3): <i>Our</i> <i>Our</i>
3.	Datum 6 --- Paragraph 6	Line (1): <i>We</i> <i>We</i>
4.	Datum 7 --- Paragraph 7	Line (1): <i>Our</i> <i>Our</i>
5.	Datum 10 --- Paragraph 12	Line (1): <i>We</i> <i>We</i>
6.	Datum 11 --- Paragraph 13	Line (2 and 4): <i>Our</i> Line (2): <i>Our</i> <i>Our</i>
7.	Datum 12 --- Paragraph 14	Line (2): <i>Our</i> Line (4): <i>We</i> <i>Our, We</i>
8.	Datum 15 --- Paragraph 20	Line (1): <i>We</i> Line (1): <i>Our</i> <i>We, Our</i>
9.	Datum 16 --- Paragraph 21	Line (1): <i>Us</i> <i>Us</i>
10.	Datum 18 --- Paragraph 29	Line (1): <i>Us</i> <i>Us</i>
11.	Datum 19 --- Paragraph 30	Line (1): <i>We</i> <i>We</i>
12.	Datum 20 --- Paragraph 31	Line (1): <i>We</i> <i>We</i>

DATUM 1 --- Paragraph 1

“Thank you very much. That’s so nice. Sit, please. We have tens of thousands of people watching us right down the road — tens of thousands. So I congratulate you. And at least we picked a beautiful day. You can’t get a more beautiful day.”

The switch in the uses of pronoun *We* and *Us* (line 1 and line 2) indicate the sense of togetherness (Beard, 2000) between the speaker and the participants.

Pronoun *We* (line 3) is used to refer to the speaker and the participants as one group. It creates the sense of togetherness between the speaker and the participants.

DATUM 4 --- Paragraph 4

“And this is a truly remarkable group. Today, tens of thousands of families, students, and patriots — and, really, just great citizens — gather here in our nation’s capital. You come from many backgrounds, many places. But you all come for one beautiful cause: to build a society where life is celebrated, protected, and cherished.”

Pronoun *Our* (line 3) creates the sense of belonging to the same country. This can be interpreted that the speaker’s intention is to express togetherness and no

social distance relationship (Jones and Peccei, 2004) and they were there united for the sake of the country.

DATUM 6 --- Paragraph 6

“We know that life is the greatest miracle of all. We see it in the eyes of every new mother who cradles that wonderful, innocent, and glorious newborn child in her loving arms.”

The use of pronoun *We* (line 1) indicates that the speaker and the participants are as one group. It creates the sense of collectivity in building the society which is pro-life.

DATUM 7 --- Paragraph 7

“I want to thank every person here today and all across our country who works with such big hearts and tireless devotion to make sure that parents have the care and support they need to choose life. Because of you, tens of thousands of Americans have been born and reached their full, God-given potential — because of you.”

Pronoun *Our* (line 1) is used to create the sense of togetherness (Jones and Peccei, 2004) that the speaker identified himself with those who work hard to choose life. It also means to express the sense of shared responsibility in building a society in which care for life is nurtured.

DATUM 10 --- Paragraph 12

“Under my administration, we will always defend the very first right in the Declaration of Independence, and that is the right to life.”

Pronoun *We* (line 1) is used to picture the sense of togetherness (Beard, 2000) between the speaker, his administration, and the participants.

DATUM 11 --- Paragraph 13

“Tomorrow will mark exactly one year since I took the oath of office. And I will say, our country is doing really well. Our economy is perhaps the best it’s ever been. You look at the job numbers; you

look at the companies pouring back into our country; you look at the stock market at an all-time high; unemployment, 17-year low.”

Pronoun *Our* (line 2 and line 4) is used to portray the sense of togetherness (Beard, 2000) between the participants, the American citizens, and also the speaker included. Pronoun *Our* (line 2) is used to create the sense of togetherness (Beard, 2000) that the good economical state in the US has been reached by the American people and the speaker.

DATUM 12 --- Paragraph 14

“Unemployment for African American workers, at the lowest mark in the history of our country. Unemployment for Hispanic, at a record low in history. Unemployment for women, think of this, at an 18-year low. We’re really proud of what we’re doing.”

Pronoun *Our* (line 2) creates the sense of togetherness. He included the crowd in the achievement of the government in lowering the number of unemployment in the country. Pronoun *We* (line 4) indicates that the speaker spoke on behalf of the US’ government (Jones and Peccei, 2004). It creates the sense of togetherness (Beard, 2000). It is also used to show that the achievement and success is not solely the achievement of the speaker.

DATUM 15 --- Paragraph 20

“We are protecting the sanctity of life and the family as the foundation of our society. But this movement can only succeed with the heart and the soul and the prayer of the people.”

Pronoun *We* (line 1) and *Our* (line 2) are used to give the sense of togetherness and shared responsibility (Beard, 2000) between the speaker and the participants to protect the sanctity of life.

DATUM 16 --- Paragraph 21

“Here with us today is Marianne Donadio from Greensboro, North Carolina. Where is Marianne? Hello. Come on up here, Marianne. Come. Nice to see you, Marianne.

Pronoun *Us* (line 1, paragraph 21) is used to create the sense of togetherness (Beard, 2000) between the speaker and the participants.

DATUM 18 --- Paragraph 29

“That hope is the true gift of this incredible movement that brings us together today. It is the gift of friendship, the gift of mentorship, and the gift of encouragement, love, and support. Those are beautiful words, and those are beautiful gifts. And most importantly of all, it is the gift of life itself.”

Pronoun *Us* (line 1) is used to create the sense of togetherness (Beard, 2000) between the speaker and the participants. It is used to express that the speaker identify himself with the crowd.

DATUM 19 --- Paragraph 30

“That is why we march. That is why we pray. And that is why we declare that America’s future will be filled with goodness, peace, joy, dignity, and life for every child of God.”

Pronoun *We* (line 1) is used to bring the sense of togetherness (Beard, 2000) between the speaker and the participants. In this case, the speaker identified himself with the activities of those who choose to save life.

DATUM 20 --- Paragraph 31

“Thank you to the March for Life — special, special people. And we are with you all the way. May God bless you and may God bless America. Thank you. Thank you. Thank you very much.”

Pronoun *We* (line 1) is used to show the sense of togetherness and that the speaker and his administration are part of the people (Jones and Peccei, 2004) and will support pro-life activists.

4.2.3 Shared Responsibility

As pictured in table 3, third theme can be found in datum 10, datum 14, and datum 15.

Table 3. Shared responsibility

No.	Datum	Rhetorical Devices of Pronoun
1.	Datum 10 --- Paragraph 12	Line (1): <i>We</i> We
2.	Datum 14 --- Paragraph 18	Line (1): <i>We</i> We
3.	Datum 15 --- Paragraph 20	Line (1): <i>We, Our</i> We, Our

DATUM 10 --- Paragraph 12

“Under my administration, we will always defend the very first right in the Declaration of Independence, and that is the right to life.”

Pronoun *We* (line 1) expresses shared responsibility. That to defend the right to life is also the responsibility of the people in the US (Beard, 2000).

DATUM 14 --- Paragraph 18

“Today, I’m announcing that we have just issued a new proposal to protect conscience rights and religious freedoms of doctors, nurses, and other medical professionals. So important.”

Pronoun *We* (line 1) helps the speaker to create the sense of shared responsibility (Beard, 2000). The speaker’s intention is to save himself because the proposal might cause some pro and contra. Pronoun *We* helps the speaker to put the blame on others when something goes wrong with the new proposal.

DATUM 15 --- Paragraph 20

“We are protecting the sanctity of life and the family as the foundation of our society. But this movement can only succeed with the heart and the soul and the prayer of the people.”

Pronoun *We* (line 1) and *Our* (line 1) are used to give the sense of togetherness and shared responsibility (Beard, 2000) between the speaker and the participants to protect the sanctity of life. Shared responsibility is expressed with

4.2.4 Self Confidence and Self Achievements

Table 4. Creating self confidence and self achievements

No.	Datum	Rhetorical Devices of Pronoun
1.	Datum 3 --- Paragraph 3	Line (1): <i>I</i> I
2.	Datum 11 --- Paragraph 13	Line (1): <i>I</i> I

“Today, I’m honored and really proud to be the first President to stand with you here at the White House to address the 45th March for Life. That’s very, very special — 45th March for Life.”

Pronoun *I* (line 1) shows that there is sense of self confidence and self achievement (Jones and Peccei, 2004) of the speaker. The speaker announced proudly that he is the first president in the US who stood before the participants and gave live speech. Former presidents spoke remotely every year via telephone during the event. The speaker referred to his presence in the event as special. It shows that the use of pronoun *I* refers to his being self confident for the specific achievement.

“Tomorrow will mark exactly one year since I took the oath of office. And I will say, our country is doing really well. Our economy is perhaps the best it’s ever been. You look at the job numbers; you look at the companies pouring back into our country; you look at the stock market at an all-time high; unemployment, 17-year low.”

Pronoun *I* (line 1) is used to show that the speaker claims responsibility for the positive achievement (Jones and Peccei, 2004) on the good state of economical aspect in the US.

4.2.5 Person with Political Power

As depicted in table 5, the fifth theme is expressed in datum 13 and datum 14.

Table 5. Person with political power

No.	Datum	Rhetorical Devices of Pronoun
1.	Datum 13 --- Paragraph 15, Paragraph 16	Paragraph 15 Line (1): <i>I</i> Paragraph 16 Line (2): <i>I</i>
2.	Datum 14 --- Paragraph 17, Paragraph 19	Paragraph 17 Line (1): <i>I</i> Paragraph 19 Line (2): <i>I</i>

DATUM 13 --- Paragraph 15 and Paragraph 16

Paragraph 15

“And during my first week in office, *I* reinstated a policy first put in place by President Ronald Reagan, the Mexico City policy.”

Pronoun *I* (line 1) is used to show that the speaker has political power (Jones and Peccei, 2004) to reinstate the Mexico City Policy.

Paragraph 16

“I strongly supported the House of Representative’s Pain-Capable bill, which would end painful, late-term abortions nationwide. And *I* call upon the Senate to pass this important law and send it to my desk for signing.”

Pronoun *I* (line 1) is used to show personal involvement (Beard, 2000) in the making of Pain-Capable bill. Pronoun *I* (line 2) which express the political power of the speaker over the Senate to pass the bill for him to take further action.

DATUM 14 --- Paragraph 17 and Paragraph 19

Paragraph 17

“On the National Day of Prayer, *I* signed an executive order to protect religious liberty. Very proud of that.”

Pronoun *I* (line 1) is used to show that the speaker as the president of the US has political power (Jones and Peccei, 2004) to sign a new executive order.

"I have also just reversed the previous administration's policy that restricted states efforts to direct Medicaid funding away from abortion facilities that violate the law."

4.2.6 Personal Involvement

Table 6. Creating the sense of personal involvement

No.	Datum	Rhetorical Devices of Pronoun
1.	Datum 1 --- Paragraph 1	Line (3): <i>I</i> I
2.	Datum 2 --- Paragraph 2	Line (1): <i>I</i> I
3.	Datum 10 --- Paragraph 12	Line (1): <i>My</i> My
4.	Datum 13 --- Paragraph 15	Line (1): <i>My</i> My

“Thank you very much. That’s so nice. Sit, please. We have tens of thousands of people watching us right down the road — tens of thousands. So I congratulate you. And at least we picked a beautiful day. You can’t get a more beautiful day.”

