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Introduction

The most striking affair in 2016 the United States (US) politics was the Republican candidate Donald Trump's performance in US presidential election. Trump didn't have any political experience, his speech was often vulgar, he was constantly offending opponents, media and ethnic minorities, his campaign lacked substantive policy as well as his proposed solution didn't have enough feasibility, but all these things could not prevent his popularity soared. Eventually, Donald Trump won the victory and his victory is not only the victory of his politics but of his communication.

Nowadays, the traditional journalism industry is experiencing a rare historical moment, the hegemony as the gatekeeper of news is threatened not only by the new technology and new media, but also by the audiences whom it serves potentially. Indeed, the Internet as the medium for spreading news is maturing gradually. Meanwhile internet users' participation in online communities and information websites is becoming more diverse and playing the more important role (Bowman & Willis, 2003). This is a unique social phenomenon that billions of individuals joined the network to share a complex world, as well as reflect and reveal their life experience (Kozinets, 2015). Social media and the Internet which have been widely recognized can change our social life and even business activities and politics (Kozinets, 2015).

With decline in coverage of traditional media and increasing in use of Internet, the social media spaces are trendy for political communication (Himelboim, Lariscy, Tinkham,& Sweetser,2012). Citizens could join the groups which they found interesting, interact with political candidates and talk about the political information with other citizens. As a matter of fact, citizens have more new opportunities for political participation and communication than before (Himelboim et al, 2012). Due to the importance of interpersonal communication on social media, people can successfully predict attitudes towards online political activities through the interpersonal political interaction outside the Internet (Himelboim et al.). Although television and newspapers are still the main sources of news, social media has become an increasingly essential source of political news (Enli, 2017). Social media has become the latest charm of political communication strategists, especially in election campaigns (Enli, 2017). 20 years ago, when news events took place, the media needed time to collect reports, edit stories, and share the story with the public. The television sent messages as fast as possible, but it was still limited by time. In addition, television is a one-time broadcast, while online publishing allows web users to retrieve and revisit stories.

There is no doubt that the political communication is not only through the traditional media such as TV or broadcast and the political communication through the internet has become an

inevitable trend in 21st century (Sousa & Ivanova, 2012). Candidates who run for the presidential campaign use various media to disseminate information for public, including TV show, radio show, newspapers and speeches (Sousa & Ivanova, 2012). The internet has become the latest communication media for presidential candidates in the modern political campaign. American politicians have gradually used the Internet as a political tool and used the global network to create personal web pages on different social networking platforms.

Internet technology, especially new online social media, like Facebook and Twitter, offers more opportunities for individual candidates (Karlsen & Enjolras, 2016). In the 2016 US presidential campaign, social media platform was increasingly used as a direct source of news (Enli, 2017). Unlike in the past, public access to campaign information is no longer just by traditional media. Nowadays, with millions of followers of candidates, Twitter has become a platform for political communication and candidates' major online information channels (Enli,2017). Similarly, social media also provides a platform to debate and criticize mainstream media through campaigns and their networks (Enli, 2017).

It is worth mentioning that Trump has a very successful personal media. Currently Trump has 30 million Twitter fans, he also interacts with fans on Facebook, YouTube, Instagram and Periscope and other social platforms. Trump can accept interviews from serious news to comedy programs, and he updates his Twitter contents frequently, so Trump has always been the focus of global media attention.

From the 1980s, some researchers began to pay attention to the rhetoric of the president, and put presidential rhetoric into the independent field of rhetoric (Sousa & Ivanova, 2012). Candidates can effectively eliminate their opponents' information in other traditional media by learning to use virtual rhetoric effectively, and use rhetorical context through these new rhetoric media (Johnson, 2012). Today, candidates can choose and release the information they want to display to the public voluntarily, which can create richer and more efficient rhetorical discourse than before. This study will clearly analyze how Trump use language rhetoric and "postmodern" way of talking to bring positive propagative effect for himself.

Aim and research questions

"Rhetoric" is a term that is used in the political campaign for communication and persuasion. With the popularity of new media such as Twitter, Facebook and so on, political candidates must make better use of rhetorical tools to establish relation with voters and effectively communicate with voters to get more support. Trump, in the United States presidential election in 2016, relied on strong rhetorical media such as Twitter to clearly disseminate information and efficiently communicate with voters. Finally, he was successfully elected as

the 45th president of the United States. It must be admitted that Trump is one of the most influential politicians on Twitter. Specifically, I will take the Trump's Twitter as an example to analyze how Trump use language and rhetoric to create his unique personal image, and ultimately to influence his followers. "(…) *discourse is the means by which ideologies and belief systems find their way in people's consciousness*" (Siapera, 2010, p. 119). Siapera (2010) described the concept of discourse as a language use, interaction or media communication, and it is important for individuals to create their views of the world where we live in. The texts could affect public by using colloquial or routine language, so it gives people the impression which is like their own language (Machin & Mayr, 2012). As a billionaire, Trump succeeded to be accepted by public of low-income, low-cultural level as "their own people" through the use of pronouns. This is inseparable from his simple and straightforward expression. There is no denying that Twitter has become a new effective media tool which makes candidates to communicate directly with the citizens. It must be recognized that online media is now one of the most important communication tools for candidates in political campaigning. It is also important that the political candidates must be able to take advantage of individual influence and expressiveness to attract audiences' attention and visibility. Through analyzing the rhetorical elements of Trump's tweets the overarching aim of this study is to analyze the rhetoric of Donald Trump's tweets in order to understand how he creates authenticity and ordinariness in the ways he addresses his followers and potential voters.

According to the research aim, the following research questions can be proposed:

1. How does Donald Trump use twitter to present arguments and what rhetorical means are used to persuade readers/followers?

2. How does Donald Trump use twitter to create and transmit emotion, feeling and affection?

Previous research

Previous researches on the field have investigated the processes of political communication(Blumler, 2015; Tasente, 2014), as well as the impact of social media on the power relations of political parties (Jiang， Luo &Kulemeka,2016;Karlsen & Enjolras, 2016). Other studies focused on the application of Twitter on political communication (Olmo & Díaz, 2016; López-García, 2016; Ott , 2017;Rauchfleisch & Metag,2016). Social media, especially Twitter, has become the most compelling rhetorical media of politic (Johnson, 2012). With regard to the studies of concept of rhetoric that presidential rhetoric (Basta & Ewald, 2013; Harlow, 2016), visual argument rhetoric (Kjeldsen, 2015), social website politics rhetoric (Sousa & Ivanova, 2012; Berlanga, García & Madrid,2013) have been discussed. However, the literature review concerning the analysis of the use of ancient and classical Aristotle rhetoric strategy for politicians on the Twitter platform is limited. That is the reason this thesis tries to extend the literature on this field. Previous researches have been divided in three categories

regarding the main concept analyzed, which is political communication, social media and rhetorical strategy.

Political Communication

Blumler (2015) introduces and evaluates the basic principles of media communication, the choice of the core theory of political commgunication produced by leading scholars before and after the emergence of digital media and the internet. The paper discusses the theory of media effect, the concept of political media and the types of compared analysis of political communication system (Blumler, 2015). Some the latest theories, actors' roles as well as the overall and normative perspectives were begun to be considered from the digital era (Blumler, 2015). In a word, this research not only has a great positive influence on the status of political communication theory, but also points out the needs for further theoretical development in this high efficiency area of communication learning. The process of political communication is very complicated and Blumler (2015) shows five distinct yet interconnected features. This research made a lot of positive assessments for the status of political communication theory. Most of the mentioned theories have been productively tested for empirical support in this article. These theories have addressed the great phenomena that can affect the view of citizens to the political world, and how they receive and send information about it (Blumler, 2015). Besides, this research also mentioned a few problems should be noticed in the future.

In the media era, Tasente considers political communication is carried out in two dimensions: Horizontal dimension and vertical direction (2014). The horizontal direction refers to between political actors and reporters, while the vertical direction refers to the media products are dispersed into the consumer group. In the social media era, the horizontal direction completely disappeared, and the communication is conveyed by opinion leaders in the online social groups (Tasente, 2014). Therefore, in the new online space, the main communicators are public recipients instead reporters and politicians. Meanwhile public recipients are new public opinion leaders in social media. Nowadays, we are talking more and more about "the power of recipients", that means power is decentralized and lack of intermediaries as well as public discuss the political information in the social groups to which they belong (Tasente, 2014). Tasente shows the definition of political communication must consider the expression of political marketing and public agenda (2014). Citizens play an significant role in the communication mechanism, and have the right to query the validity and credibility of the institution policy and traditional media organizations, and affect the communication process of politicians and media opinions' critical issues, which is even outside the political field. The evidence suggests that participation in elections have declined sharply in the world with the decline of ordinary people who have become members of political parties or labor union organization (Tasente, 2014). However, we may not be able to keep people from giving up

political information, but moving to other media or new public space. Therefore, there is a new public debate forum in the virtual environment, which is different from the political and political process to attract a certain crowd. The new public space provide a new way of communication for debate, focus on the other group of issues and help people get information they think is related to daily life. In addition, political participation has been transformed into political consumption, which can be described as the transfer of citizens' orientations from "stable ideological values and policies" to "personal problems and practical solutions". In social media, the message is distributed from the source by some ordinary users and these users have become an influential leader in the online environment.

Olmo & Díaz (2016) discuss the application of Twitter in politics and the evolution of the communication model based on image rather than content. The study conducted a qualitative analysis of the images which posted in Twitter of major political parties and leaders during the national debate held from 24 to 25 February 2015. Data shows that the image of political communication is gradually increasing on Twitter. This research shows that the images are more crucial than the text itself. Nowadays, the images have become the main means for political communication (Olmo & Díaz, 2016). Social network, especially in Spanish politics, has become a basic concept of civic political communication and seems to be more influential every day. As a result, the political movement without social networks is difficult to imagine. In this investigation, the importance of the use of the social network, especially Twitter, in the Spanish political field and the dissemination of activities are demonstrated (Olmo & Díaz, 2016).

