

RHETORIC IN THE U.S. SECOND PRESIDENTIAL DEBATE IN 2016: A DISCURSIVE STYLISTIC STUDY

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Abstract

This research is a discursive stylistic study focusing on the use of rhetorical devices in the U.S. Second Presidential Debate in 2016 by Donald Trump and Hillary Clinton. The objectives of the research are (1) to ascertain rhetorical devices, (2) to scrutinize the discursive strategies, and (3) to divulge the audience's response of rhetorical devices. Stylistics and discourse analysis serve as the approaches of the research. Descriptive qualitative method was employed to analyze the data. The data were analyzed based on Corbett's (1965) and Cockcroft and Cockcroft's (1992) theories of rhetorical devices and Aristotle's three modes of persuasion in Griffin (2001). The results of this research are as follows. (1) All types of rhetorical devices were found in both candidates' speech. Hyperbole is found as the most frequent type which appears 31 times in Trump's speech, whereas Clinton uses hyperbolic expression for 24 times. It is used by the candidates to exaggerate certain topics to stir the audience's emotion and persuade them. Besides, the less frequent type used in Trump's speech is allusion. Meanwhile, Clinton never uses simile. (2) All the discursive strategies are found. Trump employs *pathos* for 58 times, Clinton for 41 times. While, *logos* is exercised by Trump and Clinton for 23 times and 26 times. The last is *ethos* which is applied by Trump and Clinton for 4 times and 6 times. Thus, *pathos* is the most dominant strategy in both candidates' speech. (3) Eventually, rhetorical devices are interrelated with the discursive strategies since the employment of discursive strategies in delivering rhetorical devices are needed in order to obtain the positive or negative response from the audience. If rhetorical devices are exercised with negative strategies, the response is also negative. If both candidates employs positive strategies in delivering rhetorical devices, the response is positive.

Keywords: rhetorical devices, discursive strategy, second presidential debate, Donald Trump, Hillary Clinton

INTRODUCTION

Language is considered as the most persuasive device (López in David, 2014: 1). It is the ability of a speaker to choose and use linguistic features in a daily communication to achieve personal or public purposes. Not only exercising in an everyday conversation, but in politics, it also employs the similar persuasive device. Political speeches, for instance, are conducted in order to force the public either to do or not to do something. It is usually exercised by politicians who address public assemblies. The politicians have a skill to speak in front of the public by employing linguistic features specifically rhetorical devices. These rhetorical devices are employed in order to persuade the audience for a specific political purpose, to influence the perceptions, views, ideas, ambitions, thoughts, and fears of the public, to cause people to accept new ideas or false statements as true claims, or even to support

policies though it is contrary to the public's interests.

The term *rhetoric* is commonly used in political language as a tool persuading audience. According to Cockcroft and Cockcroft (1992: 3), the term rhetoric that was firstly introduced when the first democracy was exercised in Ancient Greece (Aristotle: 1954) could be generally defined as 'the art of discourse' to be precisely as 'the art of persuasive discourse' (Discourse is the term that is invented by modern linguists to indicate verbal or written communications, meanwhile discourse analysis is generally described as an approach to analyze verbal or written language). Partington (2010: 13) affirms that rhetoric or persuasive discourse generally applies to three main fields, namely for 'politics (agora)', for 'law (forensic)', and for 'speeches of public praise or blame (epideictic)'.

According to some scholars, rhetorical devices can be divided into several types.

However, every scholar has their own opinion about the types of rhetorical devices. To limit the analysis, this research only focuses on analyzing 8 rhetorical devices in the forms of Metaphor, Simile, Parallelism, Metonymy, Hyperbole, Allusion, Irony, and Synecdoche as presented below.

The first type of rhetorical devices is metaphor. In proportion to Simpson (2004: 41), metaphor is a practice to compare indirectly two different concepts that are divided into two domains, namely the target where the idea is described by metaphor and the source where the idea is conceptualized. For example, *Your eye is the lamp of your body*. (Luke 11:34 (RSV) in Harris, 2008: 34). This example compares *eye* and *a lamp of body*. It does not really mean that the writer compares the *eye* because its physical aspect is like a lamp.

In contrast with metaphor, based on Corbett (1965: 438), simile is depicted as a figure that is used to compare overtly between two diverse concepts which is expressed by the use of words or phrases, such as *like* (to compare a noun between a noun), *as* (to compare a verb or phrase), *similar to*, *resembles*, or *seems*. For instance: *I wandered lonely as a cloud*. (Leech, 1969: 156). The speaker compares *I* and *cloud* directly with the conjunction **as**.