DATUM 2 --- Paragraph 2

“I want to thank our Vice President, Mike Pence, for that wonderful introduction. I also want to thank you and Karen for being true champions for life. Thank you, and thank Karen.”

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DATUM 10 --- Paragraph 12

“Under my administration, we will always defend the very first right in the Declaration of Independence, and that is the right to life.”

Pronoun *My* (line 1) shows the speaker’s personal involvement (Beard, 2000)

and it is used to express himself as not belonging to the group of the other presidents of the US. Furthermore, it is used to claim that he is the very first president of the US who will always defend the first right of the declaration of independence.

DATUM 13 --- Paragraph 15

“And during my first week in office, I reinstated a policy first put in place by President Ronald Reagan, the Mexico City policy.”

Pronoun *My* (line 1) shows the intention of the speaker to express otherness.

It is used to show that Trump was not in the same group as the previous presidents who had not taken any action on the realization of the Mexico City policy. It is necessary to point out that Mexico City policy is the policy of banning federal funding of the US to facilitate the act of abortion.

4.2.7 Emphasizing the Act of Saving Life

As portrayed in table 7, the seventh theme is found in datum 4, datum 14, datum 15, datum 16, and datum 17.

Table 7. Emphasizing the act of saving life

No.	Datum	Rhetorical Devices
1.	Datum 4 --- Paragraph 4	Line (5): the rule of three ... <i>celebrated, protected, and cherished</i>
2.	Datum 14 --- Paragraph 17, Paragraph 18, paragraph 19	Line (2, paragraph 18): metaphor <i>a. ... to protect the conscience rights and religious freedoms of doctors, nurses, and other medical professionals, b. Violate the law</i>
3.	Datum 15 --- Paragraph 20	Line (2 and 3): metaphor <i>But this movement can only succeed with the heart and the soul and the prayer of the people.</i>

Table 7. Continued

4.	Datum 16 --- Paragraph 21, paragraph 22	Line (3 and 4): parallelism	<i>They responded with total love, total support, and total affection.</i>
5.	Datum 17 --- Paragraph 28	Line (3, 4, and 5): parallelism	<i>It has shown each woman that she is not forgotten, that she is not alone, and that she really now has a whole family of people who will help her succeed.</i>
6.	Datum 19 --- Paragraph 30	Line (2 and 3): metaphor Line (1, 2, and 3): parallelism	a. <i>America's future will be filled with goodness, peace, joy, dignity, and life for every child of God</i> b. <i>That is why we march, that is why we pray, and that is why we declare that America's future will be filled with goodness, peace, joy, dignity, and life for every child of God</i>

DATUM 4 --- Paragraph 4

“And this is a truly remarkable group. Today, tens of thousands of families, students, and patriots — and, really, just great citizens — gather here in our nation’s capital. You come from many backgrounds, many places. But you all come for one beautiful cause: to build a society where life is celebrated, protected, and cherished.”

Rhetorical devices of the rule of three is used in datum 4 (line 4 and line 5)

“... to build a society where life is celebrated, protected, and cherished.” The rule of three (line 5) *celebrated, protected, and cherished*, the focus of the statement is ‘life.’ The contextual meaning of ‘life’ in this context should be investigated from datum 6.

It can be concluded that rhetorical devices of the rule of three in datum 4 is used to show the agreement between the speaker and the participants to build a society where life is to be taken care of.

DATUM 14 --- Paragraph 17 and Paragraph 18

Paragraph 17

“On the National Day of Prayer, I signed an executive order to protect religious liberty. Very proud of that.”

Paragraph 18

“Today, I’m announcing that we have just issued a new proposal to protect conscience rights and religious freedoms of doctors, nurses, and other medical professionals. So important.

Paragraph 19

“I have also just reversed the previous administration’s policy that restricted states’ efforts to direct Medicaid funding away from abortion facilities that violate the law.

Metaphor (line 2, paragraph 18) “... *to protect conscience right and religious freedoms of doctors, nurses, and other medical professionals*” in datum

14 can be identified as personification metaphor (Lakoff and Johnson, 1981). The key word in this metaphor is protect. The literal meaning of *protect* is “keep safe from danger or enemies.” This metaphor is used to give impression to the participants that the government is preventing medical professionals in doing any harm. Based on the statement in paragraph 18, a new proposal that is proposed by the speaker will soon allowed medical professionals to refuse the act, perform, facilitate, or assist medical procedures, such as abortion, sterilization, or any kind of medical procedures which violate their personal or religious beliefs.

Personification metaphor also can be found in datum 14 *violate the law* (line 3, paragraph 19). The key word in this metaphor is violate. The literal meaning of *violate* is “act towards without proper respect.” The personified agent in this metaphor is law. This metaphor is used to criticize the previous administration’s (Planned Parenthoods) which is against the new proposal to protect conscience right and religious freedoms of medical professionals. The Planned Parenthoods is a nonprofit organization that provides reproductive health care in the United States and globally.

DATUM 15 --- Paragraph 20

“We are protecting the sanctity of life and the family as the foundation of our society. But this movement can only succeed with the heart and the soul and the prayer of the people”

Metaphor (line 2 and line 3) *But this movement can only succeed with the heart and the soul and the prayer of the people* is found in datum 15. The key words of this personification metaphor (Lakoff and Johnson, 1981) are movement and succeed. The literal meaning of *movement* is “united actions and efforts of a group of people for a special purpose” and the literal meaning of *succeed* is “achieve the desired aim or result.” In the metaphor “*But this movement can only succeed with the heart and the soul and the prayer of the people,*” the preposition *with* is metaphorically used to describe the manner of doing something. The personified agent in this metaphor is movement and it is used as a tool to achieve the success in protecting the sanctity of life. The metaphor in datum 15 is also used to give the impression to the participants that the sanctity of life can be achieved with the heart, the soul, and the prayer of the people.

Metaphor (line 2 and line 3) is meant to express that the sanctity of life can be achieved with the heart, the soul, and the prayer of the people. It can be concluded that rhetorical devices in datum 15 is used to emphasize the full support of the speaker in order to build society based on the sanctity of life.

DATUM 16 --- Paragraph 21 and Paragraph 22

Paragraph 21

“Here with us today is Marianne Donadio from Greensboro, North Carolina. Where is Marianne? Hello. Come on up here, Marianne. Come. Nice to see you, Marianne.

Paragraph 22

“Marianne was 17 when she found out she was pregnant. At first, she felt like she had no place to turn. But when she told her parents, they responded with total love, total affection, total support. Great parents? Great?”

Parallelism (line 3 and line 4, paragraph 22) can be observed in datum 16.

The main focus of the parallelism is the parents’ love for their pregnant daughter.

In the parallelism *total love* (line 3) is used to portray unlimited love given by

Marianne’s parents while *total affection* as parallelism (line 3) is used to show

unlimited action of caring, whereas parallelism *total support* (line 3) is meant to

express unlimited help for Marianne during her pregnancy. Parallelism in datum

16 is used to show unlimited affection given by Marianne’s parents.

It can be concluded that rhetorical devices of parallelism in datum 16 is used

to show the support towards the process during pregnancy given by Marianne’s

parents.

DATUM 17 --- Paragraph 28

“Over the last 15 years, Room at the Inn has provided housing, childcare, counsel in education, and job training to more than 400 women. Even more importantly, it has given them hope. It has shown each woman that she is not forgotten, that she is not alone, and that she really now has a whole family of people who will help her succeed.”

The appropriate literal meaning of pronoun *It* is “used to identify somebody

or something”; the literal meaning of *Them* is “object pronoun of *They*”; and the

literal meaning of *She* is “female person already referred to or implied.”Pronoun

Them (line 3) is used to refer to homeless pregnant women as it is previously

discussed in paragraph 26.

Parallelism (line 3, line 4, and line 5) *It has shown each woman that she is not forgotten, that she is not alone, and that she really now has a whole family of people who will help her succeed* can be observed in datum 17. Pronoun *It* (line 3) is used to refer to Room at the Inn while pronoun *She* (line 4 and line 5) refers to the homeless pregnant women. Parallelism *It has shown each woman that she is not forgotten* (line 4) is used to remind every homeless pregnant women that there is always attention given to them through Room at the Inn. Parallelism *that she is not alone* (line 5) is used to emphasize that Room at the Inn has provided support system for them. The last line of parallelism (line 6) *and that she really now has a whole family of people who will help her succeed* is meant to express that Room at the Inn gives new support system, especially hope, to help homeless pregnant women to be successful.

Parallelism (line 3, line 4, and line 5) is used to describe the supports which have been provided by Room at the Inn. The subject of the parallelism is explained in pronoun that contains in line 3, line 4, and line 5. So it can be concluded that rhetorical devices of parallelism in datum 17 is used to describe new hope for homeless pregnant women.

DATUM 19

Pronoun, metaphor, and parallelism are rhetorical devices found in datum 19.

Paragraph 30

“That is why we march. That is why we pray. And that is why we declare that America’s future will be filled with goodness, peace, joy, dignity, and life for every child of God.”

Metaphor (line 2 and line 3) *America's future will be filled with goodness, peace, joy, dignity, and life for every child of God* is found in datum 19. The key words of this personification metaphor (Lakoff and Johnson, 1981) are future, filled, goodness, peace, joy, dignity, and life. The literal meaning of *future* is "coming after the present" while the literal meaning of *filled* is "make or became full." The literal meaning of *goodness* is "the quality of being good"; the literal meaning of *peace* is "freedom from war or violence"; the literal meaning of *joy* is "a feeling of great happiness"; the literal meaning of *dignity* is "the quality of being worthy of honour"; and the appropriate literal meaning of *life* is "the state of being alive as human being." Goodness, peace, joy, dignity, and life are personified agent in this metaphor. The preposition *with* in metaphor "*America's future will be filled with ...*" is metaphorically used to describe the manner of doing something. Contextual meaning of this metaphor is that Goodness, peace, joy, dignity, and life is used as a tool to fill the future of the United States.

Metaphor in this utterance is also used to give the impression to the participants that the speaker pictures the bright future for every child in the United States.

Metaphor (line 2 and line 3) is used to picture the bright future for children in the United States. It can be concluded that the rhetorical devices in datum 19 is used to declare the main purpose of the event that is to support people to choose life.

DATUM 20 --- Paragraph 31

"Thank you to the March for Life — special, special people. And we are with you all the way. May God bless you and may God bless America. Thank you. Thank you. Thank you very much."

Pronoun and the rule of three *Thank you. Thank you. Thank you very much* can be observed in datum 20 (line 3). Pronoun *You* (line 3) in the rule of three is used to address the participants of the event, members of the United States administration, and the American citizens. It can be concluded that the rhetorical devices of the rule of three in datum 20 are used to emphasize gratitude towards the crowd for participating in the event.

4.2.8 Acknowledging the role of March for Life as Saving All Babies

As pictured in table 8, the eighth theme is found in datum 5, datum 7, datum 8, datum 18, datum 19, and datum 20.