The key point of this study is to set forth the activities of Twitter of Spain's main political party leaders during the 2015 general elections. These political party leaders are Mariano Rajoy (PP), Pedro Sánchez (PSOE), Pablo Iglesias (Podemos) and Albert Rivera (Ciudadanos) (López-García, 2016). This research discuss how many information and what types of information are released? What themes they pay attention? What is the purpose of using Twitter: dissemination of political communication, introduction of candidate activities in the media (López-García, 2016). Three supplementary fields were built by using methodology: Quantitative analysis of the tweets posed by four candidates in the campaign, with a focused on determining the proportion of replies and forwarding; Determining the content of each candidate's issue agenda by a content analysis; A qualitative analysis allows us to outline each candidate's communication preferences and profiles (López-García, 2016). The comprehensive results of the three methods suggest that candidates of emerging parties tend to send information, arouse their supporters to vote and make a general notice of their future

success and political change, as well as the leaders of PP and PSOE tend to release more news and definite policy recommendations (López-García, 2016).

Social Media

The rapid development of technology has changed how we treat organizational leadership and behavior. The influence of digital technology, for example social media, on leadership is still at an early stage. Therefore, the leaders of organization must take into account the impact of new media on organization's validity and execution. The researchers (Jiang，Luo &Kulemeka) focus on an important question is how to combine social media with strategic communication management (2016). In order to answer this question, they research the strategic role of communication professionals on social media and their use condition of tysocial media and leadership behavior (Jiang et.al, 2016).The first step is data collection; the researchers collect the data through online survey for the communications professionals of non-profit organizations and other organizations in US. Secondly, the researchers ask participants to access the survey website. These data can support the data analysis, in order to evaluate the communicate leadership behavior of professionals. Then the researchers conduct the Preliminary descriptive statistics, Path model analysis and hypothesis testing to draw conclusions. This study introduces the concept of strategic communication in the communication subject as well as the concept of issues management and crisis communication and puts forward the concept of virtual leaders in the media landscape. This research produced practical evidence that the use of social media use, including the use of social media tools and social media integration is different since the size of the industry, and the scale of its communication organization (Jiang et.al, 2016). The most critical conclusion of this research is the important and energetic link between the use of social media and communication leadership. In general, firstly, the use of social media is strongly linked to the leader's behavior of the participants. Secondly, the type and scale of the organization and the group of the communication staff are all significantly affected the use of social media in communication work. Finally, the strategic vision of social media professionals predicts their use condition about social media. (Jiang et.al, 2016).

Karlsen & Enjolras The technology of new digital media can affect the power relationship of parties in some opposite ways (2016). The social media, such as Facebook, Twitter and other new online platform provide new opportunities for individual candidates to be more independent of the Central Party group to reach voters. With the use of new online media, the campaign media landscape has been changed as a "hybrid media system", which can change the power relations of participants involved in the campaign. (Karlsen & Enjolras, 2016). In order to explore whether the balance of power between candidates and parties will change because of the use of social media in the campaign, the researchers select the data included a

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combination of 2013 Norway candidate surveys and candidate Twitter data. Then, the researchers conduct the empirical analysis of the data. This study based on individualized campaigning to explore the concept of personalized communication and individualized campaigns. Since the study mainly explores the influence of social media on the power relations in political parties, power theory is the most fundamental theoretical basis of this study. In order to analyze the effect of personalized campaign, this study also uses the theory of political ideology. Finally, Karlsen and Enjolras suggest that the candidates who seem to be influential in social media are those who can produce a synergistic effect between traditional media channels and social media (2016). Social media is an indispensable part of the emerging hybrid media system used by politicians and this hybrid communication structure can be used to obtain the party's influence.

At present, the era of television is abdicating to the era of Twitter step by step, and the rise of Twitter and other social media are changing the existing media. Twitter is changing the nature of our public discourse. Ott conducts an observational study through the case of Donald J. Trump Twitter, records and reports his tweets (2017). The researcher collects an amount of contents and uses the content analysis method to explain the meaning of indicative data. Meanwhile, the researcher demonstrates that Twitter privileged discourse is simple, impulsive and uncivilized through the perspective of media ecology. The era of Twitter almost guarantees the rise of Trump. Trump's election also marks the beginning of the Twitter era, not the end. But at the end of the article, due to twitter's pernicious properties, The researcher raises his concerns about the current situation of news media: (1) accepting social media platforms without criticism, such as Twitter as main source of information and news about public affairs, and (2) the mainstream news media treat Twitter as news (Ott , 2017).

Rauchfleisch and Metag analyze the use of Twitter in Swiss political communication (2016). Due to Switzerland's strong federalism, decentralized party system, small and semiprofessional politicians are different from other democracies, Switzerland could be considered as the most unlikely key case to create the unique conditions of using social media. This research examines the personal characteristics of Swiss parliamentarians who may affect the use of social media. Therefore, this research is conducive to the debate about Twitter's equalization and normalization, which as a microblogging channel for political communication as well as the importance of national specific conditions in the use of innovation of political online communication (Rauchfleisch & Metag,2016). Rauchfleisch and Metag explain the diffusion of innovation theory from equalization to normalization (2016). When it comes to the issue of who uses Twitter and when the use of digital media in politics, the two theories dominate: the debate about the equalization and normalization, and the theory of diffusion of

innovation. In Switzerland, Twitter can be regarded as an elite network, which mainly political journalists, politicians and lobbyists to communicate with each other. Twitter as an elite network is due to the low penetration rate of Twitter in Switzerland. The higher degree of activity of a politician on Twitter, the more journalists will pay attention to him. The active use of Twitter is critical to taking full advantage of its potential as a channel of communication. By taking into account the two theoretical methods, this study shows that in the beginning of the adoption process, the main trend is equalization (Rauchfleisch & Metag,2016). The results of the adoption of Twitter by Swiss politicians over time may explain the shift from equalization to normalization. The diffusion of innovative theory provides an appropriate explanation for the shift to standardization.

Rhetorical Strategies

Johnson (2012) emphasizes that Twitter is a popular arena for politicians. Most politicians spread valid information to voters through Twitter. Johnson (2012) selected the tweets of US Republican candidate Mitt Romney from February 1 to May 31, 2012 and analyzed them. Johnson (2012) shows that Mitt Romney established credibility (ethos), expressed his political views (logos), and built an emotional connection with the public (pathos) through tweets. All of these are associated with rhetorical situation. Johnson (2012) argues that campaign can strengthen directly contact with voters through tweets. The most important aspect of Twitter is that readers can become senders and share information with their social media followers. By using twitter, politicians can provide first-hand information to the audiences without the media middleman. Social media has become a politically compelling rhetorical medium.

Basta and Ewald (2013) examine the strategies of rhetoric adopted by presidential candidates Barack Obama and John McCain in the third presidential debate in 2008. The researchers pay attention to the candidates' use of praises, attacks and defenses which defined by the functional theory. The investigation also analyzes the exiting and key function of candidates' "nonfunctional" concept and overlapping functional units (Basta & Ewald, 2013). Basta and Ewald (2013) introduce the two linguistic events that have not been explored in previous researches. This study determines that the value of functional theory for interactive survey under the background of political debate. Basta and Ewald (2013) point out that other aspects of linguistic theory need to be involved into the future surveys.

Harlow (2016) discusses the changes in the spirit of the state over time and conducts presidential rhetorical studies at the Second World War Memorial Ceremony in Normandy. In all cases, the President utilizes the unity of time, place and action to build collective memory and national spirit. Presidents described battlefields as souvenirs, bringing continuity, purpose

and ownership to the public (Harlow, 2016). This research examines how the modern president used the Normandy coast as a memorial battlefield to define the American national ethos in World War II. This study examines five presidential commemoration speeches are speech by Ronald Reagan in 1984, two speeches by Bill Clinton in 1994, speech by George W. Bush and French President Jacques Chirac in 2004 and speech by Barack Obama in 2014 (Harlow, 2016). The speeches of Reagan, Bush, and Clinton have revealed a lot. They did not describe the war, but they focused on the war for the Americans left a deep memory, which help them define their own country. Because the presidential rhetoric presidents have a unique place in American society, the words they use when talking about the war can build how the state remembers this (Harlow, 2016). Most of the rhetoric of the president will become a picturesque landscape, which using personal memory and imprinting public memories of the aggression. The memories of each presidential speech are related to this place (Harlow, 2016). In order to effectively research how rhetoric uses souvenirs to create national feature, scholars need a critical heuristic of rhetoric that can gain insight into how rhetoric fixes the national spirit in one place (Harlow, 2016). In order to come true the unity of time, rhetoricians often describe a series of stories. The possibilities for research about the rhetorical use of places as souvenirs are far from exhausted.

Kjeldsen (2015) verifies the advantages of visual argumentation. Some types of argumentation are best performed through discourse. However, the visual form of argument is also very good. Kjeldsen (2015) limits himself to test one central aspect of the advantages of visual argumentation, that is, the picture provide the "thick representation" of the potential problems, and put forward the importance and power of the parameters (Kjeldsen, 2015). It is important to determine the rhetorical argumentation. The speaker's argument is aimed to persuade the interviewee by calling for the ethos, logos and pathos (Kjeldsen, 2015). One of the purposes of this article is to show how the pathos appeal of an image is an advantage of visual argumentation that may help to provide more comprehensive questions and consequences when considering and making choices (Kjeldsen, 2015). Argumentation is section of rhetoric, and the core function of rhetoric is deliberate and persuasive. Picture and multi-mode represent functions that may have several parameters (Kjeldsen, 2015). Kjeldsen (2015) mainly describes their ability to articulate the questions and consequences in order to better understand the problem and thus raise the importance and strength of a dispute. This is a significant ways of visual argumentation and we should further understand and study.

