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A Critical Discourse Analysis of Rumour in Donald Trump's Tweets

A Dissertation Submitted to the Department of Letters and English Language in Partial
Fulfillment of the Requirements for the Degree of Master in Language Sciences.

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In the name of Allah, the most Compassionate and the most Merciful

“There is no god but He: That is the witness of Allah, His angels, and those endued with knowledge, standing firm on justice. There is no god but He, the Exalted in Power, the Wise”

[Ali'imran, 3:18].

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I dedicate this work to Myself in the first place, as I went through real tough times during my

university career,

I would like to express my heartfelt gratitude to my dear mama, May Allah preserve her, who

looked after me ceaselessly every single day of my life.

To Papa who always stood by my side and encouraged me.

for both of them supporting me, even when it is partly conflicted with their wish for me, as their

unique daughter.

To Pechpech and Ilyes, Mima and Minou.

Without forgetting my partner in work, for her cooperation in completing this research.

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Dedication

This modest research is dedicated to:

My beloved parents who give me love and support

The special person, My fiancé “Saif”

My dear sisters and brother who have never left my side without forgetting their children

whom I love

My best friend Rima Bouguerra

My friend whom I testify in all matter: Rania Hamdadou, Mariem Abadlia, Nour Dai, and

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List of Abbreviations

CDA: Critical Discourse Analysis

CD: Discourse Analysis

DHA: Discourse Historical Approach

PD: Political Discourse

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Abstract

Discourse is one of the crucial tools that mediates between powerful ideologies, oppresses people to target social struggles, and it is a powerful institution that plays a critical role in producing and maintaining unequal social relationships. This study adopts Van Dijk's socio-cognitive framework which is one of the main approaches of Critical Discourse Analysis, as much as it unveils the ideological and powerful relationships that exist in political discourse and rumour. It aims to analyse eleven controversial tweets of Donald Trump treating multiple social matters; the analysis relied on the basis of the two dimensions of the former approach which are macro and micro structural analysis. The overall findings reveal that political discourse within Van Dijk's dimensions, entails the use of rumors which are conveyed in a smooth style and simple language, to seem more credible in order to convince the public and impact their views. Finally, we recommend for further studies that this research assists to provide a better understanding one of the critical and most questioned approaches, Van Dijk's socio-cognitive approach, to analyse and interpret implicitness within rumour since the nature of the latter is much more complicated.

Keywords: *Van Dijk's Approach, Rumour, Donald Trump, Macro and Micro levels, Political Discourse*

General introduction

1. Background of the Study

Discourse is a group of words that transmit a certain message whether orally or written in a particular social context. It has to do with multiple structures that can be dynamic and explicit. Accordingly, the communicative purposes of discourse can differ to serve particular objectives in terms of the nature and the usage of communicative language which addresses a specific category in the society to decode its meaning. With that being mentioned, political discourse “since has a broad range of meaning” (Alduhaim, 2019, p.148), it aims at clarity and directness to understand and influence the public; however, it requires characteristics, elaborated style and language to reach a certain level of ambiguity. Hence ambiguity is embodied in various shapes such as humor, rumor etc.

Political discourse that uses political communicative distinctive format which is directed to persuade the public and manipulate their attitudes regarding to the important political issues and derives its distinction from the personality of the addresser where it is traded, as well as its linguistic structure and what it contains of rhetorical connotations and ideas because selected words have a significant impact on people's perceptions of others and themselves (Wareing, 2004).

Thus, the political discourse is a set of verbal expressions restricted with ideas, orientations and visions of a particular politicians and presidents who use mediums to announce their proposals of structuring their statements that embody their strategies, show their power and it “may express group ideologies and other beliefs especially in collective forms of text and talk” (Van Dijk, n.d). Among the most available used mediums is social media, that facilitates accessibility between the politicians, leaders and their public to address multiple issues.

Due to the importance of speech in politics, politicians have the ability to embellish their language since it is considered as a communication tool for shaping and handing over a political argument (Van Dijk, 2000). In order to convince others through arguments by beseeching their sentiments and allure their thinking and sometimes treat, debate and solve different issues, but often they tend to use the implicit in their own ways and shed the light on public interest by misleadingly spreading news; in other words, spreading rumours. Language devices can be used to describe characteristics of that a given discourse represents, and reinforce the reliability of rumours.

2. Statement of the Problem

The significant presence of rumour is mainly related to politics, in which they considered as unreliable decorative speeches that are somehow found to be morally and epistemologically suspicious. Political figures such as presidents, prime ministers, and others spread rumours for several reasons; like the former president of the United States of America ‘Donald Trump’, who is best known for his sense of rumour in his speeches and his notion of faking news for several purposes. This implies whether in his live speeches or written tweets that are very controversy. The matter occurs here in his controversial statements that they made a huge shamble in the political domain, thus attempting to target social issue and at the same time attack his opponents and establish his ideological practices.

3. Research Questions

In order to reach the purposes of the current study, the following research questions have been raised as:

Q1: How can rumours used in political discourse entail and shed lights on ideology, dominance, power, manipulation and cognition?

Q2: How Van Dijk's Socio- Cognitive Framework can be used to analyse rumours in political discourse?

Q3: What are the reasons of applying linguistic devices like: repetition, allusion, and metaphor etc.... within politics and rumours?

Q4: Why did political figures in general and Trump in particular have the tendency to use rumour in their political discourse?

4. Aims of the Study

The main purpose of the research is to investigate how rumours are expressed through Van Dijk's approach as one of the major frameworks of Critical discourse Analysis. On the basis of its structural dimensions: macro-structural and micro-structural. Each one of them treats different aspects of speech and structure.

The questions encounter power and ideology of leaders by frequently implying rumours in their speeches and statements in order to serve their interests even on the extent of the others, particularly Trump as a political figure.

Nonetheless, Trump during his different positions was aware of how he comes across to others with regarding to convey messages or disguised ideas and beliefs, thus delivering political speeches is implementing intentionally rumour to show his ideologies.

5. Methodology

To achieve the mentioned purposes and to find answers of the previous research, The current study adopts Critical Discourse Analysis where Van Dijk's social cognitive approach is used as a methodological approach to investigate political discourse and the aim behind the use of rumour.

In this study, we applied the qualitative research method since it falls within the present study and serves its aims, and as there is no numerical data or statistics. Document analysis, as an element of qualitative research methodologies, necessitates the examination and interpretation of data in order to extract meaning, acquire comprehension, and build empirical knowledge (Bowen, 2009).

It attempts to analyse the common topic of Trump's tweets in order to reveal the ideology through his frequent use of rumour. The analysis is based on social cognitive approach, that come within different levels depending on various contexts. Mentioning macro and micro, structural analysis, sociocultural, etc.

6. Structure of the Dissertation

This dissertation incorporates two core chapters; the first chapter is theoretical and the other one is practical. The first chapter consists of two sections. The first section deals with theoretical aspects of discourse, its main type and the notion of critical discourse analysis along with its major frameworks. The second section is about the implicitness of political discourse that comes in the shape of rumour, its essence, aims, where and when it is used. And the means that reflect its usage; i.e., the implementation of linguistic devices.

The second chapter is composed of three sections. The first one presents Donald Trump as a political figure, and methodology as well. The second section provides in-depth details of the applied analytical approach with its discussion. Whereas the last one includes the findings and the research's conclusion.