Table 8. Acknowledging the role of March for Life as saving all babies

No.	Datum		Rhetorical Devices
1.	Datum 5 --- Paragraph 5	Line (1): Metaphor Line (3): Euphemism Line (1, 2, and 3): Parallelism	a. <i>The March for Life is a movement born out of love</i> b. <i>unborn</i> c. <i>You love your families, you love your neighbors, you love our nation, and you love every child, born, and unborn.</i> d. <i>every child is a precious gift from God</i>
2.	Datum 7 --- Paragraph 7	Line (2): Metaphor	a. <i>works with such big hearts</i> b. <i>tireless devotion</i>
3.	Datum 8 --- Paragraph 8	Line (2): metaphor	<i>Love saves lives</i>
4.	Datum 18 --- Paragraph 29	Line (1): metaphor Line (2 and 4): parallelism Line (3, 4, and 5): parallelism	a. <i>hope is the true gift of this incredible movement</i> b. <i>it is the gift of friendship, the gift of mentorship, and the gift of encouragement, love, and support.</i> c. <i>Those are beautiful words, and those are beautiful gifts. And most importantly of all, it is the gift of life itself</i>
5.	Datum 19 --- Paragraph 30	Line (1, 2, and 3): Metaphor Line (2 and 3): Parallelism	a. <i>America's future will be filled with goodness, peace, joy, dignity, and life for every child of God</i> b. <i>That is why we march. That is why we pray. And that is why we declare that America's future will be filled with goodness, peace, joy, dignity, and life for every child of God</i>
6.	Datum 20 --- Paragraph 31	Line (3): rule of three	<i>Thank you. Thank you. Thank you very much.</i>

DATUM 5 --- Paragraph 5

“The March for Life is a movement born out of love. You love your families, you love your neighbors, you love our nation, and you love every child, born and unborn because you believe that every life is sacred, that every child is a precious gift from God.”

Metaphor (line 1) is found in datum 5 *The March for Life is a movement born out of love*. The key words in this metaphor are movement, born, and love. The type of this metaphor is personification metaphor (Lakoff and Johnson, 1981).

The personified agent in this case is movement. The appropriate literal meaning of *movement* is “united actions and efforts of a group of people for a special purpose.” Then, the literal meaning of *born* is “come into the world by birth” while the literal meaning of *love* is “kind feeling, fondness, affectionate, and tender devotion.” The topic of the metaphor is love. The metaphor refers to March for Life as a movement to be born by love. The mother of the movement is love. The metaphor in this utterance is used to give the impression to the participants that it is love that creates the movement. The movement is based on love. It can be concluded that love is the essence of the movement.

Parallelism can be observed in datum 5 *You love your families, you love your neighbors, you love our nation, and you love every child, born and unborn*.

Pronoun *You* refers to particular group (Jones and Peccei, 2004). In this case, the one group is the participants of March For Life. It creates the sense of closeness (Jones and Peccei, 2004). The main focus of the parallelism is the participants’ love for their families, neighbours, nation, every child, born, and unborn. The context of March for Life is pro-life fighting for the rule of abortion ban. Thus, the parallelism is focused in every child, born, and unborn.

Euphemism *unborn* appears in datum 5 (line 3). The literal meaning of *unborn* is described as “not yet born.” The word *unborn* is used to soften the term clumps of cells and it describes that *unborn* is also human being. It delivers the idea of March for Life where the participants appreciate unborn babies.

Original metaphor (Newmark, 1988) can be found in datum 5 (line 4) *Every child is a precious gift from God*. The key words of this metaphor are child, precious, and gift. The appropriate literal meaning of *child* is “son or daughter of any age,” whereas the literal meaning of *precious* is “highly values,” and the literal meaning of *gift* is “something given.” The focus of the metaphor is children. It refers that every child is straightly given by God. The metaphor in this utterance is also used to give the impression to the participants that even unborn babies are also human being.

Metaphor *born out of love* (line 1) is meant to express love. Further explanation about love is described in rhetorical devices of parallelism (line 1, line 2, and line 3). Whereas euphemism *unborn* (line 3) is emphasized that unborn babies is also human being and metaphor (line 4) is associated unborn babies with the spirit of God. So it can be concluded that rhetorical devices in paragraph 5 is used to show the agreement between the speaker and the participants to love life, especially unborn babies.

DATUM 7 --- Paragraph 7

“I want to thank every person here today and all across our country who works with such big hearts and tireless devotion to make sure that parents have the care and support they need to choose life. Because of you, tens of thousands of Americans have been born and reached their full, God-given potential — because of you.”

Metaphor (line 2) *works with such big hearts* in datum 7 can be identified as dead metaphor (Newmark, 1988). The key words in this metaphor are heart and big heart. The literal meaning of *heart* is “the center of a person’s thoughts and emotions” while the literal meaning of *big heart* is “kind or generous disposition.

Contextual meaning of this metaphor is someone who has worked with their kindness and generosity heart. The metaphor is meant to express that the participants and the American citizens have worked with their kindness and generosity in order to support parents to give their best to their pregnant daughter in order to choose life.

Another metaphor also can be found in datum 7. Personification metaphor (Lakoff and Johnson, 1981) of *tireless devotion* (line 2) has two key words in this metaphor, such as *tireless* and *devotion*. The literal meaning of *tireless* is “not easily” and the literal meaning of *devotion* is “deep, strong love.” The personified agent in this metaphor is devotion. Contextual meaning of this metaphor is the act of working hard to choose life and refuse to give up. Metaphor in this utterance is used to emphasize that the participants and the American citizens have put their endless effort to defend life.

It can be concluded that rhetorical devices of metaphor in datum 7 is used to appreciate the support given to parents who have caused tens of thousands of Americans has been born.

DATUM 8 --- Paragraph 8

“You’re living witnesses of this year’s March for Life theme. And that theme is: Love saves lives.”

Original metaphor (Lakoff and Johnson, 1981) can be found in datum 8 (line 2) *Love saves lives*. Love, save, and live are the key words of this metaphor.

The literal meaning of *save* is “to make or to keep from harm” and the literal meaning of *live* is “to remain in existence.” Contextual meaning of *love* as personified agent in this metaphor is to refer to the people who are against abortion. Contextual meaning of *save* is the act of saving life while contextual meaning of *life* in this metaphor is to picture all babies. Metaphor in this utterance is used to give the impression to the participants, especially for those who were in the rally, to save all babies.

It can be concluded that rhetorical devices of metaphor in datum 8 is used to acknowledge the role of March for Life as saving all the babies.

DATUM 18 --- Paragraph 29

“That hope is the true gift of this incredible movement that brings us together today. It is the gift of friendship, the gift of mentorship, and the gift of encouragement, love, and support. Those are beautiful words, and those are beautiful gifts. And most importantly of all, it is the gift of life itself.”

In the opening line, *That* (line 1) is used to refer to the previous parallelism (line 3, line 4, and line 5; datum 17).

New meaning (Lakoff and Johnson, 1981) is the type of metaphor found in datum 18 *hope is the true gift of this incredible movement*. The key words of this metaphor are hope, gift, and movement. The literal meaning of *hope* is “a believe that something desired will happen”; the literal meaning of *gift* is “something given”; and the literal meaning of *movement* is “united actions and efforts of a group of people for special purpose.” Contextual meaning of this metaphor is a

movement that gives hope. The focus of this metaphor is hope. Metaphor in this utterance is used to emphasize that hope is the gift of life. It is the gift given to the people, specifically to the people of the United States of America.

Parallelism can be found in datum 18. *It* (line 2 and line 4) is used to refer to the term 'hope' (line 1). Parallelism is found in datum 18 *It is the gift of friendship, the gift of mentorship, and the gift of encouragement, love, and support* (line 2 and line 3). This parallelism is used to emphasize that hope is equal to friendship, mentorship, encouragement, love, and support.

Another parallelism (line 3, line 4, and line 5) can be identified in datum 18 *Those are beautiful words, and those are beautiful gifts. And most importantly of all, it is the gift of life itself.* In the opening line of parallelism (line 3) *those are beautiful words* is used to refer to the previous parallelism (line 2 and line 3) while in parallelism (line 4) *those are beautiful gifts* is used to refer to hope that is equal to friendship, mentorship, encouragement, love, and support. Parallelism *And most importantly of all, it is the gift of life itself* is used to emphasize hope. It is also used to emphasize that friendship, mentorship, encouragement, love, and support is the other form of hope.

It can be concluded that rhetorical devices in datum 18 is used to show that hope is the gift of life and it appears in other form, such as friendship, mentorship, encouragement, love, and support.

DATUM 19 --- Paragraph 30

"That is why we march. That is why we pray. And that is why we declare that America's future will be filled with goodness, peace, joy, dignity, and life for every child of God."

Metaphor in this utterance is also used to give the impression to the participants that the speaker pictures the bright future for every child in the United States.

Parallelism *That is why we march* (line 1) is used to refer to the reason of the movement that was previously explained (datum 17 and datum 18). Parallelism

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Parallelism (line 1, line 2, and line 3) is used to describe the purpose of the event. Metaphor (line 2 and line 3) is used to picture the bright future for children in the United States. It can be concluded that the rhetorical devices in datum 19 is used to declare the main purpose of the event that is to support people to choose life.

DATUM 20 --- Paragraph 31

“Thank you to the March for Life — special, special people. And we are with you all the way. May God bless you and may God bless America. Thank you. Thank you. Thank you very much.”

The rule of three *Thank you. Thank you. Thank you very much* can be observed in datum 20 (line 3). Pronoun *You* (line 3) in the rule of three is used to address the participants of the event, members of the United States administration, and the American citizens. It can be concluded that the rhetorical devices of pronoun and the rule of three in datum 20 are used to emphasize gratitude towards the crowd for participating in the event.

Table 9. Intended Meanings of Rhetorical Devices

No.	Intended Meanings	Rhetorical Devices
1.	Creating the sense of closeness, being informal, and signaling no distance relationship	Pronoun
2.	Creating the sense of togetherness	Pronoun
3.	Creating the sense of shared of responsibility	Pronoun
4.	Creating the sense of self confidence and self achievement	Pronoun
5.	Picturing person with political power	Pronoun
6.	Creating personal involvement	Pronoun
7.	Emphasizing the act of saving life	Metaphor and Parallelism
8.	Acknowledging the role of March For Life as saving all babies	Metaphor, Parallelism, Euphemism, and The Rule of Three

Table 10 shows that the intended meanings can be categorized further into five clusters. These are (1) to create the sense of togetherness or unity, (2) to claim

shared responsibility, and (3) to show his personal quality, (4) to emphasize the act of saving life, and (5) to acknowledge the role of March for Life as saving all babies.

Table 10. Cluster of Intended Meanings

No.	Cluster of Intended Meanings	Rhetorical Devices
1.	Closeness, informality, no social distance relationship, and togetherness	Pronoun
2.	Shared responsibility	Pronoun
3.	Personal quality	Pronoun
4.	The act of saving life	Metaphor and Parallelism
5.	The role of March for Life as saving all babies	Metaphor, Parallelism, Euphemism, and The Rule of Three

To arrive at the essence of the intended meanings, drawing a diagram and naming each cluster of the intended meaning is necessary (Diagram 1).