Sousa and Ivanova focus on the method of construction rhetoric space on political field of social website and reveal the discourse strategies which move between national and global communication of Obama' Twitter (2012). The discourse-based corpus perspective has

benefitted from the interdisciplinary approach, that is, linguistics and rhetoric to understand of political communication with interpersonal functions related to the new online media (Sousa & Ivanova, 2012). In order to achieve this aim, this research collected 1094 tweets from January 2009 to May 2011 (a total of 20466 words) and analyzed a series of vocabulary during the period of the Obama administration. Researchers selected personal pronouns, time pronouns and spatial pronouns in Obama's tweets to classify in order to discuss the way of rhetorical spaces which formed by Obama (Sousa & Ivanova, 2012). The results show that the use of personal pronouns in Obama's Twitter is very frequent, and the proximal time and space also show a number of advantages. Unique and vague subject as implicit language choice is possible to become Obama's digital rhetoric as a strategy to involve a wide range of audiences (Sousa & Ivanova, 2012). This can be understood as closer to the target audience in terms of building Obama's digital rhetoric space, which is in order to shorten the distance between the president and the potential audience. The leading proximity and inclusiveness are considered as the discourse skills of Obama to build digital rhetorical space on Twitter (Sousa & Ivanova, 2012). Furthermore, this kind of Obama's addressing the virtual audience has some implications for the way of new media reallocating the world's emerging democracies.

With every major news event happening, online media are constantly developing (Bowman & Willis, 2003). The internet users are now involved in the journalistic process in many ways, as is well known, both Twitter and Facebook are one active and simple ways to participate. As same as Twitter, Facebook is a new form of news and makes anyone can build and maintain a website. These personal publishing systems have produced a sign of revolution—giving everyone the equal right can be heard widely on the Web (Bowman & Willis, 2003).

From the perspective of classical rhetoric, the study of the communication process on the Internet is especially important. Berlanga, García and Madrid investigated the rhetoric of communication in online social networks (2013). Specifically, the aim of their study is to demonstrate how these platform users use the communication strategies which described by rhetoricians and these strategies originated from ancient Greco-Roman antiquity. Their research focuses on the use of persuasion strategies (ethos, pathos, logos) and extensive use of rhetoric. As the continuous development of science and technology, the online platforms, like Facebook, Twitter, have strong persuasion. In a very short period of time, the social media have established a society of "full communication", which information is spread mainly through social networks (Berlanga, García & Madrid,2013). The social media help connecting millions of people around the world. The popular social network plays an important role in our individual, social and working life. It can be said that the Internet provides a new rhetorical space. The purpose of Berlanga, García and Madrid is to emphasize the existence of rhetoric in

social network discourse, especially the convincing strategies used by users (2013). Research is primarily based on case studies. The researchers took Facebook as an example, selected three specific dialogues of users and conducted the content analysis. The researchers used three communication strategies which described by Aristotle to explain respectively and extracted the rhetorical data to study. The results indicated that rhetoric is used by social network users as a social tool throughout the history. Rhetoric was found new channels and unknown dimensions in social networks (Berlanga et al, 2013). Facebook has a structure which enables rhetorical strategies to work. The researchers finally confirmed the initial assumptions of this study that the social network is new rhetorical space or arena in the 21st century. All of these specific aspects shaped the Facebook users became the new rhetoricians in this era. Researchers also suggested that future research routes should focus on the rhetoric of emerging media.

Through a lot of theoretical review, we can draw a conclusion that more and more people are able to use Internet technologies to interoperate in seemingly basic levels and to show the results of a variety of new styles and interconnections, including promoting new relationships and helping manage existing relationships (Kozinets, 2015). Taking the politician as an example, social media is an essential part of the emerging hybrid political communication system used by politicians. The politicians can achieve influence in party politics through hybrid communicative structure (Karlsen & Enjolras, 2016). I divide the research review into three parts, which are provided the basis for the corresponding theory and methods of my thesis, such as: the concepts of political communication, the concepts of social media, rhetoric strategies. At the same time, the research reviews are served as a basis for my study and helped me find some research gaps.

Through the studies review, I noted that some researchers focused on the basic principles of media communication, some researchers thought that social media has become a politically compelling rhetorical medium, some researchers have studied how to integrate social media into strategic communication management, and some researchers have studied rhetorical strategies in presidential speech and presidential debates. After considering previous studies, this study tries to cover the lack of analysis towards what kind of rhetorical strategies politicians use on Twitter platform through the use of rhetoric theory of Aristotle.I will use Trump as a case to synthesize the concepts of political communication, social media and rhetorical strategies to investigate the use of language rhetoric and "postmodern" way of talking in Trump' Twitter and analyze how to Trump conduct the political communication and interact with the audiences successfully.

Theoretical frame and concepts

In this research proposal I would like to suggest an investigation about how Trump use his unique rhetorical strategies and use particular rhetorical techniques to persuade and influence his supporters through his Twitter. In fact, unlike other politicians during the presidential campaign, the vocabulary used by Trump in his speech and debates is just like a fourth-grade student. Trump's language is the simplest and most straightforward in all of candidates. Trump likes to repeatedly use simple words or phrases. The words are simple and easy to understand in his Twitter. In his tweets, he often uses pronoun versus noun such as "we", "you" and "them" in order to create a frank and open image. It cannot be denied, extensive use of personal pronouns "Your", "You" and "I" are the type of equal dialogue (Machin & Mayr, 2012). On one hand I would like to use the Rhetoric Theory, and on the other I would like to use the rhetoric and metaphor theory of Critical Discourse Analysis Theory, so both theories would be used in further research, even though there are many more theories that could be used. In the following contents, there will be an overview of the two theories, and suggestions of how they could be used.

Rhetoric Theory

 "Wherever there is persuasion, there is rhetoric. And wherever there is 'meaning', there is 'persuasion'" (Digital Rhetoric: Defining and Locating Digital Rhetoric, para.2). Rhetoric is both a way of persuasive communication and a formal art of studying this communication (Eyman, 2015). The power of rhetoric is that it can be used as an analytical method and guide for producing persuasive discourse (Eyman, 2015). The rhetorical approach initially involved that could be used to build successful persuasions; these methods were simplified and compiled by Aristotle in the late fourth century BCE (Eyman, 2015). In the successful speech, the speaker can use three manners of expressions: "*logos (logical argument), pathos (emotional appeal), and ethos (establishing the authority of the speaker)*" (Digital Rhetoric: Western Classical Rhetoric, para.2). Rhetoric is not just a mechanism of persuasion. People place the rhetorical power in a specific communication medium (such as printing or speech), which can highlight the relationship between rhetoric and knowledge production and meaning (Eyman, 2015). Similarly, if rhetoric is used as a powerful tool to help rhetor produce text or performance, this is not just identification but promoting the social behavior (Eyman, 2015). Rhetoric is a model of changing reality, rather than directly applying energy to the object, but by creating a discourse which changes reality through mediation of ideas and action (Eyman, 2015). In rhetoric studies, the text can be considered a container of controversial or persuasive discourse, but this tradition is usually linked with printed texts, for digital rhetoric, we must see the text under a broader background (Eyman, 2015). The sense of interactivity seems to

eliminate the difference between conversational communication (reader-to-text and user-to-user interaction). Contemporary rhetoricians often regard the text as a dialogue. Readers not only passively receive information, but interact with text. By contributing their own ideas and experiences, readers work together with authors to create a unique reading experience. The text is also a dialogue in another sense: in order to make the author more successful with audience, the author instinctively put some of the audience's ideas and attitudes into their writing (Eyman, 2015). According to Eyman (2015), *"The term 'digital rhetoric' is perhaps most simply defined as the application of rhetorical theory (as analytic method or heuristic for production) to digital texts and performances"* (Digital Rhetoric: A Definition, para.2). The concept of the rhetorical situation as a lens sets a specific rhetorical activity in a framework, allowing the analysis to proceed that is created through interaction of rhetoric, text, audience, and rhetorical purpose within a context (Eyman, 2015).

These concepts make my research question about rhetoric more important and interesting since Trump's Twitter established his reputation (ethos), expressed his reasoning (logos), and seek the emotional connection with the audience (pathos), all of these are the adaptation to the rhetorical situation. The term "rhetoric" relates to "argumentation", which tries to convince the audience. Aristotle defined rhetoric as 'the faculty of observing the means of persuasion' (Heo & Park,2016,P.302). Rhetoric and speech are interrelated. In fact, if a person does not speak, he will not produce the rhetoric. American culture belongs to individualistic culture. People would rather terminate the relationship between each other than give up their own voice. Aristotle emphasized the importance of citing counter-arguments because the purpose of the dispute is to prove the comparative advantage of the argument of the speaker (Heo & Park,2016). Argumentation is a combination of persuasiveness and information description. The information description verifies the theme by providing practical reasons, persuasive description supports theme by the abstract view of speaker (Heo & Park,2016). This low-context culture of the United States requires people to provide substantive evidence when proposing arguments. Information description is usually supported by three persuasion instruments: logos, pathos, and ethos. Communication research thinks that "logos" is a rational appeal and "pathos" as an emotional appeal. "Ethos" refers to persuasion from the credibility of the speaker and can also be called "credibility appeal" (Heo & Park,2016).

Rhetoric and Metaphor

Language is not only a tool of communication or persuasion, but a means of social construction and domination (Machin & Mayr, 2012). The concept of 'critical' language research refers to the processes of analyzing verbal elements, and it can be used to reveal links between power and ideology which are hidden behind people (David & Andrea, 2012). The pivotal element of

critical linguistics is never conveyed directly, but it can be revealed by finding absence in text (David & Andrea, 2012). Critical discourse analysis (CDA) is formally described as the study of implicit or indirect meaning in text. These are the kinds of meanings that are alluded to without being expressly expressed (Machin & Mayr, 2012). Implied meaning relates to potential beliefs, but are not openly, directly, or precisely asserted (Machin & Mayr, 2012).In order to better investigate the rhetoric of Trump's Twitter, I will use the "Rhetoric and Metaphor" concept of CDA theory in the analysis.