1. Chapter One: Rumour and Critical Discourse Analysis

Introduction

The present chapter is divided into two sections. The first section is with regard to Critical Discourse Analysis (CDA). It explores some theoretical aspects of discourse, Political Discourse (PD), Discourse Analysis (DA), some social power within Political Discourse, and Critical Discourse Analysis (CDA) with its major frameworks as well. These approaches are: Fairclough's Social Discoursal Approach, Wodak's Discourse-Historical Approach and Van Dijk's Socio-Cognitive Approach. Whereas the second section deals with one of the main polemic strategies used by Political figures which is rumour, and to what end it is used. Finally, it provides some linguistic devices which can be used as a tool to spread rumours.

1.1 Section One: Critical Discourse Analysis

1.1.1 Definition of Discourse

A discourse is a unit of language that is longer than a single phrase, also it can be defined as "A piece of a discourse is an instance of spoken or written language that has describable internal relationships of form and meaning (e.g., words, structures, cohesion) that relate coherently to an external communicative function of purpose and a given audience/interlocutor. The external function or purpose can only be properly determined if one takes into account the context and participants in which the piece of discourse occurs" (Celce, 2000, p. 4). It means that the discourse is used for particular reasons, and Navratilova (2015) determined the main three levels of using the discourse, he claimed that: "Firstly, it is used to refer to unified, meaningful and purposive stretches of spoken or written language. Secondly, it is used to refer to a language in action. Last but not least; it is used to refer to the language of particular language variety" (Navratilova, 2015, p.141).

1.1.1.1 Political Discourse. A Political Discourse (PD) has been defined by different linguists in numerous ways. As stated by Schaffrin (1996), PD is regarded as a sub-category of discourse generally. It is primarily determined by two factors: functional and thematic. Politics which produces political discourse where it is historically and culturally identified and structured. Thus, the assortment of political activities is the reason for the political discourse which has multiple properties; moreover, it is thematic because its contents are essentially political in nature, such as political actions, political ideas, political relationships, and political tendencies.

Furthermore, according to (Zheng, 2000) who defined the PD as follow:

“Political discourse is a mixed product of personal development and the relevant social environment in which an individual grows. Any individual political discourse is the result of personal development in certain social settings. Personal development is affected by such factors as the impact a cultural environment has upon the process in which the individual develops his/her personality, the individual’s educational experiences, parental influence, social circles, political party, economic status etc.”

This means that social environment and personal development determine the political discourse because the reflects the PD individual’s character in various fields where personal development is affected by social factors such as population density, wealth, social and economic position, also by cultural factors to gaining educational experiences.

Besides, Van Dijk (2002) had another view about political discourse which is the discourse of professional politicians or political-institutions, such as presidents and prime ministers and other members of the government, parliament or political parties. In other

words, political discourse is defined by who speaks to whom, as what, when, and its purposes (Van Dijk, 2002, p.225).

Also, Political Discourse (PD) can be defined as a communicative act to give specific meaning and influence on others. In other terms, it can be a descriptive linguistic approach used to serve certain ideological aims. PD can take many forms, including formal debates, speeches, and hearings, likewise informal political discussion among relations (Liebes & Ribak, 1991).

To comprehend political discourse, one must see language as a medium of communication, based on the assumption that politics cannot take place without it.

1.1.1.1.1. Characteristics of Political Discourse. Speech is considered as a communication means; in which can be discussed, transmit and convey ideas. It is known that its structure, genre, and even content is unique, since it cannot be compared to a university lecture or constructed as a text/writing in daily newspaper (Prifti, 2017). Thus, political speech or communication includes objectives and formal political parameters. In communication theories, it is known that Speech produces reality, and sometimes it is reality which produces certain speeches.

Nowadays a political language is not just an ordinary way of communication but rather it has turned into political vandalism where certain ideas and hidden meanings can be conveyed for specific purposes. Furthermore, Prifti (2017) estimated that language and discourse at the present time are not solely related to communication but also political debated and speeches. She viewed that political language is the main tool of policy-making. It is used depending on certain political benefits and may be clear or unclear according to the policies truthfulness. The range of political speech differs in the expression, for instance: talk less and say more, talk more and say nothing, complicate the phrase to conceal thought, smiling to disguise hatred, all these are tools of

policies expressions (2017, p.12). The language used by the political leaders is a hardened language that does not allow them to reach a political consensus. Hence, the politician should think twice because the words connotation depends not only on the speaker but even on the listener (Fuga, 2005). Even though the political language is natural, and it is intrinsically tied to the political ideology at hand, and that is exhibited in the implementation of special language mechanisms. Prifiti (2017) also added that politicians describe their political adversary by using comparative adjectives and through the literal figure of hyperbolism. In fact, as Chilton and Schäffner (1997) stated that “every political action is prepared, accompanied, controlled and influenced by language”, which means that well-represented language is important to turn willpower into direct practices; while, Shapiro (1981) said that “politics is discourse, and discourse is politics.” (pp. 1-2).

In different contexts where the political discourse can be used and recognised by a set of criteria that make it unique. In a situation of opposition and power, Prifiti (2017) developed political speech’s characteristics and explained that they come as variety of theoretical means that come as follows: metaphors, repetition, anti-thesis, large use of the comparative scale of relative and absolute use of rumours, high density of expressions and expressive emotional words, objectively speaking referring which influence to persuade and manipulate the public. In opposition situations, also speech is, in most cases, rough, controversial and contestant. This kind of speech contains accusations, rebukes, account requests, and doubts the truthfulness of the opponent’s facts, harsh and accusatory tones. Expression occurs with high critical grades, criticisms notes, straight and categorical orders, even with challenging and warning notes. The accusation and account request by the other political opponent, somehow expresses and shows not only the distancing of the speaker from the opponent side, but also the distancing from their responsibilities in their political

actions. Prifti (2017) stated that in order to undermine the opponent's power and to deliberately avoid their formality which express the need, the urgency, even the necessity for political actions. She tallied that on the analysis basis of political speeches that they may tend to be emotional, the latter may have a high expression level, which aims to express personal attitude of the politician figure; moreover, it serves as a strategy to invite and engage the listeners and participants emotionally in issues discussed during speeches. In this flow, political speech is often perceived as a conversational speech mixed with bookish speech, it may be easy, causal, to simply impart the speaker's attitude, as it may be aggressive, accusatory and even striking, full of harsh tones, personal accusations controversial attitudes, a high rhetorical level and a disclosure of a violating vocabulary of literary norms conversely. Respecting style, the pre- prepared speeches are generally elaborated sentences or even short simple ones, it can be uncompleted structures due to offhand unprepared speeches, where the use of active toward passive is predominant.

1.1.1.1.2 The Importance of the Political Discourse. A political actor, whether an individual, a party, or a state, cannot express his ideas and his program without an effective discourse that affects the recipient intellectually and emotionally. Political discourse is not just words or linguistic structures; however, it is a political agenda, and a strategic vision that reflect the value formation of its creator with his cultural background, also it plays various political roles in society. Political discourse has latent powerful strategic factors that make it directly affect the public's minds where political discourse appears as a communication of persuasion. The speaker does not focus on the way of persuasion, but only his aim is to gain legitimacy. Actually, the responsibility of the politician is to serve the public good community Politics therefore appears as a social practice governed by symbolic power relations, with the goal of gaining and retaining

power. As Van Dijk (1997) suggested, “who controls public discourse, at least partly controls the public mind” (p.44).