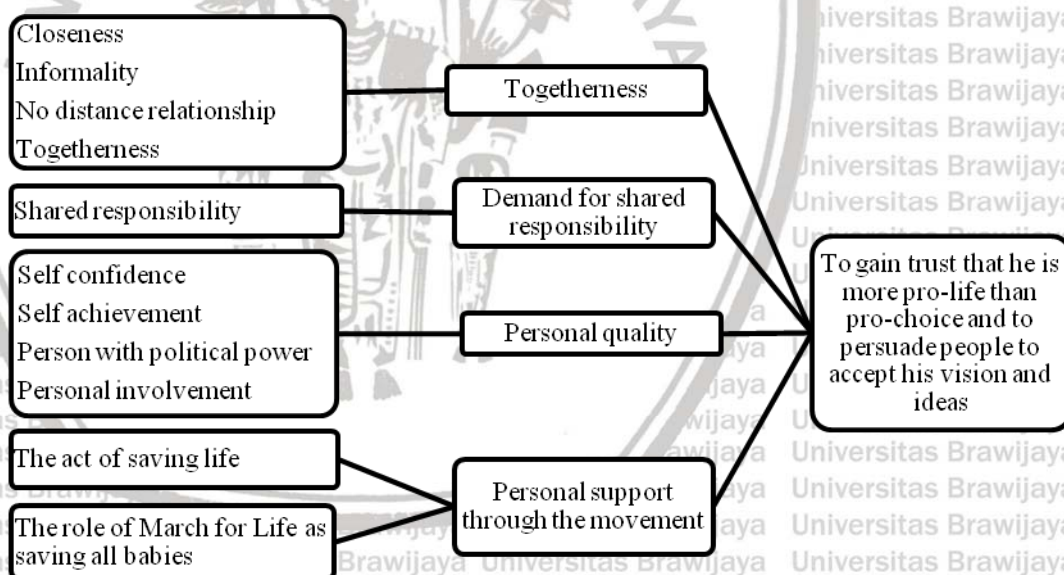


Diagram 1. Essence of the intended meanings

By mere reading the transcription of his speech, one can infer that Trump identified himself with the purpose of March for Life movement. However, the analysis of rhetorical devices used in the speech reveals that he employed four

strategies. To create the atmosphere of togetherness, to demand claim for shared responsibility, to expose his personal qualities, and to reveal his personal support through the movement. The four strategies he employed are meant to gain trust from the participants that he is more pro-life than pro-choice and to persuade them to accept his vision and ideas.

4.2 Discussions

This section of the research presents the discussion of the research findings. It also contains the summary of research findings and the interpretation of the findings.

4.2.1 Summary of the Findings

This study results in the identification of five rhetorical devices, including: metaphor, euphemism, pronoun, parallelism, and the rule of three. The intended meanings behind the use of rhetorical devices in his presidential speech are (1) to create the sense of togetherness or unity, (2) to claim demand shared responsibility, and (3) to expose his personal quality, and (4) to reveal his personal support through the movement. The essence of the intended meanings is described as to gain trust that he is more pro-life than pro-choice and to persuade people to accept his vision and ideas.

4.2.2 Interpretation on the Finding

The frequent use of pronoun *I* by Trump was interpreted as representing his egocentric personality (Savoy, 2018) while this current study found that pronoun *I* was used to claim his superiority in order to show his self confidence, to emphasize his personal achievement, to describe himself as person with political

power, to show his personal involvement, and also to create the sense of informal, and no distance relationship.

As for the use of pronoun *We*, Trump is identified to have relied on collective terminology in the use of pronoun *We*, *Our*, and *Us* (Aswad, 2019) to construct the sense of unity and no social distance with his potential voters but the subject referent of pronoun *We* remained ambiguous (Aswad, 2019; Savoy, 2018). In pronoun *We* was used to create the sense of shared responsibility, in the potentially controversial issues (Jones and Peccei, 2004). In this study, pronoun *We* was also used to create the sense of togetherness.

The use of pronoun *We* in this study also differs from Savoy's (2018) and Aswad's (2019). Pronoun *We* is used to mark the sense of unity and otherness in the previous studies. Pronoun *We* in this study is used to create the sense of togetherness and shared responsibility. Pronoun *You* was rarely used in Savoy (2018) and Aswad (2019). This current study shows that pronoun *You* was frequently used to create the sense of closeness, informality, and no distance relationship.

CHAPTER V

CONCLUSION AND SUGGESTIONS

This chapter presents the conclusion and suggestions based on the findings and discussion presented in Chapter IV. The conclusion is drawn based on the research questions shown in the first chapter. Then, the suggestions are given by the researcher to the further researchers.

5.1 Conclusion

This study results in the identification of five rhetorical devices, including: metaphor, euphemism, pronoun, parallelism, and the rule of three. The intended meanings behind the use of rhetorical devices in his presidential speech are (1) to create the sense of togetherness or unity, (2) to claim demand shared responsibility, and (3) to expose his personal quality, and (4) to reveal his personal support through the movement. The essence of the intended meanings is described as to gain trust that he is more pro-life than pro-choice and to persuade people to accept his vision and ideas.

5.2 Suggestions

The researcher hopes that this research can be a reference for the other researcher who intended to make a research about similar topic. This research used theory from one expert without any combination of other linguistic theories. To enrich the body of knowledge on the analysis of political speech, especially rhetorical devices of Trump's, it is suggested that further studies are conducted.

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Appendix I

Remarks by President Trump to March for Life Participants and Pro-Life Leaders

Issued on: January 19, 2018

Rose Garden

12:30 P.M. EST

THE PRESIDENT: Thank you very much. That's so nice. Sit, please. We have tens of thousands of people watching us right down the road — tens of thousands. So I congratulate you. And at least we picked a beautiful day. You can't get a more beautiful day.

I want to thank our Vice President, Mike Pence, for that wonderful introduction. I also want to thank you and Karen for being true champions for life. Thank you, and thank Karen. (Applause.)

Today, I'm honored and really proud to be the first President to stand with you here at the White House to address the 45th March for Life. That's very, very special — 45th March for Life. (Applause.)

And this is a truly remarkable group. Today, tens of thousands of families, students, and patriots — and, really, just great citizens — gather here in our nation's capital. You come from many backgrounds, many places. But you all come for one beautiful cause: to build a society where life is celebrated, protected, and cherished.

The March for Life is a movement born out of love. You love your families, you love your neighbors, you love our nation, and you love every child, born and unborn, because you believe that every life is sacred, that every child is a precious gift from God. (Applause.)

We know that life is the greatest miracle of all. We see it in the eyes of every new mother who cradles that wonderful, innocent, and glorious newborn child in her loving arms.

I want to thank every person here today and all across our country who works with such big hearts and tireless devotion to make sure that parents have the care and support they need to choose life. Because of you, tens of thousands of Americans have been born and reached their full, God-given potential — because of you.

You're living witnesses of this year's March for Life theme. And that theme is: Love saves lives. (Applause.)

As you all know, Roe vs. Wade has resulted in some of the most permissive abortion laws anywhere in the world. For example, in the United States, it's one of only seven countries to allow elective late-term abortions, along with China, North Korea, and others.

Right now, in a number of states, the laws allow a baby to be born [torn] from his or her mother's womb in the ninth month. It is wrong; it has to change.

Americans are more and more pro-life. You see that all the time. In fact, only 12 percent of Americans support abortion on demand at any time.

Under my administration, we will always defend the very first right in the Declaration of Independence, and that is the right to life. (Applause.)

Tomorrow will mark exactly one year since I took the oath of office. And I will say, our country is doing really well. Our economy is perhaps the best it's ever been. You look at the job numbers; you look at the companies pouring back into our country; you look at the stock market at an all-time high; unemployment, 17-year low.

Unemployment for African American workers, at the lowest mark in the history of our country. Unemployment for Hispanic, at a record low in history. Unemployment for women, think of this, at an 18-year low. We're really proud of what we're doing.

And during my first week in office, I reinstated a policy first put in place by President Ronald Reagan, the Mexico City policy. (Applause.)

I strongly supported the House of Representative's Pain-Capable bill, which would end painful, late-term abortions nationwide. And I call upon the Senate to pass this important law and send it to my desk for signing. (Applause.)

On the National Day of Prayer, I signed an executive order to protect religious liberty. (Applause.) Very proud of that.

Today, I'm announcing that we have just issued a new proposal to protect conscience rights and religious freedoms of doctors, nurses, and other medical professionals. So important. (Applause.)

I have also just reversed the previous administration's policy that restricted states' efforts to direct Medicaid funding away from abortion facilities that violate the law. (Applause.)

We are protecting the sanctity of life and the family as the foundation of our society. But this movement can only succeed with the heart and the soul and the prayer of the people.

Here with us today is Marianne Donadio from Greensboro, North Carolina. Where is Marianne? Hello. Come on up here, Marianne. Come. (Applause.) Nice to see you, Marianne.

Marianne was 17 when she found out she was pregnant. At first, she felt like she had no place to turn. But when she told her parents, they responded with total love, total affection, total support. Great parents? Great?

MS. DONADIO: Wonderful parents, yes.

THE PRESIDENT: I thought you were going to say that. I had to be careful. (Laughter.)

Marianne bravely chose life and soon gave birth to her son. She named him Benedict, which means blessing.

Marianne was so grateful for her parents' love and support that she felt called to serve those who were not as fortunate as her. She joined with others in her community to start a maternity home to care for homeless women who were pregnant. That's great. They named it "Room at the Inn."

Today, Marianne and her husband, Don, are the parents of six beautiful children, and her eldest son Benedict and her daughter Maria join us here today. Where are they? (Applause.) Come on over. How are you? That's great.

Over the last 15 years, Room at the Inn has provided housing, childcare, counseling, education, and job training to more than 400 women. Even more importantly, it has given them hope. It has shown each woman that she is not forgotten, that she is not alone, and that she really now has a whole family of people who will help her succeed.

That hope is the true gift of this incredible movement that brings us together today. It is the gift of friendship, the gift of mentorship, and the gift of encouragement, love, and support. Those are beautiful words, and those are beautiful gifts. And most importantly of all, it is the gift of life itself.

That is why we march. That is why we pray. And that is why we declare that America's future will be filled with goodness, peace, joy, dignity, and life for every child of God.

Thank you to the March for Life — special, special people. And we are with you all the way. May God bless you and may God bless America. Thank you. Thank you. Thank you very much.

END

3:36 P.M. EST



Appendix II

Remarks by President Trump to March for Life Participants and Pro-Life Leaders

Issued on: January 19, 2018

Rose Garden

12:30 P.M. EST

THE PRESIDENT: Thank you very much. That's so nice. Sit, please. We have tens of thousands of people watching us right down the road — tens of thousands. So I congratulate you. And at least we picked a beautiful day. You can't get a more beautiful day.

I want to thank our Vice President, Mike Pence, for that wonderful introduction. I also want to thank you and Karen for being true champions for life. Thank you, and thank Karen. (Applause.)

Today, I'm honored and really proud to be the first President to stand with you here at the White House to address the 45th March for Life. That's very, very special — 45th March for Life. (Applause.)