Further, parallelism is a figure of speech in which words, phrases, or sentences are expressed and repeated structurally (Leech and Short, 2007: 113). For example, *I came. I saw. I conquered* (Harris, 2008: 11). The first example shows that the word *I* is repeated three times. It is used to emphasize the idea.

As stated by Corbett (1965: 440), metonymy is a rhetorical device in which something is called by a new name that is associated with the meaning and the original thing or concept. For instance, a man says *They are talking about Wall Street* referring to the financial sector.

Moreover, in line with Corbett (1965: 444), hyperbole can be depicted as a figure of speech that purposely exaggerates certain conditions for emphasis or effect. For instance, when a man

says *My grandmother is as old as the hills*, it means that he wants to portray how old his grandmother is.

The next rhetoric according to Cockcroft and Cockcroft (1992: 120) is allusion which is a figure of speech used to make a reference in accordance to historical events, previous literature, or famous people. The example of allusion is presented as follows:

We remain a young nation, but, in the words of Scripture, the time has come to set aside childish things (The inaugural speech of Barack Obama on 2008).

Obama was quoting the New Testament, 1 Corinthians 13: 11 dealing with St. Paul's letter to the church in Corinth. He here tries to make a reference of *Scripture* in order to tell the audience that Americans embrace all kinds of diversity and stop discriminating one another.

In addition, Cockcroft and Cockcroft (1992: 123-124) argue that irony represents something which is directly or indirectly contrast to the literal meaning. Here is the instance of irony.

[in a soaking downpour of rain] *What splendid weather!* (Mulholland, 2008: 160)

The speaker here says *splendid weather* when the rain pours, and he/she gets soaking wet. The words and the tone of the speaker imply that it is not meant what is being said. The *splendid weather* here only expresses his annoyance for getting wet.

The last type of rhetorical devices is synecdoche. In accordance with Lundberg (2008: 68), it is a rhetorical figure that employs a part of an individual to represent the entire whole. For example, *Indonesia won a gold medal in the Olympics*. This example employs the word *Indonesia* to refer to a team from Indonesia, not the country as a whole. Therefore, the second one is one of synecdoche examples that is used in order to signify the entire whole for a part.

In persuasive communication, the important point is the speakers' ability to deliver effectively their ideas and arguments that are

related to the chosen topics to the audience. Not all the speakers have similar strategies to transfer their ideas; however, different strategies might occur when delivering opinions effectively to the audience. In order to achieve effective speech, the rhetorical devices are exercised using several discursive strategies.

Discursive strategy is a method to index how linguistic elements can be a powerful tool to persuade the public through the use of language, i.e. speech style. The discursive strategies used by speakers can be investigated using Aristotle's theory in *The Art of Rhetoric* on three means of persuasion. These are *logos* (persuasion through reasoning), *pathos* (persuasion through the arousal of emotion), and *ethos* (persuasion through personality and stance) (Cockcroft and Cockcroft, 1992: 3).

In rhetoric, Aristotle (1954) defines *logos* as the appeal towards logical reasons, thus the speakers use proofs in their argument or speech to grab audience's interest. Harrick (2005: 82) also asserts that *logos* is an approach of creating suggestions or reasons associated with logic employed in a practical decision making. Consequently, it can be noted that *logos* encompasses the content of the speech. Aristotle in Griffin (2011: 291) concentrates on two types of *logos*, such as enthymeme which is a process of creating logic in which two general statements lead to a more particular statement and example which is expressed by telling a story or analogy.

Meanwhile, *pathos*, which is derived from a Greek term, is defined as affective or emotional appeals that give power to persuasive arguments to make audience do what the speakers ask to. Thus, Aristotle (in Griffin, 2011: 294) catalogues a series of opposite feelings, then identifies the conditions under which each mood is experienced, and eventually depicts how the speaker can get the audience to feel that way. *Pathos* is divided into eight emotions, namely anger, mildness, friendship, hatred, fear, confidence, admiration, and envy.

Last but not least, Aristotle has introduced three modes of persuasion; however, he then suggests that the most effective appeal is

ethos (Corbett, 1965: 80). Aristotle in Griffin (2011: 292) states that a speech that contains reasonable arguments is not enough. The appeal of personality or character is particularly essential in public speeches since the audience gets their impressions of the speaker before he/she begins the speech (Griffin, 2011: 292). *Ethos* is separated into three aspects, i.e. perceived intelligence, virtuous character, and goodwill.