The political discourse is built at various set of elements that confer on the power of the states and the strength of leaders in front of their citizens; In the sense that it is the totality of the dimensions that positively affect the moral standing of the leader and the political institution. Hence, the discourse plays a role in creating awareness and building meaning in society. Depending on analyze its texts, it is possible to understand the policies of the elite and the culture of the community; the discourse describes, with its linguistic concepts, a specific reality and context, also it necessarily establishes a meaning or several meanings that are intended to be conveyed to the recipient. So, where lies the ability of political discourse to make a successful communication with the recipient depends on obtaining a degree of public approval through persuasion and argument. As Van Dijk’s (2015) stated that through such discourse can control indirectly people’s views. Actually, discourse’s control often seeks to influence receivers’ intentions, plans, knowledge, beliefs, attitudes, and ideologies - as well as their subsequent actions.

1.1.1.2 Political Discourse and Ideology. First of all, ideology is directly related to political issues as it defined as “a belief or a set of ideas, especially the political beliefs on which people, parties, or countries base their actions” (Collins Cobuild). Scholars in the fields of language, culture, and translation studies, on the other hand, frequently extend the concept of ideology beyond the political realm, defining it as “set of ideas, which organize our lives and help us understand the relation to our environment” (Calazada-pérez, 2014, pp.3-5).

According to Van Dijk (n.d), ideology is defined as a set of common views held by members of a social group who share similar attitudes or knowledge. These ideas are known as "social representations"(p. 222); that the participants of the same culture community as the norms,

traditions and principles is not necessary to share similar ideologies. Ideologies have a unique structure based on common standards and values such as liberty, equality, justice, and objectivity. These values and standards are organized into ideologies by the people of that society.

Thus, its relationship with political discourse is that ideology typically comes within the political discourse at the level of language usage such as: personal pronoun 'we' instead of 'I', syntactic structures, metaphor, or any linguistic devices. This type of discourse makes the ideologies accessible to be expressed and formulated frankly. Additionally, Political discourse is strongly impacted by reinforced self-imagery and passive reflection of the other (Van Dijk, 2006).

1.1.1.3 Political Discourse and Political Cognition. The relation between political discourse and political cognition is interrelated, they both investigate the role of power in societies. Van Dijk (2002) attempted to explore the relationship between the latter and the former. The interconnections are clear as they are compelling. Political cognition is primarily concerned with people's mental representations who see themselves as political agents. According to Merelman (1986) who stated that "Various forms of text and speech during socialisation, formal education, media usage, and discussion mainly acquire, change, or reinforce views and thoughts about politicians, parties, or leaders". He carried on to illustrate his position by stating that the various patterns of speech used during communication have an influence on how people see politics in its schematic and clustered versions. Because much political action and participation is performed through speech and social interactions or communications, political encoding is typically a sort of discourse analysis. Contrastingly Chilton and Schaffner (2002) stated that the study of political discourse is theoretically and empirically relevant only when discourse structures can be related to properties of political structures and processes. The latter however, usually require an account at the macro- level of political analysis, whereas the former rather belong to a micro-level approach.

(p. 5). They clarified that solely a sophisticated theory of political cognition can adequately bridge the well-known gap. Individual differences and diversity in political discourse and interaction should be explicitly linked to socially shared political representations of groups and institutions in such a framework. As well, Chilton and Schaffner (2002) asserted that the core meaning of the two complex and multidisciplinary fields is to connect the diverse political domain aspects and dimensions. In other words, discourse reframes the perspective of cognition and politics in three levels. Primarily, the basic ground comprises of individual power parties, along with their beliefs, speeches and other interactions in political context. Political parties and institutions, as well as their representations, collected speech and connections is what forms the intermediate level which is clearly based on the basic level “The top level is which in turn, founded on the intermediate level, hence established by power structures, their abstract manifestations, discourse orders, socio-political, cultural, and historical processes” (Van Dijk, p. 204). the concern criteria, of course, these levels are linked in various ways, and the macro and micro levels appear to occur simultaneously, accordingly Van Dijk (2002) investigated more thoroughly the significance of the political context of discourse in the production and comprehension of political text and discussion, and explains that context is cognitively defined and manipulated by political factions. Furthermore, when speakers have the ability to affect listeners’ mental models, knowledge, attitudes and eventually beliefs, they can determine their future behaviors indirectly. He added that the ultimate type of powers is mental mediated control of others’ behavior, especially when the audience is unaware of such control. Thus, the scholar (2002) emphasised that political cognition research focuses on several facets of ‘political information processing’. It is primarily concerned with the acquisition, application, and structure of mental representations of political circumstances, events,

characters, groups, sociopolitical attitudes, political group identity, public opinion, and other memory representations and mental processes involved in political comprehension and interaction.

Van Dijk (2002) aspired to construct the framework of the cognitive analysis of language use in general, and the production and understanding of political writing and discussion in specifically. That is to say, political cognition serves as the indispensable theoretical interface between the personal and the collective dimensions of politics and political discourse, while the “mind grammar” invariant requires a new verbal re-shaping in the target language. Henceforth, “content entities of various ranks, as well as their information parameters, may be used as translation units of respective ranks” (Chernyakhovskaya, 2011: 284). Regardless that, Political views and ideologies are used in the construction of an existing model, and speakers (or writers) will generally begin with their personal mental model of an event or circumstances. This model organizes the speaker's subjective beliefs about such a situation and shapes their perceptions.

Furthermore, Van Dijk (2002) developed some elementary psychological notions of the theoretical framework which are; Cognitive processes and representations are defined relative to an abstract mental structure called ‘memory’, Knowledge is described as an organized mental structure composed of a group’s or culture’s common factual beliefs, which are or may be ‘verified’ by the group’s or culture’s truth criteria, besides knowledge, individuals have other socially shared information, such as group attitudes (including biases), ideologies, norms, and values, Conversely, Van Dijk (2002) assumed that text processing psychology incorporates script theory and theories of knowledge, but evaluative beliefs (opinions), as well as socially shared attitudes and ideologies, are largely ignored. Indeed, underlying ideologies are thought to organise a group's social representations (knowledge, attitudes). Because they must apply to a wide range of attitudes in various social spheres, the latter are by necessity broad and abstract.

Briefly; in order to understand and explain political discourse, it is necessary examining the underlying political cognition of participants in political communication, rather of simply dealing with such cognition in terms of beliefs and belief systems.

Van Dijk (2002) projected a complex framework that needs to be elaborated in order to distinguish between very different kinds of both personal and socially shared beliefs. Likewise, a cognitively based political analysis of local meanings would attempt to link the propositions stated in text and speech to underlying event and context models, as well as socially shared (group) representations like knowledge, attitudes, and ideologies. Whether the local meaning is explicit or implicit, stated or presupposed, detailed or global, broad or specific, direct or indirect, blatant or subdued, will typically be determined by the ideologically based event models. To put it another way, to fully describe and explain political discourse is defining firstly the socio-cognitive interface that links it to the socially shared political representations that guide political actions, processes, and systems.