And this is a truly remarkable group. Today, tens of thousands of families, students, and patriots — and, really, just great citizens — gather here in our nation's capital. You come from many backgrounds, many places. But you all come for one beautiful cause: to build a society where life is celebrated, protected, and cherished.

The March for Life is a movement born out of love. You love your families, you love your neighbors, you love our nation, and you love every child, born and unborn, because you believe that every life is sacred, that every child is a precious gift from God. (Applause.)

We know that life is the greatest miracle of all. We see it in the eyes of every new mother who cradles that wonderful, innocent, and glorious newborn child in her loving arms.

I want to thank every person here today and all across our country who works with such big hearts and tireless devotion to make sure that parents have the care and support they need to choose life. Because of you, tens of thousands of Americans have been born and reached their full, God-given potential — because of you.

You're living witnesses of this year's March for Life theme. And that theme is: Love saves lives. (Applause.)

As you all know, Roe vs. Wade has resulted in some of the most permissive abortion laws anywhere in the world. For example, in the United States, it's one of only seven countries to allow elective late-term abortions, along with China, North Korea, and others.

Right now, in a number of states, the laws allow a baby to be born [torn] from his or her mother's womb in the ninth month. It is wrong; it has to change.

Americans are more and more pro-life. You see that all the time. In fact, only 12 percent of Americans support abortion on demand at any time.

Under my administration, we will always defend the very first right in the Declaration of Independence, and that is the right to life. (Applause.)

Tomorrow will mark exactly one year since I took the oath of office. And I will say, our country is doing really well. Our economy is perhaps the best it's ever been. You look at the job numbers; you look at the companies pouring back into our country; you look at the stock market at an all-time high; unemployment, 17-year low.

Unemployment for African American workers, at the lowest mark in the history of our country. Unemployment for Hispanic, at a record low in history. Unemployment for women, think of this, at an 18-year low. We're really proud of what we're doing.

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On the National Day of Prayer, I signed an executive order to protect religious liberty. (Applause.) Very proud of that.

Today, I'm announcing that we have just issued a new proposal to protect conscience rights and religious freedoms of doctors, nurses, and other medical professionals. So important. (Applause.)

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MS. DONADIO: Wonderful parents, yes.

THE PRESIDENT: I thought you were going to say that. I had to be careful. (Laughter.)

Marianne bravely chose life and soon gave birth to her son. She named him Benedict, which means blessing.

Marianne was so grateful for her parents' love and support that she felt called to serve those who were not as fortunate as her. She joined with others in her community to start a maternity home to care for homeless women who were pregnant. That's great. They named it "Room at the Inn."

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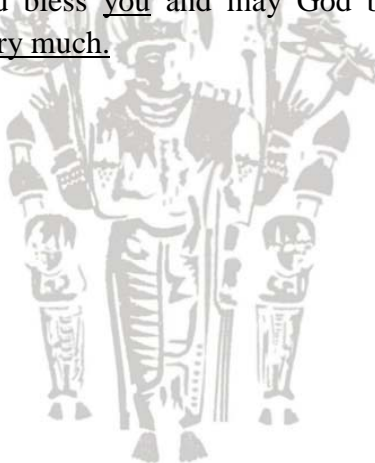
That hope is the true gift of this incredible movement that brings us together today. It is the gift of friendship, the gift of mentorship, and the gift of encouragement, love, and support. Those are beautiful words, and those are beautiful gifts. And most importantly of all, it is the gift of life itself.

That is why we march. That is why we pray. And that is why we declare that America's future will be filled with goodness, peace, joy, dignity, and life for every child of God.

Thank you to the March for Life — special, special people. And we are with you all the way. May God bless you and may God bless America. Thank you. Thank you. Thank you very much.

END

3:36 P.M. EST



Appendix III

Explanatory Matrix of Pronoun

No.	Paragraph	Rhetorical Devices	Meaning	Intended Message
1.	<p><u>Datum 1</u> --- Paragraph 1</p> <p>Thank <u>you</u> very much. That's so nice. Sit, please. <u>We</u> have tens of thousands of people watching <u>us</u> right down the road — tens of thousands. So <u>I</u> congratulate <u>you</u>. And at least <u>we</u> picked a beautiful day. <u>You</u> can't get a more beautiful day.</p>	<p><u>Pronoun:</u> <i>You, We, Us, and I</i></p>	<p>1. "<i>Thank <u>you</u> very much.</i>"</p> <p>Pronoun <i>You</i> is used to refer to the participants. It shows the speaker's gratitude toward the crowd for attending the event. It also creates the sense of informal relationship and closeness between the speaker and the participants (Jones and Peccei, 2004).</p> <p>2. "<i><u>We</u> have tens of thousands of people watching <u>us</u> right down the road</i>"</p> <p>The switch in the uses of pronoun <i>We</i> and <i>Us</i> indicate the sense of togetherness (Beard, 2000) between the speaker and the participants.</p> <p>3. "<i>So <u>I</u> congratulate <u>you</u>.</i>"</p> <p>Pronoun <i>I</i> is used to construct the sense of personal involvement (Beard, 2000) of the speaker. It shows that the speaker is also the part of March For Life. Pronoun <i>You</i> is used to refer to the crowd. The use of pronoun <i>You</i> in datum 1 create the sense of closeness and informal relationship (Jones and Peccei, 2004) between the speaker and</p>	<p>Developing the sense of closeness, togetherness and informal relationship between the speaker and the participant.</p>

No.	Paragraph	Rhetorical Devices	Meaning	Intended Message
1.	<p><u>Continued Datum 1</u> --- Paragraph 1</p> <p>Thank <u>you</u> very much. That's so nice. Sit, please. <u>We</u> have tens of thousands of people watching <u>us</u> right down the road — tens of thousands. So <u>I</u> congratulate <u>you</u>. And at least <u>we</u> picked a beautiful day. <u>You</u> can't get a more beautiful day.</p>	<p><u>Pronoun:</u> <i>You, We, Us, and I</i></p>	<p>the participants. The switch between pronoun <i>I</i> and <i>You</i> creates the sense of closeness and informal relationship between the speaker and the participants (Jones and Peccei, 2004).</p> <p>4. "<u>And at least we picked a beautiful day.</u>" Pronoun <i>We</i> is used to refer to the speaker and the participants as one group. It creates the sense of togetherness between the speaker and the participants.</p> <p>5. "<u>You can't get a more beautiful day.</u>" Pronoun <i>You</i> is used to address everyone in the event. It creates the sense of togetherness (Beard, 2000) between the speaker and the participants.</p>	
2.	<p><u>Datum 2</u> --- Paragraph 2</p> <p>I want to thank <u>our</u> Vice President, Mike Pence, for that wonderful introduction. <u>I</u> also want to thank <u>you</u> and Karen for being true champions for life. Thank <u>you</u>, and thank Karen.</p>	<p><u>Pronoun:</u> <i>I, Our, and You</i></p>	<p>1. "<u>I want to thank our Vice President, Mike Pence, for that wonderful introduction.</u>" Pronoun <i>I</i> is used to show personal involvement of the speaker in the event (Beard, 2000). It shows that the person who stands in the podium is the president of the US.</p> <p>2. "<u>I want to thank our Vice President, Mike Pence, for that wonderful introduction.</u>" Pronoun <i>Our</i> creates the image that Mike Pence as the vice president is owned by the participants and the American citizen in general. In this sentence, the speaker speaks</p>	Showing the sense of informal and closeness between the president and his Vice President.

No.	Paragraph	Rhetorical Devices	Meaning	Intended Message
	<p><u>Continued Datum 2</u> --- Paragraph 2</p> <p>I want to thank <u>our</u> Vice President, Mike Pence, for that wonderful introduction. I also want to thank <u>you</u> and Karen for being true champions for life. Thank <u>you</u>, and thank Karen.</p>		<p>as the president of the US and he addresses Mike Pence as the vice president. It makes the speech become informal (Jones and Peccei, 2004).</p> <p>3. "<i>I also want to thank you and Karen for being true champions for life.</i>" Pronoun <i>I</i> is used to show personal involvement of the speaker in the event (Beard, 2000). It shows that the person who stands in the podium is the president of the US.</p> <p>4. "<i>I also want to thank you and Karen for being true champions for life Thank you, and thank Karen.</i>" Pronoun <i>You</i> (line 1 and line 2) is used to show that in the event, the relationship between the speaker as the president of the US and the Vice President and also his wife is informal relationship. The sense of informal relationship is meant not only between the president and the crowd, but also between the president and the vice president.</p>	
3.	<p><u>Datum 3</u> --- Paragraph 3</p> <p>Today, I'm honored and really proud to be the first President to stand with <u>you</u> here at the White House to address the 45th March for Life. That's very, very special --- 45th March for Life.</p>	<p><u>Pronoun:</u> <i>I and You</i></p>	<p>"<i>I'm honored and really proud to be the first President to stand with you here at the White House to address the 45th March for Life.</i>" Pronoun <i>I</i> (line 1) shows that there is sense of self confidence and self achievement (Jones and Peccei, 2004) of the speaker. The speaker</p>	<p>Showing self confidence, self achievement, informal relationship and no distance relationship.</p>

No.	Paragraph	Rhetorical Devices	Meaning	Intended Message
	<p><u>Continued Datum 3</u> --- Paragraph 3</p> <p>Today, I'm honored and really proud to be the first President to stand with <u>you</u> here at the White House to address the 45th March for Life. That's very, very special — 45th March for Life.</p>		<p>proudly announced that he is the first president in the US who stood before the participants and gave live speech. Former presidents spoke remotely every year via telephone during the event. The speaker refers to his presence in the event as special. It shows that the use of pronoun <i>I</i> refer to his being self confident for the specific achievement. The switch in the use of pronoun <i>I</i> (line 1) and pronoun <i>You</i> (line 1) in datum 3 shows that the speaker's intention is to create an informal atmosphere and no social distance relationship (Jones and Peccei, 2004) between the speaker and the participants.</p>	
4.	<p><u>Datum 4</u> --- Paragraph 4</p> <p>And this is a truly remarkable group. Today, tens of thousands of families, students, and patriots — and, really, just great citizens — gather here in <u>our</u> nation's capital. <u>You</u> come from many backgrounds, many places. But <u>you</u> all come for one beautiful cause: to build a society where life is celebrated, protected, and cherished</p>	<p><u>Pronoun:</u> <i>You and Our</i></p>	<p>1. "... <i>tens of thousands of families, students, and patriots — and, really, just great citizens — gather here in <u>our</u> nation's capital.</i>"</p> <p>Pronoun <i>Our</i> creates the sense of belonging to the same country. This can be interpreted that the speaker's intention is to express togetherness and no social distance relationship (Jones and Peccei, 2004) and they were there united for the sake of the country.</p> <p>2. "<i>You come from many backgrounds, many places. But <u>you</u> all come for one beautiful cause: to build a society where life is celebrated, protected, and cherished</i>"</p> <p>Pronoun <i>You</i> is used to show that there is no</p>	<p>Demonstrating the sense of togetherness and no distance relationship.</p>