There is a widely shared assumption that metaphor is about magnificent language, which is related to poetry and creative writing (Machin & Mayr, 2012). But linguists have shown that metaphor is the basis of human thought, and metaphorical thinking is the basis of all our statements about the world (Machin & Mayr, 2012). The study of metaphor and other rhetorical studies are closely related to the study of political rhetoric. Metaphor is not opposed to truth, but it is an essential part of human cognition. We keep thinking about them by referring to other things. But most of all, this process can influence the way we understand things or concepts (Machin & Mayr, 2012). The important thing here is that mastering metaphor is an everyday part of language and an important way to master reality. But metaphor is of ideological significance. The acceptance of metaphor may not only affect how we think and understand the world, but also the way we behave, the institutions we build, and how we organize our society (Machin & Mayr, 2012). They are a linguistic way of hiding potential power relations. Metaphor and other rhetorical guides provide excellent linguistic resources for those who want abstractions to replace actual concrete processes, identities, and settings (Machin & Mayr, 2012). When metaphor has become a main way for thinking a phenomenon, challenging the metaphor which used to describe it may become very difficult, because these metaphors become common sense or naturalized ways of understanding the world (Machin & Mayr, 2012).

Method (and material)

There are a couple of different ways this thesis could be used and different methods that can be applied. One method that could be used when doing this research is rhetorical method. The rhetoric and metaphor of critical discourse analysis is also a good instrument to use when analyzing the selected texts and considering the issues more specific through a critical way as well as revealing more hidden information.

The techniques by which the sample and data was chosen are vital to a discussion the validity of the research. American local time on the morning of November 9, the United States

presidential vote was officially announced, Trump officially elected as the new president of the United States. In order to address the questions which presented by thesis, I chose Trump' tweets to analyze. Since March 18, 2009, Trump has posted 35,000 tweets and accumulated 30 million fans. Trump's performance was particularly active during the US presidential campaign. He frequently published tweets, actively interacted with the public and had a high popularity. Starting from the specific released time, Trump is relatively diligent to update his tweets, for example, he keeps sending tweets within every 24 hours and sometimes he still updates hot tweets even at 3 am. It can be said that Trump's tweets have a strong originality. If I analyze all of his tweets, the workload will be very heavy, the analysis time will be very long, and the demand for very professional tools needs to be achieved. Therefore, in order to address the questions at the beginning of the thesis as soon as possible, I chose the most representative part of the Trump' tweets. The time span is from October 9, 2016 to November 9, 2016. During this period, all the tweets which posted on Donald Trump's official Twitter page (@realDonaldTrump) will be adopted. I think this last one month was the final sprint stage of Trump's participation in the presidential campaign, which was a very critical moment. Meanwhile, rhetoric of the tweets was also very representative during this month. During this period, Trump was more active in updating his tweets, and he published a total of 230 tweets, averaging nearly eight tweets every day.

Rhetorical Methods

One of the most widely used rhetorical methods is close reading. In this method, the text is considered to be a cultural or historical background or the material condition of its construction apart from the author (Eyman, 2015). According to Eyman (2015), "*But close reading also serves as a starting point because it provides the contrast for newer rhetorical methods*" (Close and Distant Reading as Rhetorical Methods, para 3). According to Eyman (2015), "Case studies, textual inquiry, and rhetorical analysis are particularly useful for investigations of rhetorical activity in digital environments" (Digital Writing Research, para2). Eyman (2015) advocated that "digital rhetoric researchers adopt strategies framed by the communicative triangle—the rhetor, the audience, the digital text or discourse, and the contexts" (Digital Writing Research, para.10). The "digital writing research" focuses on: (a) by computer-generated, computer-based and / or computer-delivered documents; (b) by computer-based text production practices (c) interaction of people who use digital technologies to communicate. In addition, not all of the digital writing and related communicative behavior and interaction occur on the Internet (Eyman, 2015). In my thesis, I will focus on the documents which produced and delivered by computer.

Social media users often use the rhetoric strategy of "ethos, logos and pathos" where from ancient Greco-Roman. The art of persuasion was born and shaped in the Greco-Roman culture by discourse based on the principles which are still valid today (Fernández et al.,2013). The study of persuasion is an popular edge discipline in recent years, which from a variety of angles to study how to use a certain strategies and tactics, through language and non-verbal means to convey the way of information and influence others' ideas and actions. In order to achieve persuasive goals, social network users have turned to ethical, pathetical, or logical reasoning. The Web show the three communication strategies which described by Aristotle. In particular, the structure of Twitter makes it possible to use these strategies. As a type of logos, oratorical argument includes enthymeme and example. Enthymeme is the logical arrangement of subjects, opinions, and information data; examples include facts and metaphors (Heo & Park, 2016). Pathos is a rhetorical skill which can adapt to the audience's emotions. Pathos can be divided into three motivations: fear appeals, warm appeals and humorous appeals. Fear appeal raises people's concerns about their security, finances, or health. A warm appeal evokes people's emotion or sympathy. Finally, the humorous appeal causes a sense of intimacy with the speaker through laughter (Heo & Park, 2016). "Ethos has three elements: expertness, trustworthiness, and goodwill" (Heo & Park, 2016, P.305).Speakers can demonstrate their expertness by quoting their righteous characteristic, such as their social status. When the speaker does not intend to deceive others, the credibility can be achieved. When people talk about their personal stories can increase the trustworthiness. Unlike the pathos narrative, the narrative which used to enhance ethos is based on the speaker's own personal experience. Speakers can express their wishes, attention and understanding to the audiences. In addition, the study of the president's discourse is found as a persuasive instrument except logos, pathos, and ethos. American presidents tend to rely on moral virtues to convince their citizens and Congress, which can be called "the Moral Rhetoric of the president of the United States" (Heo & Park,2016). The reason for moral rhetoric is that people must follow this argument because it is moral rule.

Metaphor and Personification

The rhetorical types of Critical Discourse Analysis method include Metaphor, Personification and so on. The metaphor and personification method are the important tools for analyzing Trump' tweets. I will conduct the metaphor and personification method for clear analysis in this study. This detailed analysis makes us more accurate in realizing how the author use language to create meaning, to convince people to consider events in a particular way, and sometimes even seek their hidden intentions of communication (Machin & Mayr, 2012). Metaphor is basically a means of understanding a concept in another way (Machin & Mayr, 2012). It means problems, solutions and outcomes are hiding in rhetoric (Machin & Mayr,

2012). Due to non-specific description and obscure expression, no one needs to be responsible. In political environment, metaphor has a strong ability to persuade others. We often ignore the existence of metaphor, because we are very familiar with the metaphor. Nevertheless they bring with them different kinds of qualities, foregrounding some things and concealing others (Machin＆Mayr，2012,P.170). Personification means that human characters or thinking is arranged to abstract or incorporeal objects, which obscures the concrete and specific meaning and process.

During the period from October 9, 2016 to November 9, 2016, Trump published a total of 230 tweets. After I carefully looked through all of tweets, I summarized and classified Trump's tweets. Since I cannot enumerate 230 tweets separately, in order to make the thought of analysis more clearly, I outlined the main content of Trump's tweets. Trump's tweets roughly include six aspects: 1, attacking the leaders of The Democratic Party, including Obama, Hillary and their colleagues; 2, attacking media, including CNN, New York Times and so on; 3, thanking for voters and continue to canvassing; 4, thanking for a person with his special contribution; 5, expressing his political ideas; 6, expressing the current political situation and foreign policy of the United States. After I summarized Trump's tweets, in order to better answer the questions raised in the thesis, I combined with the rhetorical tools and CDA tools to clearly analyze rhetorical techniques and means of Trump's tweets. Regard to how does Trump use Twitter to create and disseminate emotions, how does Trump use the rhetorical means to persuade and influence followers, I identified three themes and I will elaborate them on the analysis section clearly.

Analysis (and result)

A long time ago, people knew the importance of the art of speaking and people realized a successful and persuasive speech must contain "ethos, logos and pathos" these three aspects. The Aristotle's rhetoric theory is mainly for political speech, the speaker persuades the audience through the use of language. Aristotle specially discussed the application of emotions like anger, compassion and fear in speech. He emphasized that speakers who were good at guiding the audience into the emotional situation would greatly increase their persuasiveness.

In the 21st century, the political campaign could build stronger links with the voters through the direct communication on tweets. Politicians can through Twitter make audiences get first-hand experience which other media can't achieve, instead of some tweets have been chosen by the media intermediary. The candidate's Twitter account is a platform where candidates can convince the most qualified voters (Johnson,2012). The candidates publish stories and information about their opinions in the press, which helps voters make more informed

decisions. In the same way, citizens can respond and express their support and attention and notify candidates through twitter. Twitter provides an instant and short message. In addition, American citizens who are using Twitter can forward or criticize tweets of candidates in seconds.

Twitter is a medium of immediacy, information and interactivity (Johnson,2012). Twitter will limit the number of text and each person can only send 140 characters in each message. But the producer of the tweets can extend the included message through the link, which can help candidates share video, audio, text and photos to viewers. As a result, Twitter can provide readers with more detailed stories, thus creating closer ties between candidates and voters. Senders only express their emotions when they are posting, they expect the audience have a response by using essentially emotional arguments. No matter how short the message is, it can still be rhetorical and become the persuasion. For users who actively participate in the network, they can accept new suggestions as a sender or recipient through the possibilities of interaction.

Trump's Rhetoric on Twitter

Twitter is a powerful venue for politicians, and Trump uses Twitter to try to convey effective information to voters. In order to achieve the aims of this thesis, I looked through a large number of tweets he posted in recent years, and ultimately I captured the tweets from October 9, 2016 to November 9, 2016. This period is the sprint stage of the presidential election. During this period, rhetorical skills of Trump's tweets were also very prominent and obvious. I will divide Trump's rhetoric skills into three themes and describe them in detail.

1. The expression of provoking opponents and media

Trump has always been the focus of global media attention. He already had a well-known reputation, and by creating some stimulating topics to attract media coverage also allows him to save a lot on expenses for traditional political activities and media publicity. This results Trump and the American media having a symbiotic relationship. His highly controversial discourses bring high ratings to the television networks and a high click rate to websites allowing his election campaign to have very frequent public exposure. And Trump does not care whether the media is positive or negative of their evaluation of him as he often bluntly criticizes and satirizes the media, particularly on Twitter.