1.1.1.4 Political Discourse and Manipulation. The main verbal persuasive used in political discourse is manipulation which can be defined as “impact on the person with the purpose to induce him to make something (to give information, to make an act, to change the behavior) unconsciously or contrary to his own desire, opinion and intention” (Troshina, 1990). whereas, Van Dijk (2006) defined manipulation as “a communicative and interactional practice, in which a manipulator exercises control over other people, usually against their will or against their best interests. manipulation has negative associations – manipulation is bad – because such a practice violates social norms.” (p.3), which means that manipulation is considered as one of the communicative and interactive ways to manipulate others without taking into account their will. It is associated with negative connotations in everyday usage that manipulation has a negative effect,

since it violates social norms and it is a social exchange, as mind control involves meddling with implementing the process, the construction of misleading mental models, and social representations such as ideologies and beliefs. Political discourse, such as stressing positive qualities whilst still highlighting flaws are contrasted with legitimate mind control, such as persuasion and providing information, by stating that manipulation is in the best interests of the dominated group and against the best interests of dominated groups. The stance that candidly bonds discourse, cognition and society is that manipulation always encompasses a form of mental power and power abuse since it is a verbatim interaction (Van Dijk, 2006). Thus, Manipulation does not only entail the use of power, but rather the abuse of power, i.e., dominance.

More particularly, it refers to the use of speech to exert illegitimate influence: manipulators persuade others to believe or act in ways that benefit the manipulator while being detrimental to the manipulated (Van Dijk, 1997). Another perspective suggested by Luke, in a different context claimed that language gets power when influential people use it and how they use it. And since mass media or more specifically social media is considered as a medium between the public and leaders, it generally involves the usual forms and formats of ideological discourse, such as emphasizing Our good things, and emphasizing Their bad things Van Dijk (2001).

Van Dijk (2002) stated that, in that situation, the key distinction is that in persuasion, communicators are entitled to believe or behave as they would like, depending on whether or not agree with the persuader's arguments, whereas in manipulation, recipients are most often allocated a more passive role; they are manipulation victims. The adverse consequence of manipulative discourse arises when the recipients are unable to comprehend the manipulator's true intentions or realise the full ramification of the manipulator's thoughts or actions. Thereby, at least at the macro level of analysis, societal structures of manipulative control must be defined in terms of group

membership, organisational position, profession, material or symbolic resources, as well as other aspects that define the power of groups and their members, Van Dijk (2006) added that it is more pertinent for discourse analysis is indeed as well the more local, situated micro-level of social structure that of communication Manipulation is, at its core, a sort of social interaction and practice. As previously stated on a broader scale.

Van Dijk (2006) intended relate the correlated relationship between manipulations, cognition and discourse. Manipulation of people entails controlling their minds, or their beliefs, such as knowledge, opinions, and ideologies, which control their behaviors, Nevertheless, there are other types of discourse-based mental influence, such as informing, educating, and persuasion, can shape or change people's knowledge and attitudes. This means that manipulation must be separated from these other forms of mind control. The scholar (2006) further expounded how speech can 'impact'; the mind in the first place. In other words, discourse (or discourse fragment) could be manipulative in one scenario but not in another. i.e., the recipients; context models including their models of the speakers or writers, as well as their attributed purposes and intentions influence the manipulative meaning (or critical evaluation) of text and speech.

Manipulative discourse is most commonly found in public discourse dominated by powerful political, bureaucratic, media, academic, or corporate elites. While manipulation can affect the formation or change of individual mental models, the overall goal of manipulative discourse is to control the shared social representations of groups of people because these social views control what people do and say in a variety of contexts and over a long period of time. Once people's attitudes have been impacted, little or no further manipulation may be required to get them to act on their beliefs (Chomsky, 2004; Sidel, 2004). In a nutshell, manipulative discourse's overall strategy is to abstractly concentrate on the recipient's cognitive and social characteristics

that make them more vulnerable and less resistant to manipulation, that make them naïve and gullible or willing victims to accept beliefs and do things they otherwise would not do. The essential condition of dominance and inequality plays a role.

1.1.2. Discourse Analysis:

Discourse analysis, also called discourse studies which is a comprehensive term with many uses. It was first introduced by the structuralism linguist, Zellig Harris in his article entitled '*Discourse Analysis*' in 1952. According to him DA is a method for analysing connected speech or writing in order to extend descriptive linguistics beyond the confines of a single phrase at a time (Harris .1952). As a result of the field's emergence, numerous scholars attempted to define discourse analysis, as follows:

Gillian and Yule defined DA that “has come to be used with a wide range of meaning which cover a wide range of activities. It is used to describe activities at the intersection of disciplines as diverse as sociolinguistics, psycholinguistics, philosophical linguistics and computational linguistics.” (Gillian. 1983. p.I); in other words, how each language is used to achieve its aims.

Powers and Knapp (1990) defined DA as 'an examination of language use the assumptions that structure ways of talking and thinking about the topic of interest and the social functions that the discourse serves” (as cited in Harper ,2006). which means how DA controls used language, besides how the role of discourse creates assumptions for discussion and reflection on a particular topic of interest, as well as its social purpose.

“DA is a process of reading from a position of curiosity, formulating questions about what one is reading and then crafting a coherent written analysis” (Harper, 2006, p.3). Harper

considered the DA as a method which categorized into three stages: reading carefully, posing question about what is read, then writing a cohesive written analysis.

1.1.2.1 Critical Discourse Analysis. The word 'critical' indicates that an analyst must exercise extreme caution when attempting to decode a specific discourse. Critical Discourse Analysis (CDA) is a sort of discourse analytical study that focuses on how language in the social and political context enact, and oppose social power abuse, domination, and inequality (Van Dijk, 1998, p.466). In the same boat, Fairclough (1993) in his definition perceives CDA as:

“Discourse analysis which aims to systematically explore often opaque relationships of causality and determination between (a) discursive practice, events and texts, and (b) wider social and cultural structures, relations and processes; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power; and to explore how the opacity of these relationships between discourse and society is itself a factor securing power and hegemony”. (p.135)

In a simplified way, CDA seeks to clarifying some connection for the laypersons who find the relationships between discourse practices, social practices, and social structures obscure.

According to Blommaert (2005) who claimed that CDA is a beneficial strategy in numerous fields, including education, literacy, gender, racism, ideology, advertisements, institutional, economic, media, and most crucially for the present thesis, political discourse. Where CDA focuses on issues such as power asymmetries, manipulation, structural inequalities and exploitation in each different field.

1.1.2.2 CDA Major Frameworks. the development of CDA is the result of the contributions of several scholars, and the three prominent scholars are: Fairclough's Social Discoursal Approach, Wodak's Discourse-Historical Approach and Van Dijk's Socio-Cognitive Approach.

1.1.2.2.1 Norman Fairclough's Social Discourse Approach. Fairclough's approach, which has been essential to CDA for more than decade, is the one central method in CDA. Fairclough in his beginning in this field referred to his approach to language and discourse Critical Language Study which is 'used in the special sense of aiming to show up connections which may be hidden from people- such as the connections between language, power and ideology' (Fairclough, 1989, p. 5). Where he depicted the aim of this approach as "a contribution to the general raising of consciousness of exploitative social relations through focusing upon language" (Fairclough,1989, p.4). And this aim in particular is the main basic to make the frameworks of CDA comprehensive.