No.	Paragraph	Rhetorical Devices	Meaning	Intended Message
			distance relationship between the president and the participants (Jones and Peccei, 2004).	
5.	<u>Datum 5</u> --- Paragraph 5 The March for Life is a movement born out of love. <u>You</u> love your families, <u>you</u> love your neighbors, <u>you</u> love our nation, and <u>you</u> love every child, born and unborn, because <u>you</u> believe that every life is sacred, that every child is a precious gift from God.	<u>Pronoun:</u> <i>You</i>	<i>"<u>You</u> love your families, <u>you</u> love your neighbors, <u>you</u> love our nation, and <u>you</u> love every child, born and unborn, because <u>you</u> believe that every life is sacred"</i> Pronoun <i>You</i> refers to particular group (Jones and Peccei, 2004). In this case, the one group is the participants of March For Life. It creates the sense of closeness (Jones and Peccei, 2004).	Showing the sense of togetherness.
6.	<u>Datum 6</u> --- Paragraph 6 We know that life is the greatest miracle of all. <u>We</u> see it in the eyes of every new mother who cradles that wonderful, innocent, and glorious newborn child in her loving arms.	<u>Pronoun:</u> <i>We</i>	<i>"<u>We</u> know that life is the greatest miracle of all. <u>We</u> see it in the eyes of every new mother"</i> The use of pronoun <i>We</i> (line 1) indicates that the speaker and the participants are as one group. It creates the sense of collectivity in building the society which is pro-life.	Indicating the sense of togetherness.
7.	<u>Datum 7</u> --- Paragraph 7 I want to thank every person here today and all across <u>our</u> country who works with such big hearts and tireless devotion to make sure that parents have the care and support they need to choose life. Because of <u>you</u> , tens of thousands of Americans have been born and reached their full, God-given potential — because of <u>you</u> .	<u>Pronoun:</u> <i>I, Our, and You</i>	1. <i>"<u>I</u> want to thank every person here today and all across our country"</i> Pronoun <i>I</i> (line 1) is used to show that the speaker has a different role in the event. The role which is more superior than the crowd, as a president.	Developing the sense of closeness, togetherness, and no distance relationship.

No.	Paragraph	Rhetorical Devices	Meaning	Intended Message
	<p><u>Continued Datum 7</u> --- Paragraph 7</p> <p>I want to thank every person here today and all across <u>our</u> country who works with such big hearts and tireless devotion to make sure that parents have the care and support they need to choose life. Because of <u>you</u>, tens of thousands of Americans have been born and reached their full, God-given potential — because of <u>you</u>.</p>		<p>2. “I want to thank every person here today and all across <u>our</u> country”</p> <p>Pronoun <u>Our</u> (line 1) is used to create the sense of togetherness (Jones and Peccei, 2004) that the speaker identified himself with those who work hard to choose life. It also means to express the sense of shared responsibility in building a society in which care for life is nurtured.</p> <p>3. “Because of <u>you</u>, tens of thousands of Americans have been born and reached their full, God-given potential — because of <u>you</u>.”</p> <p>It points out that in this case, the use of pronoun <u>You</u> (line 3 and line 4) is to dismiss the barrier which creates distant relationship with the crowd to be considered close to the participants. The intention of establishing closeness is also realized by the use of pronoun <u>You</u> (line 3 and line 4). He tried to avoid that different role creates distance relationship (Jones and Peccei, 2004). Pronoun <u>You</u> (line 3 and line 4) is also used to create no distance relationship between the speaker and the participants.</p>	
8.	<p><u>Datum 8</u> --- Paragraph 8</p> <p>You’re living witnesses of this year’s March for Life theme. And that theme is: Love saves lives.</p>	<p>Pronoun: <u>You</u></p>	<p>“You’re living witnesses of this year’s March for Life theme.”</p> <p>Pronoun <u>You</u> (line 1) is used to refer not just to the participants, but also to everyone in the country because the speech was broadcasted</p>	<p>Creating the sense of closeness and informal relationship.</p>

No.	Paragraph	Rhetorical Devices	Meaning	Intended Message
			live. It creates the sense of closeness and informal relationship between the speaker, the participants, and the people of the US.	
9.	<p><u>Datum 9</u> --- Paragraph 9, Paragraph 11</p> <p>As <u>you</u> all know, Roe vs. Wade has resulted in some of the most permissive abortion laws anywhere in the world. For example, in the United States, it's one of only seven countries to allow elective late-term abortions, along with China, North Korea, and others.</p> <p>Americans are more and more pro-life. <u>You</u> see that all the time. In fact, only 12 percent of Americans support abortion on demand at any time.</p>	<p><u>Pronoun:</u> <u>You</u></p>	<p><i>"As <u>you</u> all know, Roe vs. Wade has resulted in some of the most permissive abortion laws anywhere in the world"</i></p> <p><i>"Americans are more and more pro-life. <u>You</u> see that all the time"</i></p> <p>Pronoun <u>You</u> in paragraph 9 (line 1) and paragraph 11 (line 1) is used to refer not just to the participants in the event, but also to everyone in the country. It creates the sense of closeness and informal relationship between the speaker and the participants.</p>	Creating the sense of closeness and informal relationship.
10.	<p>Paragraph 10</p> <p>Right now, in a number of states, the laws allow a baby to be born [torn] from his or her mother's womb in the ninth month. It is wrong; it has to change.</p>	<p>Secondary data, no rhetorical devices.</p>		
11.	<p><u>Datum 10</u> --- Paragraph 12</p> <p>Under <u>my</u> administration, <u>we</u> will always defend the very first right in the Declaration of Independence, and that is the right to life.</p>	<p><u>Pronoun:</u> <u>My</u> and <u>We</u></p>	<p>1. <i>"Under <u>my</u> administration"</i></p> <p>Pronoun <u>My</u> (line 1) shows the speaker's personal involvement (Beard, 2000) and it is used to express himself as not belonging to the group of the other presidents of the US. Furthermore, it is used to claim that he is the very first president of the US who will always defend the first right of the declaration of independence.</p>	Emphasizing self confidence, self achievement, and togetherness.

No.	Paragraph	Rhetorical Devices	Meaning	Intended Message
	<p><u>Continued Datum 10</u> --- Paragraph 12</p> <p>Under <u>my</u> administration, <u>we</u> will always defend the very first right in the Declaration of Independence, and that is the right to life.</p>		<p>2. "...<u>we</u> will always defend the very first right in the Declaration of Independence, and that is the right to life."</p> <p>Pronoun <u>We</u> (line 1) expresses shared responsibility. That to defend the right to life is also the responsibility of the people in the US (Beard, 2000).</p>	
12.	<p><u>Datum 11</u> --- Paragraph 13</p> <p>Tomorrow will mark exactly one year since <u>I</u> took the oath of office. And <u>I</u> will say, <u>our</u> country is doing really well. <u>Our</u> economy is perhaps the best it's ever been. <u>You</u> look at the job numbers; <u>you</u> look at the companies pouring back into <u>our</u> country; <u>you</u> look at the stock market at an all-time high; unemployment, 17-year low.</p>	<p><u>Pronoun:</u> <u>I, Our, and You</u></p>	<p>1. "<u>Tomorrow</u> will mark exactly one year since <u>I</u> took the oath of office. And <u>I</u> will say"</p> <p>Pronoun <u>I</u> (line 1) is used to show that the speaker claims responsibility for the positive achievement (Jones and Peccei, 2004) on the good state of economical aspect in the US.</p> <p>2. "... <u>our</u> country is doing really well. "</p> <p>Pronoun <u>Our</u> (line 2) is used to portray the sense of togetherness (Beard, 2000) between the participants, the American citizens, and also the speaker included.</p> <p>3. "<u>Our</u> economy is perhaps the best it's ever been."</p> <p>Pronoun <u>Our</u> (line 2) is used to create the sense of togetherness (Beard, 2000) that the good economical state in the US has been reached by the American people and the speaker.</p>	<p>Describing responsibility for positive achievement, togetherness, closeness, and informal relationship.</p>

No.	Paragraph	Rhetorical Devices	Meaning	Intended Message
	<p><u>Continued Datum 11</u> --- Paragraph 13</p> <p>Tomorrow will mark exactly one year since I took the oath of office. And I will say, <u>our</u> country is doing really well. <u>Our</u> economy is perhaps the best it's ever been. <u>You</u> look at the job numbers; <u>you</u> look at the companies pouring back into <u>our</u> country; <u>you</u> look at the stock market at an all-time high; unemployment, 17-year low.</p>		<p>4. "<u>You</u> look at the job numbers; <u>you</u> look at the companies pouring back into <u>our</u> country; <u>you</u> look at the stock market at an all-time high; unemployment, 17-year low."</p> <p>a. Pronoun <i>You</i> (line 3 and line 4) is used to address not just the participants in the event, but also everyone in the country. It creates the sense of closeness and informal relationship between the speaker, the participants, and people of the US (Jones and Peccei, 2004)..</p> <p>b. Pronoun <i>Our</i> (line 2) is used to portray the sense of togetherness (Beard, 2000) between the participants, the American citizens, and also the speaker included.</p>	
13.	<p><u>Datum 12</u> --- Paragraph 14</p> <p>Unemployment for African American workers, at the lowest mark in the history of <u>our</u> country. Unemployment for Hispanic, at a record low in history. Unemployment for women, think of this, at an 18-year low. <u>We</u>'re really proud of what <u>we</u>'re doing.</p>	<p><u>Pronoun:</u> <i>Our, We</i></p>	<p>"Unemployment for African American workers, at the lowest mark in the history of <u>our</u> country. Unemployment for Hispanic, at a record low in history. Unemployment for women, think of this, at an 18-year low. <u>We</u>'re really proud of what <u>we</u>'re doing."</p> <p>a. Pronoun <i>Our</i> (line 2) creates the sense of togetherness. He included the crowd in the achievement of the government in lowering the number of unemployment in the country.</p> <p>b. Pronoun <i>We</i> (line 4) indicates that the speaker spoke on behalf of the US' government (Jones and Peccei, 2004). It creates the sense of togetherness (Beard, 2000). It is also used to show that the</p>	<p>Creating the sense of togetherness.</p>

No.	Paragraph	Rhetorical Devices	Meaning	Intended Message
			achievement and success is not solely the achievement of the speaker.	
14.	<p><u>Datum 13</u> --- Paragraph 15, Paragraph 16</p> <p>And during <u>my</u> first week in office, <u>I</u> reinstated a policy first put in place by President Ronald Reagan, the Mexico City policy.</p> <p><u>I</u> strongly supported the House of Representative's Pain-Capable bill, which would end painful, late-term abortions nationwide. And <u>I</u> call upon the Senate to pass this important law and send it to my desk for signing.</p>	<p><u>Pronoun:</u> <i>My and I</i></p>	<p>1. "<i>And during <u>my</u> first week in office,</i>"</p> <p>Pronoun <i>My</i> (line 1) shows the intention of the speaker to express otherness. It is used to show that Trump was not in the same group as the previous presidents who had not taken any action on the realization of the Mexico City policy. It is necessary to point out that Mexico City policy is the policy of banning federal funding of the US to facilitate the act of abortion.</p> <p>2. "<i><u>I</u> reinstated a policy first put in place by President Ronald Reagan, the Mexico City policy.</i>"</p> <p>Pronoun <i>I</i> (line 1) is used to show that the speaker has political power (Jones and Peccei, 2004) to reinstate the Mexico City Policy.</p> <p>3. "<i><u>I</u> strongly supported the House of Representative's Pain-Capable bill, which would end painful, late-term abortions nationwide. And <u>I</u> call upon the Senate to pass this important law and send it to my desk for signing.</i>"</p> <p>Pronoun <i>I</i> (line 1) is used to show personal involvement (Beard, 2000) in the making of Pain-Capable bill. Pronoun <i>I</i> (line 2) which express the political power of the speaker</p>	<p>Emphasizing self confidence, self achievement, and political power.</p>