Based on the theories stated in the literature review, the researcher focuses this study on identifying the types of rhetorical devices, describing the discursive strategies, and explaining the audience response of the U.S. Second Presidential Debate held on October 9th, 2016 located in Washington University in St. Louis, Missouri. The participants of the debate are Donald Trump from Republican Party and Hillary Clinton from Democratic Party.

Though it views a million of people, the debate also leads a lot of controversy for a lot of online media. Political observers and online media regard the Second Presidential Debate as 'the nastiest presidential debate of all time' (*Newyorker.com*) and 'the lowest moment in history of debates' (*Politico Magazine*). Moreover, both candidates express their rhetoric which is revealed in their expression when delivering the debate. Utterances about rhetorical expression are usually exposed in order to persuade the mob.

Those are why the researcher assumes that this debate contains enough rhetoric phenomena to be analyzed. In addition, since political rhetoric studies are considered as scarcity in academic writing, the researcher is more motivated and challenged to contribute her observation regarding this study.

There are several linguistic phenomena which can be analyzed from the research topic. However, the researcher is interested to conduct a research in stylistics, particularly rhetorical devices and discursive strategies because they become a language phenomenon which is used to persuade the audience. Rhetorical devices can be found in written texts or even in daily

conversations or political speeches. Therefore, to limit the problems, the research is focused on the application of rhetorical devices uttered by the candidates in the U.S. Second Presidential Debate in 2016. Thus, the researcher observes all the utterances performed by the participants in the U.S. Second Presidential Debate.

RESEARCH METHOD

This research used descriptive qualitative approach. The descriptive qualitative method was used in this research for it describes the phenomena of the use of language in the context by elucidating the data in the form of written or oral data and estimate the findings by using frequency.

The data of this study were utterances performed by the candidates in the U.S. Second Presidential Debate in 2016. Meanwhile, the context of the data was the dialogue of the debate when the questions are asked to both participants. The source of data in this research was the debate video itself, and the data were taken from the video and its transcript of the U.S. Second Presidential Debate in 2016 which was taken from online *Politico Magazine* published in October 2016.

The data was collected by using note taking technique which will be further analyzed by rhetorical devices and discursive strategies theories. Therefore, there are several procedures of collecting data conducted by the researcher. First, the researcher watched the debate. After that, she rechecked whether the transcript was corresponded to the video. Furthermore, the researcher classified the data based on the types and discursive strategies, and found the audience response from several online media and figures. Finally, the data were transferred into the data sheet.

There were two instruments used in this research: primary and secondary instrument. The primary instrument of this study was the data sheet to represent rhetorical devices and discursive strategies of Donald Trump and Hillary Clinton in the U.S. Second Presidential

Debate in 2016. And, the secondary instrument is the online media discussing about the debate.

To examine the data in qualitative research, the researcher employs textual analysis. Thus, textual analysis was used to scrutinize rhetorical devices and its discursive strategies employed by both candidates.

In order to gain the credibility of the data, the researcher applied triangulation by involving a lecturer and peer reviews from the students of linguistics to check out the triangulation of the data. With the help from the expert and peer reviewers, the researcher was able to find out her mistakes especially in classifying and categorizing the data of the research in the data sheets.

FINDINGS AND DISCUSSION

It is found that both candidates express the different amounts of rhetorical devices. Trump exercises 85 rhetorical devices; meanwhile 73 rhetorical devices are employed by Clinton. Of the eight types, hyperbole is the most often occurring type. Hyperbole appears 31 times in Trump's speech, whereas Clinton uses hyperbolic expression for 24 times. Hyperbole is commonly performed in the debate since it expresses the candidates' emotion to evoke the audience's emotion to persuade them. In addition, the further rhetorical devices typically employed by both candidates are metonymy, parallelism, irony, and metaphor in sequence.

On the other hand, allusion becomes the less frequent rhetorical device among all the types of rhetorical devices used in Trump's speech as it only appears for once. He rarely uses a quotation or reference to support his argument since he employs claims which are only based on his thought rather than using credible resources. Whereas, Clinton never uses simile since she tends to use indirect or metaphorical expression instead of employing simile in her speech.