Throughout working on CDA Fairclough regards, CDA as an important method to utilize with others in social and cultural change research, as well as a resource in struggles against exploitation and dominance. He is primarily interested in the study of power and institutional discourse, emphasizing the intertextuality of many forces of social activities.

Moreover, Chuliaraki and Fairclough (1999) claimed that:

"CDA of a communicative interaction sets out to show that the semiotic and linguistic features of the interaction are systematically connected with what is going on socially, and what is going on socially is indeed going on partly or wholly semiotically or linguistically. Put differently, CDA systematically charts relations

of transformation between the symbolic and non-symbolic, between discourse and the non-discursive". (p. 113)

Briefly, the goal of a CDA of a communicative encounter is to demonstrate that the interaction's semiotic and linguistic aspects are systematically linked to society, and that what's going on socially is partially or totally semiotically or linguistically expressed.

This approach is useful to applied as a research method in linguistics, semiotics, as well in higher education. It allows a study to focus on the text's signifiers, the precise signified linguistics picks, their juxta positioning, sequencing, and arrangement, and so on.

1.1.2.2 Ruth Wodak's Discourse-Historical Approach (DHA). As the other methods of CDA, Wodak's discourse-historical approach views discourse as a form of social practice. Wodak (2002) focused on the interdisciplinary and the eclectic nature of Critical Discourse Analysis, due to complex problems in societies which cannot be studied from a single point of view. As a result, understanding and explaining object under inquiry necessitates the integration of several theories and approaches (p. 14). The term "historical" has a special position in this approach. It represents an attempt on the part of this method "to integrate systematically all available background information in the analysis and interpretation of the many layers of a written or spoken text" (1995).

Discourse Historical Approach according to Wodak and Meyer (2001), DHA is an attempt to integrate a large quantity of existing knowledge about the historical sources and the background of different fields which embedded discursive events such as politics and social sciences; Furthermore, it examines the historical component of discursive activity by investigating the manner in which certain type of discourse is subject to the non-synchronous change (p. 65).

The results of Wodak and her colleagues' study (Wodak, 1999) showed "that the context of the discourse had a significant impact on the structure, function, and context of the anti-Semitic utterances". The emphasis on historical contexts of discourse in the process of explanation and interpretation categorizes this approach from other CDA methods, particularly Van Dijk's.

Possible uses of Discourse-historical Method are the analysis of biased statements, as well as identifying and exposing discriminatory discourse's codes and references.

1.1.2.2.3 Van Dijk's Socio-Cognitive Approach. Van Dijk is one of the most often referred and mentioned CDA practitioners in critical studies of media discourse, as well in research that do not necessarily fit within the CDA paradigm. He began applying his discourse analysis theory to media texts in the 1980s, depending on represented ethnic groups and minorities existing in Europe. In 1988, he expanded his study by combining his prior work on general conversation with more recent events which available in the press. Then he sought to conduct his analysis by reading a variety of credible news reports from national and international sources. He established a distinct paradigm for analyzing news discourse in which depends on detailed analysis for different level of description as well analysis and explanations at the production and "reception" or comprehension level. (Boyd-Barrett, 1994).

At the level of structural Analysis, Van Dijk (1988) deduced that the analysis of structures at different levels of description deal with the grammatical, phonological, morphological and semantic level as well as Top-level properties which is represented in coherence, comprehensive themes, topical news, entire schematic shapes and rhetorical dimension of texts. Nevertheless, he alleged that would be insufficient, for "Discourse is not simply an isolated textual or dialogic structure. Rather it is a complex communicative event that also embodies a social

context, featuring participants (and their properties) as well as production and reception processes’’. (1988/ 2013, p. 2).

At the level of Production processes which Van Dijk (1988) defined as an event that includes journalistic and institutional news-making methods. According to him, economic and social issues not only have a profound impact on the conceptualization of media discourse, but they also have a dynamic and explicit relationship with its structures.

Van Dijk's other dimension of analysis deals with reception process which is: “Understanding, memorization, and reproduction of news information can now be studied as a function of both textual and contextual (cognitive, social) properties of the communication process” (1988, p.2). Van Dijk's media analysis tries to show the link between the three levels of news text creation (structure, production, and comprehension processes) and their relationship with the broader social context in which they are placed. And to uncover such links, Van Dijk’s analysis takes place at two levels: microstructure and macrostructure. The micro level of social order is determined by language usage, discourse, verbal interaction, and communication, whereas the macro level relates to power, dominance, and disparity amongst social community” social classes’’. This means that “CDA must bridge the well-known “gap” between micro (agency, interactional) and macro (structural, institutional, organizational) approaches” (Van Dijk, 2005, p.468), and he provided this view by the following example:

“A racist speech in parliament is a discourse at the interactional micro-level of social structure in the specific situation of a debate, but at the same time it may enact or be a constituent part of legislation or the reproduction of racism at the macro-level (Wodak and van Dijk 2000). That such level distinctions are relative may be seen from the fact that this very parliamentary speech may again feature

semantic macrostructures (topics) as well as semantic micro-structures such as local propositions and their concepts (van Dijk 1980 as cited in Van Dijk. 2005, p. 468).

Moreover, Van Dijk's socio-cognition approach which mediates between society and discourse "is founded on comprehending the ideological frameworks and social power connections implicit in discourse "(p.468).

Briefly, Van Dijk stated that studying the interrelationship of discourse and social structure is not only the concerned point of CDA; however, the use of that language and discourse which are always presupposed by the language users' intervening mental models, intentions, and overall social representations (knowledge, behaviors, ideologies, norms, principals, values). To put it another way, discourse research connects position in the society with cognition, and language of discourse. Thus, Van Dijk's socio-cognitive approach is supported by the triangular model of ideology "discourse-cognitive-society". Van Dijk' critical analysis of texts resorted to clarify the ideological component of "Us" against "Them"; as well as the linguistic structures and techniques employed in exerting dominating authority, as evidenced by the majority of his studies. And he argued that in order to make such an ideological difference in conversation visible, the process of analysis the discourse should be applied as follows (1998, pp. 61- 63):

- a. Examining the discourse's context: the conflict's historical, political, and social background, as well as its main participants.
- b. Examine the groups, the relationships based on the phenomena of power, and the nature of the disputes.
- c. Determine if the perception of Us against Them is negative or good.
- d. Clarify what is being assumed and inferred.

- e. Investigate the vocabulary and grammatical structure in a more formal way to emphasize or deemphasize the group's biased viewpoints.

Despite the fact that Van Dijk's model provided a thorough explanation concerning all the aspects of a given discourse, the analysis focuses just on the two levels of analysis, which are the macrostructural level, and the microstructural level. Van Dijk (1980) divided text structure into two levels in which; each part is alternately connected; the first level is the overall meaning of a text that can be observed by looking at the topic or the theme presented in a context. Whereas, the second level deals with the meaning of discourse that can be gleaned from a small portion of a text, such as a word, a sentence, proposition, clause, paragraph etc., His paradigm aims to examining texts in terms of what he calls 'structure of news'.

1.2. Section Two: Rumour With its Linguistic Devices

The present section deals with dissemination following a consistent transmission process in which the shared content is constantly tested or matched against an individual's or a community's pre-existing perceptions of events, the so-called rumour, its core meaning, how it occurs and interpreted within political discourse. Additionally, how linguistic devices manifest in the used political language.