No.	Paragraph	Rhetorical Devices	Meaning	Intended Message
15.	<p><u>Datum 14</u> --- Paragraph 17, Paragraph 18, Paragraph 19</p> <p>On the National Day of Prayer, <u>I</u> signed an executive order to protect religious liberty. Very proud of that.</p> <p>Today, <u>I</u>'m announcing that <u>we</u> have just issued a new proposal to protect conscience rights and religious freedoms of doctors, nurses, and other medical professionals. So important.</p> <p><u>I</u> have also just reversed the previous administration's policy that restricted states' efforts to direct Medicaid funding away from abortion facilities that violate the law.</p>	<p><u>Pronoun:</u> <i>I and We</i></p>	<p>over the Senate to pass the bill for him to take further action.</p> <p>1. "<u>I</u> signed an executive order to protect religious liberty."</p> <p>Pronoun <i>I</i> is used to show that the speaker as the president of the US has political power (Jones and Peccei, 2004) to sign a new executive order.</p> <p>2. "Today, <u>I</u>'m announcing that <u>we</u> have just issued a new proposal to protect conscience rights and religious freedoms of doctors, nurses, and other medical professionals. So important."</p> <p>a. Pronoun <i>I</i> is used to show a clear sense of personal involvement on the part of the speaker, especially when good news is about to deliver (Beard, 2000).</p> <p>b. Pronoun <i>We</i> (line 1) helps the speaker to create the sense of shared responsibility (Beard, 2000). The speaker's intention is to save himself because the proposal might cause some pro and contra. Pronoun <i>We</i> helps the speaker to put the blame on others when something goes wrong with the new proposal.</p> <p>3. "<u>I</u> have also just reversed the previous administration's policy that restricted states' efforts to direct Medicaid funding away from abortion facilities that violate</p>	<p>Picturing the speaker as politician of power, personal, and share responsibility.</p>

No.	Paragraph	Rhetorical Devices	Meaning	Intended Message
15.	<p><u>Continued Datum 14</u> --- Paragraph 17, Paragraph 18, Paragraph 19</p> <p>On the National Day of Prayer, <u>I</u> signed an executive order to protect religious liberty. Very proud of that.</p> <p>Today, <u>I</u>'m announcing that <u>we</u> have just issued a new proposal to protect conscience rights and religious freedoms of doctors, nurses, and other medical professionals. So important.</p> <p><u>I</u> have also just reversed the previous administration's policy that restricted states' efforts to direct Medicaid funding away from abortion facilities that violate the law.</p>		<p><i>the law."</i></p> <p>Pronoun <i>I</i> is used to show that the speaker as the president of the US has political power (Jones and Peccei, 2004) to reverse the previous administration's policy (Obamacare).</p>	
16.	<p><u>Datum 15</u> --- Paragraph 20</p> <p><u>We</u> are protecting the sanctity of life and the family as the foundation of <u>our</u> society. But this movement can only succeed with the heart and the soul and the prayer of the people.</p>	<p><u>Pronoun:</u> <i>We</i> and <i>Our</i></p>	<p><i>"We are protecting the sanctity of life and the family as the foundation of our society."</i></p> <p>Pronoun <i>We</i> (line 1) and <i>Our</i> (line 1) are used to give the sense of togetherness and shared responsibility (Beard, 2000) between the speaker and the participants to protect the sanctity of life. Shared responsibility is expressed with the conjunction "but" to express the idea that in order for the movement to be successful, it requires participation of the people in the US.</p>	Giving the sense of togetherness and shared responsibility.
17.	<p><u>Datum 16</u> --- Paragraph 21, Paragraph 22</p> <p>Here with <u>us</u> today is Marianne Donadio from Greensboro, North Carolina. Where is Marianne? Hello, Come on up here.</p>	<p><u>Pronoun:</u> <i>Us</i></p>	<p><i>"Here with us today is Marianne Donadio from Greensboro, North Carolina."</i></p> <p>Pronoun <i>Us</i> (line 1, paragraph 21) is used to</p>	Developing the sense of togetherness.

No.	Paragraph	Rhetorical Devices	Meaning	Intended Message
	Marianne. Come. Nice to see you, Marianne		create the sense of togetherness (Beard, 2000) between the speaker and the participants.	
18.	Paragraph 22 Marianne was 17 when she found out she was pregnant. At first, she felt like she had no place to turn. But when she told her parents, they responded with total love, total affection, total support. Great parents? Great?	Secondary data, no rhetorical devices.		
19.	Paragraph 23 MS. DONADIO: Wonderful parents, yes.	Secondary data, no rhetorical devices.		
20.	Paragraph 24 THE PRESIDENT: I thought you were going to say that. I had to be careful.	Secondary data, no rhetorical devices		
21.	Paragraph 25 Marianne bravely chose life and soon gave birth to her son. She named him Benedict, which means blessing.	Secondary data, no rhetorical devices		
22.	Paragraph 26 Marianne was so grateful for her parents' love and support that she felt called to serve those who were not as fortunate as her. She joined with others in her community to start a maternity home to care for homeless women who were pregnant. That's great. They named it "Room at the Inn."	Secondary data, no rhetorical devices		

No.	Paragraph	Rhetorical Devices	Meaning	Intended Message
23.	Paragraph 27 Today, Marianne and her husband, Don, are the parents of six beautiful children, and her eldest son Benedict and her daughter Maria join <u>us</u> here today. Where are they? Come on over. How are you? That's great	Secondary data, no rhetorical devices		
24.	<u>Datum 17</u> --- paragraph 28 Over the last 15 years, Room at the Inn has provided housing, childcare, counsel in education, and job training to more than 400 women. Even more importantly, it has given them hope. It has shown each woman that she is not forgotten, that she is not alone, and that she really now has a whole family of people who will help her succeed.	<u>Parallelism:</u> See explanatory matrix of rhetorical devices.		
25.	<u>Datum 18</u> --- paragraph 29 That hope is the true gift of this incredible movement that brings <u>us</u> together today. It is the gift of friendship, the gift of mentorship, and the gift of encouragement, love, and support. Those are beautiful words, and those are beautiful gifts. And most importantly of all, it is the gift of life itself.	<u>Pronoun:</u> <i>Us</i>	<i>"That hope is the true gift of this incredible movement that brings <u>us</u> together today."</i> Pronoun <i>Us</i> (line 1) is used to create the sense of togetherness (Beard, 2000) between the speaker and the participants. It is used to express that the speaker identify himself with the crowd.	Creating the sense of togetherness.
26.	<u>Datum 19</u> --- paragraph 30 That is why <u>we</u> march. That is why <u>we</u> pray. And that is why <u>we</u> declare that America's future will be filled with goodness, peace, joy, dignity, and life for every child of God.	<u>Pronoun:</u> <i>We</i>	<i>"That is why <u>we</u> march. That is why <u>we</u> pray. And that is why <u>we</u> declare"</i> Pronoun <i>We</i> (line 1) is used to bring the sense of togetherness (Beard, 2000) between the speaker and the participants. In this case, the speaker identified himself with the activities	Creating the sense of togetherness

No.	Paragraph	Rhetorical Devices	Meaning	Intended Message
27.	<p><u>Datum 20</u> --- paragraph 31</p> <p>Thank <u>you</u> to the March for Life — special, special people. And <u>we</u> are with <u>you</u> all the way. May God bless <u>you</u> and may God bless America. Thank <u>you</u>. Thank <u>you</u>. Thank <u>you</u> very much.</p>	<p><u>Pronoun:</u> You and We</p>	<p>of those who choose to save life.</p> <p><i>“Thank <u>you</u> to the March for Life — special, special people. And <u>we</u> are with <u>you</u> all the way. May God bless <u>you</u> and may God bless America. Thank <u>you</u>. Thank <u>you</u>. Thank <u>you</u> very much.”</i></p> <p>a. Pronoun <i>You</i> is used to encourage the participants with the emotion that the speaker felt at the moment (Jones and Peccei, 2004). It brings the sense of togetherness between the speaker and the participants (Beard, 2000).</p> <p>b. Pronoun <i>We</i> is used to help to show the sense of togetherness that the speaker and his administration as one group (Jones and Peccei, 2004) will support pro-life activists.</p>	<p>Developing the sense of togetherness.</p>

Appendix IV

Explanatory Matrix of Rhetorical Devices

No.	Data	Rhetorical Devices	Meaning	Intended Message
1.	<p><u>Datum 1</u> --- Paragraph 1</p> <p>Thank you very much. That's so nice. Sit, please. We have tens of thousands of people watching us right down the road — tens of thousands. So I congratulate you. And at least we picked a beautiful day. You can't get a more beautiful day.</p>	<p><u>Pronoun:</u> See explanatory matrix of pronoun</p>		
2.	<p><u>Datum 2</u> --- Paragraph 2</p> <p>I want to thank our Vice President, Mike Pence, for that wonderful introduction. I also want to thank you and Karen for being true champions for life. Thank you, and thank Karen.</p>	<p><u>Pronoun:</u> See explanatory matrix of pronoun</p>		
3.	<p><u>Datum 3</u> --- Paragraph 3</p> <p>Today, I'm honored and really proud to be the first President to stand with you here at the White House to address the 45th March for Life. That's very, very special — 45th March for Life.</p>	<p><u>Pronoun:</u> See explanatory matrix of pronoun</p>		
4.	<p><u>Datum 4</u> --- Paragraph 4</p> <p>And this is a truly remarkable group. Today, tens of thousands of families, students, and patriots — and, really, just great citizens — gather here in</p>	<p><u>Pronoun:</u> See explanatory matrix of pronoun</p>		Showing the agreement between the speaker and the participants to build a society

No.	Data	Rhetorical Devices	Meaning	Intended Message
	our nation's capital. You come from many backgrounds, many places. But you all come for one beautiful cause: to build a society where life is celebrated, protected, and cherished.	<u>The Rule of Three:</u> <i>Celebrated, protected, and cherished</i>	The purpose of people come from various backgrounds is to celebrate life for the same purpose.	where life is to be taken care of.
5.	<u>Datum 5</u> --- Paragraph 5 <u>The March for Life is a movement born out of love. You love your families, you love your neighbors, you love our nation, and you love every child, born and unborn, because you believe that every life is sacred, that every child is a precious gift from God.</u>	<u>Metaphor:</u> 1. <i>The March for Life is a movement born out of love</i> 2. <i>Every child is a precious gift from God</i> <u>Pronoun:</u> see explanatory matrix of pronoun <u>Euphemism:</u> <i>unborn</i> <u>Parallelism:</u> <i>You love your families, you love your neighbors, you love our nation, and you love every child, born and unborn.</i>	Love is the essence of the movement. Every child is straightly given by God. Expressing opinion that unborn is also human being. Describing that March For Life is equal to love. Including every child, born, and unborn as part of society and nation.	Showing the agreement between the speaker and the participants to love life, especially unborn babies.
6.	<u>Datum 6</u> --- Paragraph 6 <u>We know that life is the greatest miracle of all. We see it in the eyes of every new mother who cradles that wonderful, innocent, and glorious newborn child in her loving arms.</u>	<u>Pronoun:</u> See explanatory matrix of pronoun <u>Metaphor:</u> <i>Life is the greatest miracle of all</i>	Life is something worth fighting for.	Emphasizing life as the most precious.