Take Trump's tweets as an example: "This election is being rigged by the media pushing false and unsubstantiated charges, and outright lies, in order to elect Crooked Hillary!" on 15 Oct, 2016. "The phony story in the failing @nytimes is a TOTAL FABRICATION. Written by same people as last discredited story on women. WATCH!" on 13 Oct, 2016. "Very little pick-up by

the dishonest media of incredible information provided by WikiLeaks. So dishonest! Rigged system!" on 12 Oct, 2016. "Wow, @CNN got caught fixing their "focus group" in order to make Crooked Hillary look better. Really pathetic and totally dishonest!" on 10 Oct, 2016. "CNN is the worst - fortunately they have bad ratings because everyone knows they are biased." on 10 Oct, 2016.

In terms of media characteristics, attention and audience ratings are what the media is most concerned about, so the media generally pay attention to those more attractive people, events and phenomena. As a reality show host and a businessman, Trump knows how to become the focus of the media. When other candidates expect to attract public attention with deep political experience and profound knowledge, instead Trump firmly occupies the media headlines through aggressive and provocative discourse and forms a strong influence on traditional and social media. It is precisely because of these absurd and even vulgar remarks, the media which hope to attract the public attention have to report these daily hot spots. These reports brought a lot of criticism and condemnation, but also made him more popular.

During the campaign, besides promoting himself, Trump also attacked Obama, Hillary, other Republican competitors and the media through the Twitter to achieve the purpose of controlling media concerns. He seizes every opportunity to attack Obama and Hillary describing them as "low", "stupid", "weak" and "improper". These are short, fast and easy to stimulate the emotional side of the public thus spreading quickly, and then through the media's second report, Trump receives a lot of exposure to maintain his popularity throughout the campaign as an advantage.

The first rhetorical instrument involved in this theme is logos. Take Trump's tweets as an example: "EXCLUSIVE — Video Interview: Bill Clinton Accuser Juanita Broaddrick Relives Brutal Rapes" on 8 Oct, 2016. "Exclusive Video–Broaddrick, Willey, Jones to Bill's Defenders: 'These Are Crimes,' 'Terrified' of 'Enabler' Hillary" on 8 Oct, 2016. Trump repeatedly cited the so-called "exclusive" video as evidence to attack his opponent and validate his reasoning that he satirize opponent. "LA Times- USC Dornsife Sunday Poll: Donald Trump Retains 2 Point Lead Over Hillary" on 8 Oct, 2016.

"Exclusive Video" is used here by Trump as a basis for the facts. He repeatedly quotes the so-called "exclusive" video as evidence of attacking his opponents, confirming his reasoning and satirizing his opponents. The poll of Los Angeles Times was cited as reliable information on the data, proving that Trump's polls were ahead of Hillary. The action of Trump quoting in his tweet with the mass media data resources, not only attracted more Internet users to watch, but

also increased its authenticity. So that Trump's satire and provocation with language was seemingly more logical, not groundless.

From the point of view of rhetoric, the candidate can convince voters to vote for him by enumerating the facts, evidence and figures. This method is called as resorting to reason (logo). Thus the voters approve him by understanding his program and his opinion and vote for him. However, in the face of today's complex social problems and challenges, only a small number of elites with appropriate background knowledge and strong political motives will be rationally persuaded by him. And more voters who are less educated are often influenced by ways of resorting to emotions (pathos). They are more likely to be attracted by extreme and firm statements, rather than those rational and careful statements. This helped by Trump's speech full of confidence and a firm tone.

The Second rhetorical instrument involved in this theme is pathos. Telling stories or certain events can affect pathos. Narratives can prevent possible counter-argument through functions of their emotional and entertainment and make the audience link their life with story. With regard to fear appeal, for example, for the problem of illegal refugees and immigration, every American is anxious and scared, and Trump expressed the point of view "Drugs are pouring into this country. If we have no border, we have no country. That's why ICE endorsed me. #Debate #BigLeagueTruth" on 19 Oct, 2016. "ISIS has infiltrated countries all over Europe by posing as refugees, and @HillaryClinton will allow it to happen here, too! #BigLeagueTruth" on 19 Oct, 2016.

For pathos, the fear appeal is defined as causing fear or anxiety to the audience, such as "Look at the way Crooked Hillary is handling the e-mail case and the total mess she is in. She is unfit to be president. Bad judgement! " on 1 Nov, 2016. "We cannot take four more years of Barack Obama and that's what you'll get if you vote for Hillary. #BigLeagueTruth" on 19 Oct, 2016. "If we let Crooked run the govt, history will remember 2017 as the year America lost its independence. #DrainTheSwamp" on 18 Oct, 2016. "The attack on Mosul is turning out to be a total disaster. We gave them months of notice. U.S. is looking so dumb. VOTE TRUMP and WIN AGAIN!" on 23 Oct, 2016.

Due to Hillary's "email controversy", Trump seized this opportunity to attack Hillary during the presidential campaign. The first tweets Trump mentioned, "due to 'Hillary Clinton email controversy', her current situation is very confusing". And he conveyed a message to the public, "Hillary cannot manage her own email, and so that she cannot serve as president to manage a country." Next, the second tweets, due to Obama's announcement to support Hillary, Trump

combined them with a group and attacked them together. Trump said that if the voters continue to support Hillary, it is the equivalent of continuing to support Obama, the future of the United States will continue to deteriorate. The implication of this sentence is that the American social situation was already very bad due to government of Obama, therefore, if Hillary Clinton will become the next president, it will not change the current state of the United States. This is a simple sentence, but it expresses two meanings. In the third and fourth tweets, Trump directly used the terms "disaster", "stupid", "lost independence" to describe a Hillary presidency. These words are called "fear appeals". The purpose is to give the public have a direct sense to feel fearful and worrying. For the public, people all expect the economy to have continuous growth, the social is always stable and peaceful as well as the American people can enjoy freedom and independence. However, when the public discover that the government cannot provide peace, stability, wealth and independence for them, the public will naturally turn to support a new government to replace the current government.

Warm appeal refers to call the audience's emotion or sympathy to make audiences agree with this topic，such as "The very foul mouthed Sen. John McCain begged for my support during his primary (I gave, he won), then dropped me over locker room remarks!" on 11 Oct, 2016. "Voter fraud! Crooked Hillary Clinton even got the questions to a debate, and nobody says a word. Can you imagine if I got the questions?" on 17 Oct, 2016.

Trump regarded himself as unfairly treated by the media and people in these two tweets, in order to obtain public sympathy and even help him attack those people who hurt him. In the first tweet, besides emotional appeal, Trump also used metaphor rhetoric. Trump actually means, "In the past, Sen. John McCain had begged for my help, and I also gave him support to make him win, but when I needed his help, he would no longer help me." In this example, Trump described Sen. John McCain did not provide support for him as locked in the locker room. In fact, Sen. John McCain did not lock Trump into the locker room. But this metaphor brings with it connotations what Sen. John McCain did not help to Trump.

In addition, the discourse of Trump's Twitter includes humor appeal because he believes this would improve his persuasiveness. In this sentence, Trump replaced the original sentence with "dropped me over locker room remarks" and made this sentence to have a little sense of humor. It can make the public aware of this issue, agree with his point of view and increase the sympathy for Trump. The aim of sense of humor is to make the audience be comfortable to accept Trump's point of view, such as "Get rich quick! Crooked Hillary Clinton's pay to play guide" on 17 Oct, 2016.Trump conveyed the reality of Hillary corruption to audience through

using a humorous tone. When Trump added a sense of humor, it made the public easier to understand and accept.

Trump's approach to competitors is to try every means to change the media's concerns. Trump often mentioned the conspiracy theories of his competitors on Twitter, such as "Hillary Clinton should have been prosecuted and should be in jail. Instead she is running for president in what looks like a rigged election" on 15 Oct, 2016. "A country that Crooked Hillary says has funded ISIS also gave Wild Bill $1 million for his birthday? SO CORRUPT!" on 16 Oct, 2016. "100% fabricated and made-up charges, pushed strongly by the media and the Clinton Campaign, may poison the minds of the American Voter. FIX!" on 14 Oct, 2016. "Crooked Hillary Clinton likes to talk about the things she will do but she has been there for 30 years - why didn't she do them?" on 12 Oct, 2016. "This country cannot take four more years of Barack Obama! #Debate" on 10 Oct, 2016. "Hillary Clinton will use American tax dollars to provide amnesty for thousands of illegals. I will put #AmericaFirst! #BigLeagueTruth" on 19 Oct, 2016.

In the example above, Trump is also very good at the usage of 'fear appeal' of pathos. Trump claimed that "Hillary should be prosecuted by the court, she was dishonest and she should be in prison." The implicit meaning of this tweet is that if Hillary Clinton was successfully elected as the new president of the United States, it would have an impact on American society, and the American public cannot accept someone who should be in prison as their president. In the second sentence, Trump pointed out that Hillary was corrupt and she used the funds of the state for her private purpose. This sentence is very serious, because no citizen can accept the government leaders to embezzle of public funds. This leads to the public's bad impression of Hillary. The third and fourth sentences more straightforward refuted Hillary Clinton and her future policy promise. For a candidate without political experience, Trump used his excellent language rhetoric, turned the others' strengths into shortcomings. The original situation is Hillary having rich experience in politics over Trump, but Trump easily transforms this into his advantage. Trump claimed that Hillary Clinton's future policy direction was useless because she had been in politics for more than 30 years without making the public to see some good political measures. This sentence will make the public have a very strong sense of disappointment to Hillary, leading to reduce the expectations of Hillary Clinton's future performance. In the last sentence, Trump made a strong comparison between him and Hillary again, he claimed that Hillary will use the US citizens' taxes to help illegal immigrants. The word "illegal" will make the public feel very unfair and even provoke the citizens' anger and discontent. The implication of this sentence is that Trump hopes the public can elect him as a new president, because he is the right person who can be able to bring actual benefits to the United States.

Trump not only directly attacks competitors, but also gives other candidates nicknames, such as "crooked Hillary", "Lyin'Ted", "Low-energy Jeb" and so on. These nicknames directly hit the opponent's weaknesses. And these nicknames' meanings are short but obvious, so that the audience can easily understand. Through Trump repeated these nicknames in the tweet, so that voters can deepen the memory. Trump used the rhetorical tool of metaphor when he mentioned his competitor, Trump use some derogatory adjectives to establish contact to his competitor. When the voters see "Hillary" next time, they will immediately relate to the word "crooked". These critical nicknames are easy for the voters to remember and give the opponent a very deep strike. When Trump faces the sharp questions of media, he is still able to manipulate the topic. It can be seen, Trump really has a wealth of experience and proficient discourse skills.