1.2.1 Definition of Rumour:

The permanent slogan of rumour throughout history is "Every rumour has its audience". Allport and Postman (1947). As well they maintained that a rumour as "a special or current-related statement that aims to convince people that it is generally circulated among people in a word-of-mouth manner, but lacks specific information to confirm its certainty." (1947, p.3); In other terms, rumour is not only a supposition connected with existing events which is intended to be publicly believed and is spread starting to one person to the other orally, without any concrete argument to

prove its validity. As for Knapp (1944), who viewed rumour as "a declaration intended to make people believe that it is related to current events and widely circulated without official confirmation."; which means that rumour is a statement released for public ratification, linked to the hourly events, and spread without formal verification of its authenticity". Whereas, Peterson and Gist (1951) stated that a rumour is "an unsubstantiated statement or interpretation of a thing, event or issue of public interest that is circulated privately among people". In other word, rumour is an unproven story or explanation from one person to another, relating to the topic, event or question of public interest. Jeon-Noel Kapferer (1990) admitted in his book "*The Oldest Media in the World*" that these three definitions are very similar, and all indicated that a rumour is primarily information that adds new elements to a person or an event related to the reality of the situation. According to Dentith (as cited in Rajaratnam School of International studies, 2010) who disclosed that rumours are treated as "pathology of testimony" by philosopher Tony Coady. In other words, rumours are regarded as representing untrustworthy opinions, and so rumour speakers lack the legitimacy to make such claims. Speakers frequently have no idea whether the information being disseminated is accurate. Furthermore, Dentith (2010) claimed that rumours are expressions rather than assertions of beliefs. he proposed that rumours can be considered as social grooming activity that people engage in to test out statements of conviction.

1.2.2. The Aim of Rumour in Political Discourse

The concept of rumour intersects strongly with the emergence of a newly used term in the lexicon of political media circulate at the global level, which is the term of "fake News".it refers to false or untruth news. Depending on existing social environment which is the soil for rumours to spread rampantly, the politicians exploit their personal advantages and interests.

With reference to Kapferer (2017) who stated that the purpose of rumours is to be believed and accepted, as the rumors are usually shared or told not for the purpose of amusement or unleashing imagination. And this is what makes it distinguished from funny stories and imaginary adventures. Kapferer (2017) stressed that its goal is to persuade.

In general, employing rumors as means to manipulate public's views and opinions. Rumours' appeal and propagation stem from their consistency with established social views. Rumours are more likely to be considered as true when they match people's perceptions of events or what they have already seen or heard as information that is credible, this also implies that rumour dissemination follows a consistent transmission process in which the shared content is constantly tested or matched against an individual's or a community's pre-existing perceptions of events. As an outcome, the longer a rumour survives, the more likely people are to believe it is true due to its survival due to matching pre-existing values and opinions (Dentith, 2010). Then he delved over the distinctions he perceives between rumours and rumour-mongering, the latter of which.

Additionally, Dentith (2010) incorporated not just the spreading of malevolent rumours but also the deliberate broadcast of misleading information to confirm and justify society concerns and views. False rumours can be perceived as credible information, especially if they are spread by and backed by authorities and trusted sources. Likewise, can mimic conspiracy theories and spread rapidly in societies to this to this extent.

Nonetheless, Alport and postman emphasised that this is an example of how a typically, trustworthy rumor-transmission system could be misused, in addition to this, Rumours, according to Dentith (as cited in Rajaratnam School of International studies, 2010) serve as conflicting perspectives for actual events which are claimed of what is thought to be the 'truth' that has been

left out. Rumours lack official legitimacy and are frequently ‘have- you-heard’ questions intended to validate previous assumptions or insights. In respect of that it has an inherent use in political discourse which discloses that rumours should be taken seriously if and only if there are reasonable grounds to believe that recipients of rumours will mistrust legitimate sources of information or if there are insufficient credible sources of information. Gelfert (as cited in Rajaratnam School of International studies, 2010) emphasised the importance of allowing people to put their knowledge to the test in public. Individual involvement in free, rational discourse, as well as the free flow of information, can be used to establish acceptable levels of public confidence. The absence of such elements can provide solid foundations for the spread of rumours.

It turns out, then those rumours are often mentioned and linked in the context of talking about larger phenomenon that penetrate the discourse, such as misinformation and manipulation of public’s views, and the procedure of representation and behavior of the latter for the purposes and goals that serve the interests of the "party" that launched the rumour.

1.2.3 Linguistic Devices Used in Political Discourse

Numerous linguists as Fairclough and Van Dijk had studied the several brands and types of languages used by politicians to reinforce their ideology in the populace and to achieve certain goals. According to Van Dijk (1997), there are key aspects that assist to attract and maintain the audience's attention, as well as persuade them of specific points on view (p. 24). Charteris-Black (2011) asserted that successful politicians skillfully integrate these aspects in order to have a greater impression and gain their specific objectives. The following is a description of some of the most significant elements of political discourse.

1.2.3.1 Metaphor. The continual employment of metaphors is one of the most prevalent linguistic techniques found in political discourses. Metaphor is defined as “figure of speech in

which a word or phrase literally denoting one kind of object or idea is used in place of another to suggest a likeness or analogy between them” (Merriam-Webster). According to Zoltan Kovecses (2010), metaphor in cognitive linguistic view is defined as “understanding one conceptual domain in terms of another conceptual domain” (p.4) which means that a conceptual metaphor is made up of two conceptual domains, one of which is comprehended via the lens of the other. Any coherent grouping of experience is referred to as a conceptual domain.

Moreover, Stepanyan stated that linguists consider metaphors as the most convincing tool in political discourse and the simplest approach to reach people's awareness (2015, p. 371). With reference to Mio, “metaphors allow the general public to grasp the meanings of political events and feel a part of the process” (Mio J. S., 1997, pp. 117–118). Where Hayes as mentioned that:

“Politicians have also recently started to show an interest in metaphor as a mean of engaging with people. Of course, political speech writers have long been aware of the power of metaphors, but what seems to be different now is the way in which metaphor laden speeches are being constructed to appeal to the emotions of the audience” (as cited in Stepanyan. 2015/2011).

In other words, Political awareness of the strength and impact of metaphors in political discourses has increased the employment of politicians in their discourses to communicate with public and influence on them. Also because of metaphor may be used to energise a message or make a discourse more memorable by evoking emotional reaction. (Penninck, 2014, p. 28).

Numerous scholars believed that ideological and political conventions are indirectly represented by metaphoric expression in PD. As a result, a politician's linguistic style may reflect their cultural background, religious and convictions. According to Beard, war and sport are the

two primary sources of metaphors in politics. And he carried on to state that using war or sports terminology to describe a political event may reflect the idea of a fight with a winner (2000).