It demonstrates that there are three discursive strategies that are exercised by both candidates; which are logos, pathos, and ethos. However, the most obtained discursive strategy reflected in the debate that is exercised by both

candidates is pathos. It can be seen clearly that pathos appears 58 times for Donald Trump, whereas Hillary Clinton uses pathos for 41 times. Both Clinton and Trump are more likely to employ their rhetoric combined with pathos to express hatred, fear, and confidence to affect the audience's judgment.

On the other hand, *logos* appears to be the next occurring strategy as both candidates infrequently employ several sources or information to make their arguments believable by giving examples to the audience. However, Trump loses against Clinton for she utilizes *logos* for 26 times, whereas Trump uses less this strategy which is only 23 *logos*. Therefore, it can be regarded that Clinton uses more logical arguments to persuade the audience than Trump. In terms of the use of *ethos* which is found to be the fewest frequency among other type, Clinton with 6 *ethos* in total exercises more than Trump which only uses 4 times. It is shown that Clinton is more credible, knowledgeable, and has a better attitude than Trump as she utilizes *ethos* more than her rival. The further explanation of the findings is eventually described in the discussion section below.

The Types of Rhetorical Devices and Discursive Strategies in the U.S. Second Presidential Debate in 2016

It is found that both candidates perform all of rhetorical devices and discursive strategies in their debate. However, the researcher specifies to delineate the five most frequently used rhetorical devices with their discursive strategies, namely hyperbole, metonymy, parallelism, irony, and metaphor. It is conducted in order to show how both candidates exercise their rhetorical devices differently or similarly in the debate by analyzing their discursive strategies. The rhetorical devices commonly used by both candidates are described as follows.

Hyperbole

*We sign a peace treaty and everyone's all excited, but what Russia did with Assad and by the way with Iran who you made very powerful with **the dumbest deal perhaps I have seen in the history of***

making, with the \$150 billion and with the \$1.7 billion in cash, which is enough cash to fill up this room, but look at that deal. Iran and Russia are against us.

Trump utters this expression when he tries to answer the moderator's question regarding to the humanitarian crisis in Aleppo. Before those statements are delivered, Trump begins his answer by attacking Clinton claiming that she does not know who the rebels are, and her plan only makes the crisis getting worse. He correspondingly criticizes a treaty peace conducted by Russia, Iran, and the United States arguing that it is **the dumbest deal** he has **seen in the history of making**. Trump tries to elaborate the treaty deal by using excessive language. Hence, Trump again employs hyperbole as its device to emphasize his idea. The exaggeration comes from the suffix *-est* to create the superlative form of the adjective **dumb**. In addition, the phrase **in the history of making** is regarded as excessive since there might be another deal who is far worse than this deal. Additionally, Trump's argument is not significant since he provides a false estimation by claiming that the Iran nuclear deal made the United States pay Iran \$150 billion. Based on *PolitiFact* (2016), experts state that the money was belong to Iran at the first place. However, it is frozen because Iran violated the rules so that Iran gets sanctions over the years not to be able to access the money. The frozen Iranian assets are estimated at closer to \$100 billion cited by CBS News. Trump exaggerates by claiming its assets to \$150 billion with \$50 billion differences to show how worse the deal is.

Trump employs pathos, hatred in particular, when delivering this rhetoric in the debate. His hatred is shown by telling the audience about the bad sides of the deal conducted by Obama administration which was failed to be achieved. It does not show that he is offended directly; however, he merely pities Obama for his failure in achieving the deal. By doing so, Trump intends to make the audience feel hatred and blame Obama administration for

making the war become worse as the way Trump does.

Metonymy

*I want a Supreme Court that will stick with **Roe v. Wade** and a woman's right to choose, and I want a Supreme Court that will stick with marriage equality.*

Metonymy can also be constructed by involving associated concepts. Clinton's expression is regarded as metonymy of associated concepts for the word **Roe v. Wade** refers to the U.S. regulation of abortion that protects women's health by doing abortion without interference from politicians if the pregnancy is not safe to the mother. Instead of mentioning about the right to have an abortion directly, Clinton prefers to use **Roe v. Wade** to guide the audience to imagine the violation of the state law of interfering Jane Roe's privacy to have an abortion. As she employs logos by putting an example mentioning about **Roe v. Wade**, Clinton is able to make the audience grasp her thought of selecting a right Supreme Court. She tries to convince the audience that **Roe v. Wade** is important to be supported as the right helps to protect women's reproductive health care without political interference.