With regard to the Moral Rhetoric of the president, the moral appeal is defined as showing presidential moral and positive characteristics, as Trump puts it: " UNBELIEVABLE! Clinton campaign contractor caught in voter-fraud video is a felon who visited White House 342 times" on 19 Oct, 2016. "Former Prosecutor: The Clintons Are So Corrupt, Everything 'They Touch Turns To Molten Lead'" on 2 Nov, 2016. "Why has nobody asked Kaine about the horrible views emanated on WikiLeaks about Catholics? Media in the tank for Clinton but Trump will win!" on 24 Oct, 2016. "Plain & Simple: We should only admit into this country those who share our VALUES and RESPECT our people." on 19 Oct, 2016. Trump always claimed that Hillary was corrupt, precisely because he wants to gain more support at the moral level than Hillary. In addition, in the third sentence of the tweets, "Values" and "Respect" contain the moral dimension. Trump wrote all the letters of "Values" and "Respect" in capital, which means he paid attention to morality and virtue. And he hoped to get more people's attention and caused more public resonance.

In terms of forwarding tweets, Trump also has his own unique way. For the tweets of all "famous person", Trump will directly retweet by the forwarding icon, and for the tweets of all "unknown users", Trump will mark the name of author, and then copy the original text. If Trump directly copy and retweet, that means all "retweet" and "praise" will belong to Trump. And if Trump retweet content by forwarding icon, that means all "retweet" and "praise" will belong to original author. The advantage of this way is to maximize the impact of tweets as well as eliminate his responsibilities. For example, Trump copied and retweeted a general user's tweets, Trump's fans can clearly see Trump's picture in the tweets above, so there will be more people retweet, and tweets will also be remembered by more people. But if Trump is accused by the parties after he posts the tweets, Trump can easily plead innocence the relationship

between himself and speech, that "I just transmit someone else's words, does not mean my personal point of view." Take his Tweets as an example: "Moderator: Hillary paid $225,000 by a Brazilian bank for a speech that called for "open borders." That's a quote!

2. Discourse in equal manner on Twitter

In fact, the audiences did not respond when the other candidates listed large number of figures or facts to explain their opinions, because the data made audience feel dull and difficult to resonate with those candidates. However, Trump can use equal title and talent of entertainment to lead to the audience laughter and applause constantly.

The pronouns like "us", "we" and "they" are used to make us side by side or oppose specific ideas. The text producers can evoke their own ideas as being our ideas and create a collective "other" against these common ideas (Machin & Mayr, 2012). Extensive use of personal pronouns "Your", "You" and "I" are the type of equal dialogue (Machin & Mayr, 2012).Take his Tweets as an example: "I will sign the first bill to repeal #Obamacare and give Americans many choices and much lower rates!" on 17 Oct, 2016. "We have all got to come together and win this election. We can't have four more years of Obama (or worse!)." on 17 Oct, 2016. "Thank you to our U.S. Navy for protecting our country, both in times of peace & war. Together, WE WILL MAKE AMERICA SAFE & GREAT AGAIN!" on 13 Oct, 2017.

Take the second sentence as an example, Trump claimed that "we" need to win the campaign, and "we" cannot let the situation in the United States become worse. In this sentence, Trump ties him and the public together and described the public as "his own people". This sentence belongs to the rhetoric of pathos. Trump hoped that he can narrow the distance with the public and enhance the public's trust in himself through this equal expression. In the third sentence of the tweets, Trump expressed 'Navy' and the 'country' as 'our US Navy', 'our country', and he said "we" will make the United States more secure and great. These are Trump's hopes to arouse public identity, make themselves and the public become a unified "community", give the public sense of friendliness. So when Trump uses an equal way to talk to them, he can make them feel more resonance. Compared to most of the candidates, Trump tended to use the moral standpoint and equal discourse to convey the feelings and his political commitment for the public in Twitter. We have to admit that he got more public support and trust, due to excellent use of rhetoric of pathos.

In fact, the most of presidential campaigns are aimed at the general public who are low-level educated, and often they are difficult to understand complex public affairs and policy choices. Those low-level educated persons lack the background knowledge and they only concern their

own personal interests. In recent years, many voters in the United States (US) are faced with unemployment, wage decline and other dilemmas. They believe that American companies have moved factories to other countries, and Mexican immigrants also come to the US for seeking the job opportunities. Democrat leader, Hillary Clinton, Trump's campaign opponent insisted that "America is a land of freedom, and we want to welcome immigrants." "Moderator: Hillary paid $225,000 by a Brazilian bank for a speech that called for "open borders." That's a quote! #Debate #BigLeagueTruth" on 19 Oct, 2016. Trump's view of refugees and immigration is different from Hilary's, he said, "Crooked Hillary has never created a job in her life. We will create 25 million jobs. Think she can do that? Not a chance. #BigLeagueTruth" on 19 Oct, 2016. "Hillary Clinton will use American tax dollars to provide amnesty for thousands of illegals. I will put #AmericaFirst! #BigLeagueTruth" on 19 Oct, 2016. In fact, the most of voters still believe in Trump in terms of economy, employment and immigration.

While analyzing the ways of equal discourse, we note that another rhetorical instrument is applied in many tweets. It is called "ethos". Take Trump's tweets as an example: "I will issue a lifetime ban against senior executive branch officials lobbying on behalf of a FOREIGN GOVERNMENT! #DrainTheSwamp" on 19 Oct, 2016. "I am going to expand the definition of LOBBYIST - so we close all the LOOPHOLES! #DrainTheSwamp" on 19 Oct, 2016. "I will do more in the first 30 days in office than Hillary has done in the last 30 years!" on 19 Oct, 2016. "Today I introduced my Contract with the American Voter - our economy will be STRONG & our people will be SAFE." on 22 Oct, 2016. "My contract with the American voter will restore honesty, accountability & CHANGE to Washington! #DrainTheSwamp" on 23 Oct, 2016.

For ethos, the expertness is defined as expressing the speaker's professionality, such as "Get out and vote! I am your voice and I will fight for you! We will make America great again!" Trump, on 25 Oct, 2016. Trustworthiness is defined as expressing the credibility of the speaker by describing his personal story, for example in the words of Trump, "Thank you Geneva, Ohio. If I am elected President, I am going to keep RADICAL ISLAMIC TERRORISTS OUT of our country! #MakeAmericaSafeAgain" on 27 Oct 2016. Goodwill is defined as showing the speaker's kindness through paying attention to his audience's life, as stated in Trump's speech, "Praying for the families of the two Iowa police who were ambushed this morning. An attack on those who keep us safe is an attack on us all." on 2 Nov, 2016.

Trump also used the rhetorical strategy of pathos appeal. In the first tweet, Trump urged American public to vote for him, he promised if he has been elected president of the United States, he will become the "voice" for the American people, as well as his goal was to achieve

the American people's wishes and help the United States great again. With regard to the second and the third tweets, Trump used the fear appeal to make the American people have a great fear for terrorism. On the other hand, Trump also stressed that as long as he became president he will put the safety of the American people in the first place and will seriously deal with the things which threaten the safety of the American people. He also expressed that he will enact policies and laws, in order to strictly control the American border to protect the security of the American people.

In the first sentence, Trump applied the rhetorical method of metaphor. Trump made the identity of president as "a loudspeaker for the people". Trump said that if he was elected as president of the United States, he will fight for the American people, and become the voice of the American public and spread them around the world. He also stated that he will put the benefits of the American people as the highest interest, and regard himself as a service staff to help the American people as make the America great again. In addition, Trump regarded terrorism as a threat to the security of the American people. This status raises the possible result that Trump has constructed an image of American social security is threatened by terrorists and terrorists will bring terror to the people. At the same time, he also expressed that he would drive terrorists out of the American border, and this is also the political commitment which he will implement in the future. Trump used this metaphor to incite people's fear e and called on all people to draw together and legally fight terrorism. Moreover, Trump said that he will treat people who attack the American people as his enemy, which indicating Trump's determination and resolute attitude towards the fight against terrorism.

3. Simple, straightforward and repetitive discourse style on Twitter

Politicians usually claim that they have the power to influence us (Machin & Mayr, 2012). In many cases, people often like using complex and vague language to cover their own position, or with like using very complex words to hide their real thoughts. Unlike other politicians，during the presidential campaign, the vocabulary used by Trump in his speech and debates just like a fourth-grade student, which is the simplest and straightforward in all candidates. He does not shy away from his political views, he uses the most simple and direct way to express his views, and conveys his opinions to the voters clearly, which is Trump's discourse feature. On Trump's political assertion, whether voters are supportive or opposed, in short, every voter knows what Trump wants to do. Through this expression, the voters can confirm "Trump has a clear political goal."

Trump likes to repeatedly use simple words or phrases. The words in his Twitter are simple and easy to understand. In fact, Trump graduated from the Wharton Business School and

wrote many bestsellers, which shows that he is fully capable of using structured sentences and lots of words, also shows when he speaks in front of public he deliberately uses disconnected sentence structure and simple vocabulary. As a billionaire, Trump succeeded to be accepted by public of low-income, low-cultural level as "their own people". This is inseparable from his simple and straightforward expression, as well as unfiltered information to create a frank and open image. The texts could affect public by using colloquial or routine language, so that giving people the impression is like their own language (Machin & Mayr, 2012).