1.2.3.2 Metonymy. Metonymy is another property that is frequently emphasized in political speeches. It is defined as “a figure of speech consisting of the use of the name of one thing for that of another of which it is an attribute or with which it is associated” (Merriam-Webster). According to Jeannette (2015), “Metonymy is a cognitive and linguistic process through which we use one thing to refer to another” (p.1), as well it is the replacement of simple concrete item instead of complicated abstracted one (p. 1). According to Lakoff and Johnson(2008) who clarified the meaning of metonymy in their example of ‘the ham sandwich is waiting for his check’ which occurs when individuals get one entity from another (p. 35); moreover, “Metonymic concepts allow to conceptualize one thing by means of its relation to something else” (Lakoff and Johnson, 2008, p.39) which means that metonymy is the depiction of a notion using a specific term, with the word standing for the concept it conveys; subsequently, metonymy may shape human's language, thoughts, attitudes, and behaviors.

In political discourse, “Metonymy is closely connected with the speaker's public image: it's a unique stylistic device which increases or reduces the speaker's responsibility” (Lilit Stepanyan. 2015, p. 378). Where it facilitates a more concentrated perception of political imagery and simplifies their significance accurately (p. 378). Besides, the suggest of Wilson (1990) that “metonymy helps in arousing emotions and reinforcing particular perspectives” as well as result in eliciting “absurd images which can then be employed for the purposes of ridiculing one’s opponent” (as cited in Vilma, 2013, p.93) hence the uses of metonymy by politicians are for clarify their speeches and to make them more understandable in newspapers as we hear in news about the

Russia-Ukraine war most of politicians named “Russian bear”, it is used to imply that Russia is "big, brutal and clumsy" which attacks innocent people.

1.2.3.3 Allusion. Another effective strategy Allusion refers to or even quote a striking phrase that the audience may already be familiar with. It might be utilized as a verbal tactic to prevent direct face-threatening behaviors. It defined as “the act of making an indirect reference to something: the act of alluding to something” (Marriem-webstar).

According to M. H. Abrams (2014) who defined allusion as “a brief reference, explicit or indirect, to a person, place, or event, or to another literary work or passage” (110). While he was true in stating that an allusion might be clear in the sense of being overt, he offered a claim that is not clearly obvious: allusion is brief.

1.2.3.4 Repetition. The well-known and regularly utilized tactic of repetition is closely linked to the effectiveness of political speeches. Repeating or restating a concept at regular intervals not only improves clarity, but it also increases acceptance. Competing ideas are subjugated and occasionally pushed totally out of the audience's memory when a specific idea is repeated and highlighted. Repetition is a well-known presenting and communication strategy. (Lilit Stepanyan, 2015, p.377).

With regard to Obeng and Hartford (2002) who noted that:

“The art of persuasion, rhetoric, which involves incorporating specific discourse devices or structures such as: repetition, addition, rhyme, similar, parallelism etc. into political discourse to enhance the perception and interpretation of utterances is another political discourse strategy that has caught the attention of political discourse analysts” (p. 85).

They considered that incorporating several rhetorical aspects into the political speech, such as repetition is a kind of persuasion' art which improve the perception of the discourse and captivate the addressee. Despite the fact that repetition is a basic method, but also it is incredibly powerful in conveying determination and strength of purpose. (Charteris-Black, 2014 as cited in Alduhaim, 2019, p.151). As well David (2014) emphasized that “Repetition is one of the most effective rhetoric tools to activate the mental schemata. Manipulating these schemata creates an “ideology” and persuades the public to willingly accept it as their own” (p.167), in other words repetition is considered as one of the most effective rhetorical techniques for animating mental schemata. By manipulating these schemata, "ideology" is formed, and the audience is convinced to accept it as their own.

In sum, in political speeches all across the world, repetition is the universal stylistic strategy. Where the politicians are committed to apply frequently of these devices which help them to gain their purposes. While the repetition helps the public following the speech at once it makes it more memorable by its rhythm. Finally, the role of repetition achieves the cohesion function in discourse, enhancing the mood and emotions as well (Lilit Stepanyan 2015, p. 379).

1.2.3.5 Pronouns. The use of pronouns provides crucial stylistic flavor as well. They are frequently used to emphasize particular points by substituting related nouns. According to Jessica Håkansson (2012) “Pronouns are groups of words that are able to appear in the place of other words, most often nouns, other pronouns or noun phrases. They are used first and foremost as a way for the speaker or writer to avoid being repetitive, by not having to repeat the same words again and again” (p. 5).

Also, Jessica mentioned two types of pronouns such as: subjective personal pronouns and objective personal pronouns. At the level of subjective personal pronoun, I, we, you, he, she,

it, and they are their examples which are used to refer to a subject complement or subject of a phrase. Whereas, Subject pronouns relate to the same individuals or things as objective personal pronouns (Collins, 1990, as cited in Jessica, 2012, p.5). According to Bramley (2001):

“Pronouns are pivotal in such shifts of participation framework and participation status expressed by shifts of footing and enable interviewees to construct different ‘selves’ and ‘others.... Thus, the use of pronouns to show different participation framework and participation status enables interviewees to create alignments and boundaries between themselves and others” (p.13).

Which means that Pronouns' significance extends beyond their language function, and they must be considered in terms of their context, interaction, and identity. Likewise, Emmanuel C. Sharndama (2016) stated that “pronouns do not only serve the purpose of making reference but also used for construction of identity and presentation of principles and ideologies” (p. 21), in other terms pronouns are occasionally used to indicate ideological allusions. For instance, for Armenian political leaders employ in their speeches the pronoun “we” instead the Use of the first personal pronoun ‘I’. It decreases their responsibilities in the first place, and it raises people's sense of involvement in political events in the second. However, the used of personal pronoun "we" creates some sort of distinction between leaders and the public (Stepanyan, 2015, p.381). As well the it reinforces the power and ideology of the politicians.

Conclusion

This chapter comprises of two sections reviewing the literature related to CDA and Rumor used in PD. The first section provides the main approaches of CDA. Firstly, it opens with defining discourse in general then selects its main type of discourse which is PD. Finally, it mentions the scope of CDA with its main frameworks such as: Fairclough’s Social Discoursal

Approach, Wodak's Discourse-Historical Approach and Van Dijk's Socio-Cognitive Approach. Whereas, the second section tackles a guise of implicit use in PD which is rumour. As well how it appears throughout the exhibit of linguistic devices which are mentioned in the second section such as: metaphor, metonymy, allusion, repetition and pronouns. In addition, the present chapter provides the relation of social powers and ideology with respect to Van Dijk's Approach, and the way linguistic devices interfere to correlate rumour in political discourse.

2. Chapter Two: The Tweets's Analysis

Introduction

The present chapter consists of three sections. The first section provides the methodology of the research. whereas the second section starts with a brief background of the former president of The United States of America “Donald Trump” regarding to his different political positions. Amidst his presidential stint, he occupied several political positions. He was known for spreading rumours, and he enjoyed having the lights on. Nevertheless, his political views, ideas and interests were always criticized. Then, it presents the data analysis and interpretation of the tweets based on Van Dijk's approach to analysis. Finally, the last section sums up the results of the research.

2.1 Section One: Methodology

This represents an overall description of the research methodology used in this study in regard to Van Dijk's Socio-Cognitive Approach. The latter depends on two main analysis levels; which are macro structural level and micro-structural level.