Parallelism

*And **we are going to** respect one another, lift each other up. **We are going to** be looking for ways to celebrate our diversity. And **we are going to** try to reach out to every boy and girl as well as every adult to bring them into working on behalf of our country.*

Clinton expresses those statements by employing parallelism in order to emphasize her ideas how to model appropriate behavior in every day's life. In this part of the speech, the phrase **we are going to** is repeated for three times in order to show that her ideas is equal in importance. In addition, it also helps to beautify her thought as it is stated in rhythm so that the speech sounds more attractive. In order to create a persuasive speech effectively, Clinton correspondingly uses pathos as its discursive strategy. The form of pathos Clinton utilized is

confidence in her speech. It appears when the speaker tells good things that are possible to occur to the audience. In establishing confidence as emotional appeal in her speech, Clinton exercises parallelism by using the modal **be going to** to express her confidence. Parallelism is employed to show Clinton's confidence since the degree of certainty of **be going to** is higher than the modal **will**. For that reason, it implies that Clinton is certain and confident that all Americans can respect one another, lift each other up, and work together on behalf of the country in the future.

Irony

*She is allowed to do that, but I'm not?
Sounds fair, sounds fair.*

The bold statement that Trump uttered is an instance of irony. In this part of the speech, Trump stated his intention to offend the moderator for cutting his lines ironically. The phrase sounds fair repeated twice is categorized as irony since he speaks discrepancy that is expected to happen, hence it is contradicted to the reality occurred. The expected condition is that the moderator should allow Trump to respond to Clinton's remarks in a given time just like when he does to allow Clinton clarifying Trump's comments. Yet, the moderator does not perform the expected manner as Trump wishes. Instead, he claimed that the moderator is being **fair** to him which is in reality, it does not portray so. Trump implicitly offends the moderator since he performs unfair towards Trump by cutting the lines.

The irony expressed by Trump shows his anger towards the moderator. His anger arises from being offended and irritated for being treated unfairly by the moderator. He becomes angry after the moderator cut his lines when delivering his counter attack to Clinton. Therefore, pathos is employed as its discursive strategy to show his anger to the audience so that they know that the moderator treats Trump unfairly, and Trump's supporters likely feel the same way as Trump does.

Metaphor

*People are coming into our country like we have no idea who they are, where they are from, what their feelings about our country is and she wants 550% more. This is going to be the great **Trojan horse** of all time.*

The expression above is expressed by Trump when he tries to explain whether or not the Muslim bans still stand. Trump compares two characteristics which are Muslim immigrants and **Trojan horse**. He merges the concept of refugees coming to the United States and a malicious computer viruses and worms. This implies that Trump regards the refugees as viruses for it brings negative impacts to the nation. He believes that allowing the refugees entering to the country would harm national security as a numerous violent attacks on behalf of Islam occurred in the United States. Therefore, by banning the Muslims coming to the United States, Trump believes, it can stop the terrorist attacks in the country.

Trump employs this metaphorical expression by using pathos as discursive strategy specifically fear. When Trump talks about the Muslim immigrants coming from Syria, Iraq, Afghanistan, and other war zones, he expresses his fear by telling the audience that the immigrants are like **Trojan horse** who brings more threats to the national security. In order to make the audience feel the speaker's fear, Trump gives detailed information or a vivid word to picture the tragedy that is probable to occur by employing metaphorical expression. He states that allowing the Muslims entering to the country can increase the terrorist attacks. By giving a vivid word, Trump is able to help the audience to picture and believe his fear that might happen to their country.

Synecdoche

*After a year long investigation, there is no evidence that anyone hacked the server I was using and there is no evidence that anyone can point to at all, anyone who says otherwise has no basis, that any classified materials ended up in the wrong **hands**.*

The word **hands** as depicted above is an instance of synecdoche as it is used to represent part of something to be employed to designate the whole. When saying the word **hands**, Clinton does not mean the part of human body at the end of the arm which is used for holding, moving, touching, and feeling things. The **hands** expressed in Clinton's speech represents the whole which is an anonymous/bad person who has intentions to hack Clinton's classified emails. Rather than saying in details who the bad person is, Clinton prefers to use synecdoche in order to make her speech brief and effective. This synecdoche is exercised by using pathos specifically mildness since she only expresses peaceful statement that is against violence instead of arguing and growing angry to respond her email scandal.