Trump's tweets are generally very simple, mostly are monosyllabic words. Not only vocabulary, the sentence is very simple, almost never use the complex clause. Trump's tweets will use a large number of imperative sentences of the second-person, as if Trump can directly dialogue with the audience, as if the audience would listen to his opinion. In fact, this method hides a strong psychological hint. Take his Tweets as an example: "Starting tomorrow it's going to be #AmericaFirst! Thank you for a great morning Sarasota, Florida! " on 7 Nov, 2016. "Thank you Orlando, Florida! We are just six days away from delivering justice for every forgotten man, woman and child in this country!" on 2 Nov, 2016. "Unbelievable evening in New Hampshire - THANK YOU! Flying to Grand Rapids, Michigan now." on 7 Nov, 2016. "Thank you Pennsylvania! Going to New Hampshire now and on to Michigan." on 7 Nov, 2016. "Thank you Michigan! This is a MOVEMENT that will never be seen again- it's our last chance to #DrainTheSwamp!" on 6 Nov, 2016. These sentences are similar in sentence style and end with an exclamation point, so that the audience can feel the mood of Trump's excitement.

Trump used the rhetoric of warm appeal to enhance the public's good feeling to him by constantly expressing gratitude to the public. The advantage of social media is that politicians can use the social networks to make information "democratization". Politicians can directly talk and communicate with the public, social media allowing politicians and the public to get information about each other in a timely manner. In the final days of the campaign, Trump spoke positively to the public in the tweets and continued to express his gratitude to the American public. Trump's excited tone so that the public made the resonance about the intensity of the campaign. Even if in fact, Trump's vote in a state is lower than that of competitors, however, Trump's unique style of expression can hide the truth and make the public believe that everyone is actively voting for him. Trump used this passionate way to easily make the public connect with him emotionally.

Language is not only a tool of communication or persuasion, but a means of social construction and domination (Machin & Mayr, 2012). The campaign slogan embodies the core beliefs and ideas of the candidates and the campaign be closely developed around the slogan. A simple and

powerful slogan not only can show the candidate's ruling concept, but also touch the public's heartstrings, so that trigger a wide range of resonance. "*CDA assumes that power relations are discursive. In other words, power is transmitted and practiced through discourse*" (Machin & Mayr, 2012, P.4). CDA has been revealing which kinds of power exist in social connections explicitly and implicitly (Machin & Mayr, 2012). Through CDA analysis the power relations and political ideology can be found in the smallest linguistic details (Machin & Mayr, 2012). Trump's campaign slogan is "Make American Great Again", which is simpler and easier to remember. "Make American Great Again" also reflects the Americans are worried about the decline of the US global leadership and hope for a better future life in a changing era as well as has a strong appeal. In democratic society, the power needs to be considered legal so that it can be accepted by public. This process of legitimation is normally conveyed through discourse and other interacting system (Machin & Mayr, 2012).

"Make America Great Again" is Trump's basic political proposition. Compared to Obama's "Yes, we can", Trump is not only to win the public's trust, but also to stimulate the national spirit of every American voter who is "eager to change". For the question of "why to stand for election", Trump always has a very clear answer, and the answer is convincing to his supporters. His slogan "Make America Great Again" became the discourse he repeated every day on Twitter. Even the slogan has become a common topic, so that he uses "#" and abbreviations as a regular expression, such as "# MAGA #". For example, "Thank you Wilmington, North Carolina. We are 3 days away from the CHANGE you've been waiting for your entire life! #MAGA#" on 5 Nov,2016. "Thank you Hershey, Pennsylvania. Get out & VOTE on November 8th & we will #MAGA! #RallyForRiley" on 4 Nov,2016. "I delivered a speech in Charlotte, North Carolina yesterday. I appreciate all of the feedback & support. Lets #MAGA!" on 27 Oct,2016. "Thank you to the great crowd of supporters in Newtown, Pennsylvania. Get out & VOTE on 11/8/16. Lets #MAGA!" on 21 Oct,2016. "Just landed in Ohio. Thank you America- I am honored to win the final debate for our MOVEMENT. It is time to #DrainTheSwamp & #MAGA!" on 20 Oct,2016.

In this text, we also find the objectification and personification of rhetorical instruments. "*As is typical of times of conflict, we find objectification and personification of the nation and the cause*"(Machin & Mayr, 2012. P.173). In Trump's tweets, he has repeatedly referred to the names of states of the United States, and used the names of states as the first person instead of calling the name of public. His practice made the every state as an agent. This personification means that every state is a coherent and single voice rather than every person of every state with different viewpoints and competing ideologies. Traditionally, politicians have used the

name of an area as an agent, in order to try to unify the ideas and intentions of people in that area. This personification can be used to conceal the differences between people, as well as conceal the different opinion of public on politicians. Trump used this personified approach to conceal the different views and attitudes held by the people of each state to him. Trump tried to convey a common response and attitude. In his speeches and tweets, Trump frequently used such a way of objective expression. He putted himself in "our country" and "our people", which enables Trump to link his thoughts with public and produce the impression of common interest. In Twitter, this unified expression can easily attract public attention, and constantly deepen the public image.

Sometimes this slogan as a very important content in the tweet, he expresses it very completely and clearly as well as uses capital letters. In addition, the most important expression technique is that all sentences must end with an energetic vocabulary or a central word, which can prompt the topics directly and help the audience to strengthen the memory.

For example, "VOTE TODAY! Go to http://vote.gop to find your polling location. We are going to Make America Great Again! #VoteTrump #ElectionDay" on 8 Nov,2016. "Thank you Pennsylvania- I am forever grateful for your amazing support. Lets MAKE AMERICA GREAT AGAIN!" on 6 Nov,2016. "Our American comeback story begins 11/8/16. Together, we will MAKE AMERICA SAFE & GREAT again for everyone!" on 6 Nov,2016. "Thank you Reno, Nevada. NOTHING will stop us in our quest to MAKE AMERICA SAFE AND GREAT AGAIN!" on 5 Nov,2016. "Thank you Arlene! We will MAKE AMERICA SAFE AND GREAT AGAIN!" on 2 Nov,2016.

This is the rhetoric of the Pathos appeal. Trump has frequently stressed in slogan that we should make the United States stronger and safer. The implication of this sentence is that the situation in the United States is terrible and needs to be changed, and the public is dissatisfied with this status. But in fact, this sentence does not clearly explain the current situation in the United States, and does not enumerate a certain fact or real data to prove that the current social situation in the United States needs to be changed. But Trump uses the classic pathos appeal. This sentence make an impression to the public: the United States has been very bad and must make a change immediately. But the current United States government cannot help you change this situation. The United States must be organized by the new leader, in order to lead you to restore the previous state of prosperity. He repeatedly stresses this sentence and constantly impresses the public. He told the public that he was a presidential candidate who could bring change to the people, and called on people to vote for him because he was the one who could bring real benefits to the public. From the result of Trump successfully elected as the President

of the United States, these repetitive and simple discourses as well as the use of positive rhetoric strategies of emotional appeal are very successful.

In addition, he also made a very special or even unique thing in the history of the US presidential campaign, and he often exaggerates his wealth. In general case, in order to establish the image of "close to the public", grassroots politicians generally emphasize their own poverty and rich politicians will not talking about their wealth. But Trump is different that his image of winner is based on the identity of his billionaire, so Trump repeatedly invited reporters to his brilliant home for interview. Meanwhile, Trump often flaunts his riches up to 9 billion, the purpose is to make voters believe that he is a successful businessman, he can help the United States to revive the economy and create more jobs. Another purpose is that he told the voters that he was running at his own expense, unlike other politicians, who had to take orders from behind the interest groups. In the presidential election in the United States, "power-for-money deal" makes voters hate. In most elections, the ability of raising funds of a candidate is almost equal to the probability of his victory. That means a large amount of money can be put into advertising, and a large number of advertising investment will deepen the voter memory, and gradually change the idea of voters. But it also means that if the US presidential candidate is controlled by interest groups, the national policy is clearly in line with minority people, not the American public.

Because of the huge cost of the campaign, the presidential candidate relies heavily on donations from consortia and interest groups, which creates another concern for the US public about politics that candidates will inevitably be affected and manipulated by special interest groups after taking office which making it difficult for the general public to benefit. In this regard, Trump repeatedly stressed his super-rich identity, "I am rich, very rich," this seemingly vulgar words are telling the voters he does not rely on interest groups political contributions, which can get rid of anyone's Manipulate and concentrate on serving the American people. As a billionaire, Trump succeeded in obtaining a large number of supports from the bottom voters. We have to admit that he benefited from precisely grasping the psychology of the public. Apparently, Trump's election at his own expense has raised goodwill in the voters' heart. Although the voters cannot be verified, whether Trump's net worth really as he said, up to $ 9 billion, or this figure which contains Trump's own personal brand valuation, but it is certain that Trump's own "winner" identity is complete, and Trump clearly expresses the important concept of "why choose me" and "why I am now" for voters.

Trump often mentioned in the tweets, "the US is not as good as before in all aspects, and I, Trump, am a negotiating master, I understand the economy and can create more jobs for the

voters." "I do not want to see The US is going downhill, and I want to lead the US to make great again with the experience of my business as a winner." "Time to #DrainTheSwamp in Washington, D.C. and VOTE #TrumpPence16 on 11/8/2016. Together, we will MAKE AMERICA SAFE AND GREAT AGAIN!" on 18 Oct, 2016. "Great night in WI. I'm going to fight for every person in this country who believes government should serve the PEOPLE -- not the donors!" on 17 Oct, 2016. This identity of the "winner" runs through Trump's entire campaign.

Discussion

Through the discussion of the analysis section, we can see that due to the interaction of social media, the rhetoric of Twitter becomes more important. Trump's frequently used rhetorical strategies are ethos and pathos on Twitter. For the "ethos", in the user's words can clearly see all the "authority" concept. The relationship that is maintained or established in the real world is still in the virtual world. For "pathos", the nature of Twitter makes it become a dominant factor in social networks. Twitter clearly faces the sympathetic and emotional relationships. "Logos" as a rhetorical strategy is hardly used by Trump; it depends on the other two strategies. Subjects and information themselves are secondary persuasion; unlike the formal campaign website, social media is mainly based on emotional factors in the political communication between candidates and the public.

As mentioned in the previous theoretical review, since 2012, the social media's political communication function has been fully exploited as well as become a "virtual constituency" of public space and directly affected the election results in real society. Moreover, in the 2016 election, all presidential candidates treated social media as a "treasure", especially Trump. The appearance of social media was first favored by the vast numbers of young people. Compared to their parents，Newly grown young voters prefer to set their own information menu personally, accept a wide range of information and advocate interactive communication, and all these features are more obvious in social media.