No.	Data	Rhetorical Devices	Meaning	Intended Message
		<u>The Rule of Three:</u> <i>Wonderful, innocent, and glorious</i>	Appreciating every new mother who brings the miracle of life through a newborn baby.	
7.	<u>Datum 7</u> --- Paragraph 7 I want to thank every person here today and all across our country who <u>works with such big hearts</u> and <u>tireless devotion</u> to make sure that parents have the care and support they need to choose life. Because of you, tens of thousands of Americans have been born and reached their full, God-given potential — because of you.	<u>Pronoun:</u> See explanatory matrix of pronoun <u>Metaphor:</u> 1. <i>Works with such big hearts</i> 2. <i>Tireless devotion</i>	Appreciation for those who choose life.	Appreciating the support given to parents who have caused tens of thousands of Americans has been born.
8.	<u>Datum 8</u> --- Paragraph 8 You're living witnesses of this year's March for Life theme. And that theme is: <u>Love saves lives.</u>	<u>Pronoun:</u> See explanatory matrix of pronoun <u>Metaphor:</u> <i>Love saves lives</i>	People save all babies.	Acknowledging the role of March for Life as saving all the babies.
9.	<u>Datum 9</u> --- Paragraph 9, Paragraph 11 As you all know, Roe vs. Wade has resulted in some of the most permissive abortion laws anywhere in the world. For example, in the United States, it's one of only seven countries to allow elective late-term abortions, along with China, North Korea, and others. Americans are more and more pro-life. You see that all the time. In fact, only 12 percent of Americans support abortion on demand at any time.	<u>Pronoun:</u> See explanatory matrix of pronoun		

No.	Data	Rhetorical Devices	Meaning	Intended Message
10.	Paragraph 10 Right now, in a number of states, the laws allow a baby to be born [torn] from his or her mother's womb in the ninth month. It is wrong; it has to change	Secondary data, no rhetorical devices.		
11.	<u>Datum 10</u> --- Paragraph 12 Under my administration, we will always defend the very first right in the Declaration of Independence, and that is the right to life.	<u>Pronoun:</u> See explanatory matrix of pronoun		
12.	<u>Datum 11</u> --- Paragraph 13 Tomorrow will mark exactly one year since I took the oath of office. And I will say, <u>our country is doing really well</u> . Our economy is perhaps the best it's ever been. <u>You look at the job numbers; you look at the companies pouring back into our country; you look at the stock market at an all-time high; unemployment, 17-year low.</u>	<u>Pronoun:</u> See explanatory matrix of pronoun <u>Metaphor:</u> <i>Our country is doing really well</i> <u>Parallelism:</u> <i>You look at the job numbers; you look at the companies pouring back into our country; you look at the stock market at an all-time high</i> <u>Euphemism:</u> <i>unemployment</i>	Showing the good condition of the United States Showing the good condition of the United States, especially in economical aspect. Showing that unemployment is part of successful economy in US.	Describing achievements in ruling the US

No.	Data	Rhetorical Devices	Meaning	Intended Message
13.	<p><u>Datum 12</u> --- Paragraph 14</p> <p><u>Unemployment for African American workers, at the lowest mark in the history of our country. Unemployment for Hispanic, at a record low in history. Unemployment for women, think of this, at an 18-year low. We're really proud of what we're doing.</u></p>	<p><u>Parallelism:</u> <i>Unemployment for African American workers, at the lowest mark in the history of our country. Unemployment for Hispanic, at a record low in history. Unemployment for women, think of this, at an 18-year low</i></p> <p><u>Euphemism:</u> <i>African American</i></p> <p><u>Pronoun:</u> See explanatory matrix of pronoun.</p>	<p>Showing the achievements in economical aspects, especially in terms of unemployment.</p> <p>Expressing African American is part of the successful economy</p>	Describing achievements in ruling the US
14.	<p><u>Datum 13</u> --- Paragraph 15, Paragraph 16</p> <p>And during my first week in office, I reinstated a policy first put in place by President Ronald Reagan, the Mexico City policy.</p> <p>I strongly supported the House of Representative's Pain-Capable bill, which would end painful, late-term abortions nationwide. And I call upon the Senate to pass this important law and send it to my desk for signing.</p>	<p><u>Pronoun:</u> See explanatory matrix of pronoun.</p>		
15.	<p><u>Datum 14</u> --- Paragraph 17, Paragraph 18, Paragraph 19</p> <p>On the National Day of Prayer, I signed an</p>			

No.	Data	Rhetorical Devices	Meaning	Intended Message
	<p>executive order to protect religious liberty. Very proud of that.</p> <p>Today, I'm announcing that <u>we</u> have just issued a new proposal <u>to protect conscience rights and religious freedoms of doctors, nurses, and other medical professionals</u>. So important.</p> <p>I have also just reversed the previous administration's policy that restricted states' efforts to direct Medicaid funding away from <u>abortion facilities that violate the law</u>.</p>	<p><u>Pronoun:</u> See explanatory matrix of pronoun.</p> <p><u>Metaphors:</u> 1. <i>To protect conscience rights and religious freedoms of doctors, nurses, and other medical professionals,</i> 2. <i>Violate the law.</i></p>	<p>Preventing medical professionals in doing any harm.</p> <p>Criticizing previous administrations</p>	Emphasizing the act of saving life.
16.	<p><u>Datum 15</u> --- Paragraph 20</p> <p>We are protecting the sanctity of life and the family as the foundation of our society. <u>But this movement can only succeed with the heart and the soul and the prayer of the people.</u></p>	<p><u>Pronoun:</u> See explanatory matrix of pronoun.</p> <p><u>Metaphor:</u> <i>But this movement can only succeed with the heart and the soul and the prayer of the people.</i></p>	<p>Describing the sanctity of life can be achieved with the heart and the soul and the prayer of the people</p>	Emphasizing full support to build society based on the sanctity of life
17.	<p><u>Datum 16</u> --- Paragraph 21, Paragraph 22</p> <p>Here with us today is Marianne Donadio from Greensboro, North Carolina. Where is Marianne? Hello. Come on up here, Marianne. Come. Nice to see you, Marianne</p> <p>Marianne was 17 when she found out she was pregnant. At first, she felt like she had no place to turn. But when she told her parents, they responded with <u>total love, total affection, total</u></p>	<p><u>Pronoun:</u> See explanatory matrix of pronoun.</p> <p><u>Parallelism:</u> <i>Total love, total affection, total support</i></p>	<p>Showing unlimited action given by Marianne's parents</p>	Showing the support towards process of pregnancy given by Marianne's parents

No.	Data	Rhetorical Devices	Meaning	Intended Message
18.	Paragraph 23 MS. DONADIO: Wonderful parents, yes.	Secondary data, no rhetorical devices		
19.	Paragraph 24 THE PRESIDENT: I thought you were going to say that. I had to be careful.	Secondary data, no rhetorical devices		
20.	Paragraph 25 Marianne bravely chose life and soon gave birth to her son. She named him Benedict, which means blessing.	Secondary data, no rhetorical devices		
21.	Paragraph 26 Marianne was so grateful for her parents' love and support that she felt called to serve those who were not as fortunate as her. She joined with others in her community to start a maternity home to care for homeless women who were pregnant. That's great. They named it "Room at the Inn."	Secondary data, no rhetorical devices		
22.	Paragraph 27 Today, Marianne and her husband, Don, are the parents of six beautiful children, and her eldest son Benedict and her daughter Maria join us here today. Where are they? Come on over. How are you? That's great	Secondary data, no rhetorical devices		

No.	Data	Rhetorical Devices	Meaning	Intended Message
23.	<p><u>Datum 17</u> --- paragraph 28</p> <p>Over the last 15 years, Room at the Inn has provided housing, childcare, counseling, education, and job training to more than 400 women. Even more importantly, it has given them hope. It has shown each woman <u>that she is not forgotten, that she is not alone, and that she really now has a whole family of people who will help her succeed.</u></p>	<p><u>Parallelism:</u> <i>That she is not forgotten, that she is not alone, and that she really now has a whole family of people who will help her succeed.</i></p>	Describing unlimited support for homeless pregnant women given by Room at the Inn.	Describing new hope for homeless pregnant women
24.	<p><u>Datum 18</u> --- paragraph 29</p> <p>That hope is the true gift of this incredible <u>movement</u> that brings us together today. <u>It is the gift of friendship, the gift of mentorship, and the gift of encouragement, love, and support. Those are beautiful words, and those are beautiful gifts. And most importantly of all, it is the gift of life itself.</u></p>	<p><u>Metaphor:</u> <i>Hope is the true gift of this incredible movement</i></p> <p><u>Pronoun:</u> See explanatory matrix of pronoun</p> <p><u>Parallelism:</u> 1. <i>It is the gift of friendship, the gift of mentorship, and the gift of encouragement, love, and support.</i> 2. <i>Those are beautiful words, and those are beautiful gifts. And most importantly of all, it is the gift of life itself.</i></p>	<p>Hope is the gift of life</p> <p>Hope is equal to friendship, mentorship, encouragement, love, and support.</p> <p>Emphasizing that friendship, mentorship, encouragement, love, and support is other form of hope.</p>	Emphasizing that the gift of life appears in form of friendship, mentorship, encouragement, love, and support.

No.	Data	Rhetorical Devices	Meaning	Intended Message
25.	<p><u>Datum 19</u> --- paragraph 30</p> <p><u>That is why we march. That is why we pray. And that is why we declare that America's future will be filled with goodness, peace, joy, dignity, and life for every child of God.</u></p>	<p><u>Pronoun:</u> See explanatory matrix of pronoun</p> <p><u>Metaphor:</u> <i>America's future will be filled with goodness, peace, joy, dignity, and life for every child of God</i></p> <p><u>Parallelism:</u> <i>That is why we march. That is why we pray. And that is why we declare that America's future will be filled with goodness, peace, joy, dignity, and life for every child of God.</i></p>	<p>Picturing the bright future for children in the United States.</p> <p>Underlining the purpose of the event</p>	<p>Declaring the main purpose of the event.</p>
26.	<p><u>Datum 20</u> --- paragraph 31</p> <p>Thank you to the March for Life — special, special people. And we are with you all the way. May God bless you and may God bless America. <u>Thank you. Thank you. Thank you very much.</u></p>	<p><u>Pronoun:</u> See explanatory matrix of pronoun</p> <p><u>The Rule of Three:</u> <i>Thank you. Thank you. Thank you very much.</i></p>	<p>Emphasizing gratitude toward the crowd for participating the event.</p>	<p>Emphasizing gratitude given by the participants through the event.</p>

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