Allusion

*When I hear something like that, I am reminded of what my friend Michelle Obama advised us all. **When they go low, you go high.***

When Trump tries to attack Clinton regarding her email scandal, Clinton expresses those statements to her opponent. She responds Trump's claim by stating that Trump overstates the email issue and denigrates her instead of answering the question, talking about the agenda, and laying out plans to make the country a better nation. To respond Trump's comments, Clinton uses allusion to defend herself. The bold text is an example of allusion as the reference is taken from Michelle Obama, First Lady of the United States, during her speech on the first night at the Democratic National Convention in Philadelphia in 2016. Michelle Obama utilizes the phrase since she is assaulted verbally by Donald Trump who conducts racial discrimination towards her family. Trump accuses that President Obama is not originally born in America so that he questions his fitness to be the 44th President of the United States. The statement **when they go low, you go high** means the more successful a person is, the more criticism he/she gets. To be more successful, one needs to be stronger and to be well-prepared to receive a lot of negative

comments as there are a lot of people who is envy or jealous of one's success. In order to prevent one's success, those people can do whatever they want to take his/her down by insulting verbally or attacking physically to make him/her weak. Therefore, one should neglect and ignore the negative remarks and continue to achieve his/her purposes to be more successful.

Similar to Michelle Obama's case, Clinton quotes the catchy phrase to defend herself from Trump's hurtful remarks. Instead of arguing and showing her anger to Trump, Clinton evokes calmness by saying that she has no intention to show her anger to respond to Trump's comments to her email scandal. By employing this pathos as its discursive strategy, Clinton manages to settle down her anger due to Trump's false statements about her email issue. She decides to remain calm and clarify Trump's remarks on her email issue to the audience.

Simile

*You know, when we have a world where you have ISIS chopping off heads, where you have them, frankly, drowning people in steel cages, where you have wars and horrible, horrible sights all over and you have so many bad things happening, **this is like medieval times.***

Trump compares the concept of **what ISIS has done to the victims** to the concept of **medieval times** with the indicating word *like*. The term **medieval times** is used to refer to the dark age in which no scientific accomplishments had been created, no great arts were produced, no great leaders were born, and violent punishments were conducted. Trump employs this term since he believed what ISIS has done to the victims similar to harsh punishments during the Middle Ages. The most general forms of punishment during the medieval times were tortures, fines, shaming (being placed in stocks), mutilation (cutting off a part of the body), and death. These punishments were conducted by the community (since no policies were on duty at that time) to ensure that people were scared of committing crimes.

Additionally, this rhetoric employs pathos as its discursive strategy to spread fear to the audience. Trump expresses his fear by telling the detailed description about what ISIS has done to their victims which is as brutal as the punishments during medieval times. By giving this detailed depiction, the audience is able to feel and imagine what the speaker utters about ISIS and their fierce tortures to the victims.

The Audience Response of the U.S. Second Presidential Debate in 2016

Negative Response

The debate was begun by forcing Trump to address Trump's controversy on assaulting women sexually which led the Republicans withdraw their support to Trump by asking the question about modelling appropriate and positive behavior for the youth. As stated by Nicole Hemmer, assistant professor at the University of Virginia's Miller Center, co-host of *the Past Present* podcast and author of *Messengers of the Right: Conservative Media and the Transformation of American Politics*, this 'locker room talk' as Trump labels is one of 'other low points' in the debate. The following expression is the highlight of Hemmer's response.

*This was locker room talk. I am not proud of it. **I apologize to my family. I apologized to the American people.** Certainly, I am not proud of it. You know, when we have a world where you have ISIS chopping off heads, where you have them, frankly, drowning people in steel cages, where you have wars and horrible, horrible sights all over and you have so many bad things happening, **this is like medieval times.***

Besides, Eric Bradner from CNN also responded to the expression as described below.

*If you look at Bill Clinton, far worse. Mine are words and his was action. His words, what he has done to women. **There's never been anybody in the history of politics in this nation that has been so abusive to women.** So you can say any way you want to say it, but Bill Clinton is abusive to women.*

*(...) because Bernie Sanders, between super delegates and Debra Wasserman Schultz, he never had a chance and I was so surprised to see him sign on with **the devil**.*

Because you would be in jail.