Different from the official press conference, social media is easier to be used to create a friendly image of the candidates, although none of the presidential candidates are civilian representatives from the lower middle classes of society. For politicians on social media, there are two most important aspects, one is to be real, and the other is to give followers what they want. Trump is highly active in mobile applications such as Facebook, Instagram and Twitter. Trump uses a large amount of short and direct language, so that he is called as "the king of one-liner".

1. Discussion about the expression of provoking opponents and media

Trump's campaign strategy is unique, and his relationship with the mainstream media seems strained. A lot of media comments that Trump's promises is not realistic, such as "building the wall to prevent illegal immigrants", "a large number of employment opportunities" and "make America great again" these promises are good, but it's lack of strategy and planning. Regardless of commitments can reach, through the warm and feeling appeal (pathos) of Trump, the public are very easy to tend to Trump. Meanwhile, Trump also often criticizes the mainstream media being "irredeemably and dishonest" on Twitter.

In fact, Trump has accumulated a wealth of experience in dealing with the media before he formally ran for election. In fact, although the media coverage of the 2016 US election campaign was very lively, it was not difficult to find any dissatisfaction of journalists with the subject of the report (especially to Trump), as well as worries about their career prospects. In intense media coverage, journalists prefer controversial topics and personalities. Due to Trump is good at using rhetorical strategies, Trump is attracting more media attention than Hilary. Trump completely cuts off the natural link between the media channel and the audience, and completes the direct control of the audience's attention. The role of mainstream media in checking the media events has been greatly weakened, and it is difficult to get rid of the actors of report.

The new media has changed the American election itself, and it also has a strong influence on the social relations on which the election is based. Due to the weakening of the role of gatekeeper in the traditional media, the negative information will be expanded repeatedly, which will affect the normal election environment and electoral order. Under the new media environment, the information flow is huge, the information source is diverse, the randomness is high and the autonomy is strong, the information is difficult to obtain the effective control. This issue in a certain extent breaks the main control function about political power to the media . The appearance, development and expansion of new media has great influence on the American election, but it is still limited.

Before the new media, such as the Internet, entered American political life, the traditional media composed of print media, radio and television played the role of connecting the candidates and the voters. In essence, the print media, radio, television and other major media appeared at different times, and they all have their own characteristics, and have changed the US presidential election in varying degrees. As a result of the extensive involvement of new media, the presidential election in the United States has been greatly affected in many ways.

The new media may not be able to tell the public how to think, but it can influence how the public thinks and focuses.

2. Discussion about equal discourse on Twitter

Although the phenomenon of Trump is an alternative reflection of various political realities in the United States, it may reflect the objective trend of some political and historical processes in the United States on the other side. "Trump phenomenon" reflects the deep social contradictions and the dilemma of the democratic system in the United states. Aside from the political point of view, it have to admit that Trump's unique campaign tactics have received unexpected results and won votes beyond imagination.

From Trump's remarks, many of his views not only challenged the policies of the incumbent Democratic government, but also challenged some of the traditional political orientations of the Republican party. For sensitive issues, Trump mostly accused the current US political leaders being too stupid. In Trump's discourses, the only solution is that the United States needs to change a man who is smart enough to become a president, and that person is himself. In order to capture the hearts of the voters who are dissatisfied with the status quo, Trump often challenges the mainstream of politic. The logic of Trump is that the society is divided two groups into "we" and "they" , and these two groups are opposite. Trump places himself in "we " group as well as Trump tells public that "they" are in charge now that leads to "our" anxiety and dissatisfaction, so "we" should unite and challenge the social order to ensure the "our" interests. This logic of election has drawn a line in American society. One side is the traditional political movement, and the other side is "we" which is brought up by Trump. This a successful case that Trump is good at using emotion appeal (pathos).

Trump attacked "them" again and again, just to unite and gather "we". Superficially, Trump represents the interests of "civilian" to express their disappointment towards elite politics through extreme language and action. In fact, Trump belongs to the elite class as a billionaire himself so that he will not rule out the elite politics. He tells people that he understands Wall Street and he is wise enough to deal with it, he will make those financial giants come up with the money to support the nation; He also tells voters that because he had sufficient financial resources, he does not need support from others and it would be more neutral in governing the country. This enhances the credibility (echos) of Trump as a presidential candidate. The essence of this logic is that the present government is incompetent and that competent people should govern the country.

The presidential election has become a political reality show, it depends not only on wisdom, experience and solution of political, but more on candidates acting talent which can attract more attention in society and higher exposure rate. Trump is good at using his wealth and the experience and ability of Internet and media reality show to turn his political disadvantage into political advantage. To cater to voters, he expresses concern at Twitter about job opportunities, terrorism and the decline in the United States' overall strength, by shaping himself as "the leader of making the United States as a great nation again", he claims to be taking jobs back from countries like China, Mexico and Japan. In summary, compared to use the rhetoricial strategy of logos, Trump prefers to use the rhetoric strategies of echos and pathos.

3. Discussion simple, straightforward and repetitive discourse style

The Boston globe used the Flesch-Kincaid Readability Test to analyze the speeches of 19 presidential candidates who come from the Democratic Party and the Republican Party during the 2016 US presidential election. The test calculated how many words each speech had on average, how many syllables and other conditions each word had on average, so as to determine what level the candidates were at. Trump, a bold speaker often used words like "very" and "great. He often used "loser" and "haters", "stupid", "idiot", "crazy" , "fool", "idiot", and "disgusting" and other words to attack his opponents, the language level was 4.1 grade, which was the lowest among 19 candidates.

Test reported, "Trump's discourse focus on bring impact, he does not pay attention to the delicates in words", "whether it is his campaign theme (Make America Great Again), or his wealth statement (I am really rich), or his disdain on Washington's political culture (Politicians talk without action), are easy to make the attention." The obvious fact is that in an era of praise, explosion and 140 words in twitter, the candidate must draw attention to the language in a terse and forceful language. More important than attracting attention, concise language can also help build the connections between candidates and voters. Simpler language may help reduce voters' anxiety and this strategy is pathos in rhetorical strategy. When the world's problems become more complex and dangerous than ever before, perhaps Americans want a confident leader who can provide simple, or at least simple solutions. By abandoning the standard speech style, Trump distinguished himself from the flamboyant politicians.

Trump's social media speech was provocative. His tweets usually have a routine: two short sentences, then a word or phrase that expresses emotion, plus an exclamation mark. During the presidential election, his foul language has been criticized, eventually had to promise to change. After all, language is the most important means by which politicians can influence, and

Trump's way of speaking and writing puts aside more experienced politicians. Simple, repeat, no polite formula.

First of all, he has simple words, which is an advantage. Under the same conditions, short phrases consisting of commonly used words tend to be more advantageous. Simplicity doesn't mean stupidity. Countless psychological studies show that people think it's easier to understand. The weakness of the human brain is that it likes simple things. This strategy is ethos in rhetorical strategy.

Another strategy for Trump is repetition. To conceal a clever word, repetition is a effective rhetorical instrument. Do you remember the most famous rhetorical repetition of the twentieth Century, "I have a dream". Of course,Trump is not Martin Rude Kim, but he knows how to keep his words in his audience. But such a power is clearly a dangerous double-edged sword - a sincere speaker who can express himself and succeed simply and honestly, and a politician who can stir up popular feelings can easily manipulate the masses.

Conclusion

Since the mid-1970s, more and more studies have suggested that the image of candidates is an important factor in predicting voter behavior and election results. With the continuous development of social technology, voters are more interested and have more channels to understand the candidates' personality and political opinions, in order to evaluate their reputation as a leader. Social media has surpassed the traditional media as a new way to build a candidate image. How to use social media strategies has become a question for every presidential candidate to think about.

Unlike traditional media, the communication processes on the Internet make interpersonal communication show important differences in the structure of sending and receiving information. Social networks include multiple text variants (text, fixed images, video, multimedia, etc.) and expand their expressiveness and support discourse to achieve their persuasiveness. Each user involving in the social network communicates with others with a variety of persuasive purposes. For the emerging media, as part of the political movement become a rhetorical medium, the movement must create effective information in rich language, and use the media to allow viewers to access information, observe and respond. Candidates must connect with voters at different levels through the use of rich language to create dialogue and interaction activities. The interaction between candidates and citizens becomes persuasive discourse, allowing candidates to better understand voters, and voters can also better understand candidates.

This thesis discusses the use of social media by the US presidential candidate Donald Trump in the 2016 campaign, especially Twitter. In addition, this thesis analyzes how Trump create good communication with voters, transmit feelings and influences voters' decisions through studying his rhetorical means and rhetorical skills. The power of online platforms such as Twitter is increasing as the social network continues to grow. The political candidate's communication strategies on the Twitter platform refer to the ancient communication strategies of the Roman Greece, such as: pathos, ethos, logos. Scholars of rhetoric have increased the studies about the rhetoric of American presidents since the 1980s. Therefore, besides the three basic rhetoric strategies, rhetorical scholars also putted forward the theory of Moral Rhetoric of American presidents. These theories are clearly explained in this thesis.

Through research on Twitter, we can prove the presence of rhetoric in online social media communications (Berlanga, García & Madrid,2013). The candidates need to study the effective use of these rhetorical devices and the rhetorical situation, because effective rhetoric can create a successful movement, the lack of effective rhetoric can destroy a movement (Johnson,2012).

I think Trump can be successful, that is because Trump correctly mastered the use of language and rhetorical skills. He as a presidential candidate to appeal public's patriotic sentiments and strong fighting spirit and aroused the national pride sense in the hearts of everyone. Trump's gorgeous debut on the political arena is a triumph of Western rhetoric and a victory of rhetoric which defeat traditional politics. In this large-scale campaign, the Trump shaped the unprecedented 'Trump phenomenon' with his unique communication skills. Meanwhile, it shows that proficient language and rhetoric skills are enough to make a politician who has no advantage in every respect become a double idol of politics and the public.

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