*Believe me, she has **tremendous hate in her heart**. When she said deplorable, she meant it. And when she said irredeemable, they're irredeemable! You didn't mention that, but when she said they're irredeemable, to me that might have been worse. She's got tremendous hatred.*

Here, Trump employed hyperbole in the first example, metaphor portrayed in the second example, irony in example the third example, and hyperbole in the last example when he tried to insult and attack his opponent, Hillary Clinton. These rhetorical expressions uttered by Trump are obviously shown his hatred as its discursive strategies to denigrate his rival in order to make the audience feel hate to Clinton as the way he does. However, as stated in *Politico Magazine*, Anita Dunn, Democratic political strategist and former White House Communications director, responded that "...when he attacked Hillary Clinton's husband for his alleged sexual predatory behavior, Donald Trump lowered the bar to a level that future candidates will be hard pressed to get below" which implicitly disprove to Trump's harsh remarks to Bill Clinton's women issue as an counterattack to Hillary. Instead, Dunn indicated that Trump should not bring the Bill Clinton case to attack Hillary since sexual assault is a crucial issue that should not be politicized or trivialized, and Hillary did not involve in her husband's issue for she was the victim of the issue occurred in her past personal life.

Positive Response

Regarding to its widespread negative criticism, several figures are invited to give a positive response to the Second Presidential Debate in 2016. A former New York City Mayor Rudy Giuliani as quoted by Seema Mehta in *Los Angeles Times* considered the debate as a change to the direction of the presidential campaign. He stated that "The momentum is going to change like that," and further told reporters, "This was one of biggest victories in presidential debates

ever" in which indicated that the Second Presidential Debate in 2016 is not merely regarded as the nastiest presidential debate; however, also showing how this debate can change the direction of the presidential campaign between Donald Trump and Hillary Clinton into a better presidential race which focuses on dealing with the issues rather than talking about personal matters.

CONCLUSIONS AND SUGGESTIONS

Conclusions

This research discovers that rhetorical devices are interrelated with discursive strategies and equally essential. They construct the intended purpose of the speakers, and determine how the speakers should exercise their rhetorical devices in order to create an effective persuasive speech. It also implicates that the discursive strategies take an important role in making the effectiveness of employing rhetorical devices in obtaining the audience's positive or negative response. Corresponding to the objectives of the research, the conclusions of this research are depicted as follows.

The study reveals that all types of rhetorical devices are employed by Trump, while Clinton only exercises seven rhetorical devices. Of the eight types, hyperbole is the most frequent type in Trump's and Clinton's speech. Therefore, hyperbole becomes an effective way to emphasize and exaggerate certain ideas to persuade the audience. On the other hand, allusion becomes the least frequent rhetorical device among all types of rhetorical devices used in Trump's speech as it only appears for once since he rarely uses credible sources in his speech. Whereas, Clinton never uses simile for she tends to use indirect comparison (metaphor).

With regard to the second objective, not all discursive strategies are employed by both candidates. Trump does not use mildness, friendship, admiration, and goodwill as his strategy in delivering his rhetoric. On the other hand, Clinton never apply envy and goodwill as her strategy in conveying her rhetoric. Furthermore, the highest frequency of discursive

strategies reflected in the debate is hatred (pathos) for Trump and example (logos) for Clinton. As a result, Trump is more likely to use hatred to appeal the audience emotionally, whereas Clinton exercises logical reasons by presenting example to appeal the audience.

Eventually, in accordance with the third objective, the Second Presidential Debate in 2016 invites negative and positive responses from several figures and online media in the United States. Mostly, the negative response regards this debate as the nastiest and the lowest moment in history of the debate because both candidates employ numerous negative strategies to insult the other's personal matters, i.e. the employment of rhetorical devices using hatred, anger, and other negative emotions. On the other hand, the positive response obtained from the audience considers this debate as a change to the direction of the presidential campaign. Both candidates can gain positive response from the audience if they utter rhetorical devices with positive strategies, such as putting credible sources, modelling virtuous character, giving admirations, and portraying confidence.

Suggestions

After conducting the research, the researcher proposes suggestions for some parties. For the future researchers who are interested in stylistic study in political speeches, further research regarding the analysis of speech delivery style is suggested. Furthermore, rhetoric is important to be comprehended by students and lecturers majoring in linguistics since it can be used to discover how political speeches persuade the audience. Additionally, EFL students and lecturers are suggested to exercise the rhetorical devices appropriately in their public speaking so that they can deliver a persuasive discourse effectively.

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