2.1.1 Study Design. The most convenient research method for this study is qualitative research since it is an explanatory descriptive study which tackles the analysis of eleven tweets that portray rumours with its various guises. The qualitative method is used in this research applying the approach of critical discourse analysis introduced by Van Dijk's Socio-Cognitive Approach to analyse eleven chosen tweets. According to Pathak et al, (2013) the goal of qualitative research is to answer questions about how to properly comprehend the meaning and experiential aspects of people's lives and social settings. Hence, the ability to highlight the subjective

meanings, actions, and social circumstances of research participants is critical to effective qualitative research (Fossey, et al, 2002, p. 718). Furthermore, DiCicco. et al (2006) stated that qualitative research methodologies are oriented towards developing understanding of the meaning and experience dimensions of approach. Based on the research questions that fulfill the objective of the study, which is extracting rumours from different Donald Trump's tweets in order to understand the main purposes behind the use of these rumours focusing on the linguistic devices are used within them.

2.1.2 Van Dijk's Model of Analysis

Van Dijk treated the political discourse based on two main dimensions of analysis that are interrelated and complementary in terms of application. Each one of them focuses on different aspects of analysis. The general and overall is concerned with the macro structure, whereas the second is micro structure which is concerned with the local and the representations of chosen words.

2.1.2.1 At the Level of Macrostructure Analysis. The general significance of an observed text from the topic raised. at this level we tackle the common point that gathers all the tweets that treat power of trump's claims in which showing his political position and personnality. It is important to focus on trump's rumours notion that empowers his ideological views. Van Dijk (2002) underscored that through power, one group ideologies are defined to present a multidisciplinary framework that combines social and cognitive elements. Ideologies as systems of ideas are defined socio-cognitively as shared representations of social groups. Ideologies principally organise its identity, aims, norms and values and resources; as well as, its relations to other social groups. Socio-cognitive basis are expressed within the social practices of their members.

2.1.2.2 At the Level of Microstructural Analysis. The choice of words, phrases, and styles utilised by a text might reveal the text's local meaning; furthermore, how Donald Trump's language reflects his style and how cognition and mental models interfere in his interpretations and statements as a politician. The careful usage of the phraseology empowers him to have an impact on people at the long term. In respect of language, he tends to use particular style in order to be more persuasive and accessible to all social layers.

2.1.3 Data Analysis

The selected eleven tweets treated multiple subjects since they are controversial and disputatious purposive statements to call for a change. Trump willfully and regularly posted on twitter on different occasions attempting to attract people's attentions, and to propel them to interact with him. As mentioned beforehand, twitter was the source of the tweets precisely from Donald Trump's official account "@ real Donald Trump", all of them were gathered from different websites because the account was permanently suspended after the US capitol riot. The chosen means on social media was Twitter, initially because it is one of the most credible, always on trend, dynamic platforms that allows its users the total freedom of expressing their thoughts without being oppressed and gives everyone a support network; moreover, it enables its users to do in a day what would take a lifetime; in other words, it permits them to see what the world is thinking about the case of Trump's Tweets. Primarily the chosen data are amongst the most reacted upon polemic tweets and retweets on Trump's account due to their popularity and murkiness which appeared to be later that they are confirmed fake news or rumours. Inasmuch as it could not be stressed enough on how much his effect was not ply on the political domain but on his opponent as well.

2.2. Section two: Analysis and Discussion

The current section deals with brief overview of Donald Trump's political background over few years. Then, it purports to explore how rumour takes place and its diffusion in political discourse. Besides, the study aims to explore the way ideology, dominance, power abuse along with cognition and manipulation manifest in Trump's statements and to what end it occurred. The procedure of data collections and data analysis are described rigorously.

2.2.1 Brief Background of Donald Trump's Political Position

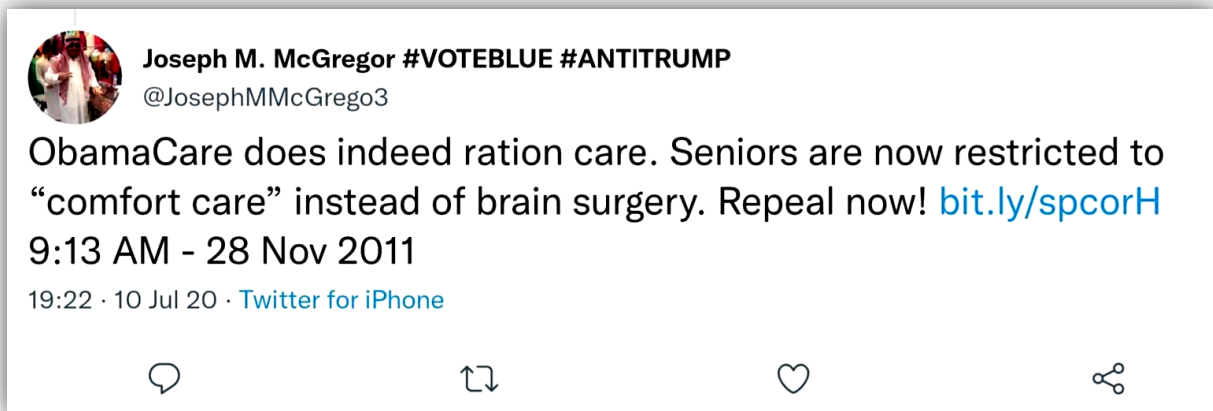
First of all, the political agenda of Trump took place during different periods, when he was assigned to work in distinctive positions. In 1987, Donald Trump became a Republican, then a member of the Independence Party, in 1999 he became the Reform Party's New York state as an affiliate. Besides, in 2001 a Democrat, in 2009 a Republican, in 2011 unaffiliated, and also as a Republican in 2012. In the presidential campaign in 2016 Trump's celebrity and controversial words drew an unprecedented level of free media attention, boosting his position as the Republican candidate. His campaign comments were frequently ambiguous and provocative, and an unprecedented proportion of them were rumours and false. The Los Angeles Times published, "Never in modern presidential politics has a major candidate made false statements as routinely as Trump has." (MICHAEL FINNEGAN, 2016). Trump stated that he despised political integrity, and he often claimed that the media is biased. Finally, On January 20th, 2017 he took the presidency office (Biography, 2022). Not to mention that Trump had a remarkable existence on Twitter and was regarded as an active user even before his election that time because the network contributed greatly to promoting his election campaign (Ott and Dickinson, 2019).

2.2.2 Tweets' Contextual Analysis and Background

2.2.2.1. Tweet One

Figure 1

The Affordable Care Act and 'Death Panels'



Note. From McGregor “#VOTEBLUE #ANTITRUMP”, by M. Joseph, 2011, Twitter

Trump asserted on the 28th November 2011, That the Affordable Care Act would “ration care”. Elderly patients are remarkably neglected which pushed the latter to be an issue argued about, Trump proclaimed that the Affordable Care Act would “ration care”, linking to an article on TheRightScoop.com. An anonymous caller’s comments on a conservative radio talk show were diffused to expose Obama’s policy as proof of the act, which he found does not serve them. And it was confirmed that it was an absolute PolitiFact. The idea of death panels was reckoned as the lie of the year (The Right Scoop, NOV. 23, 2011).

2.2.2.1.1 Analysis of Tweet One

- **At the Macro-Structure Level:** Donald Trump in the above tweet attempted to impose his political position through his ideology on the extent of Obama. His political ideology is extensively coordinated by confirmed self-imagery and passive reflection of the other

whom is in this case Obama according to Van Dijk (2006). For our analysis, we stressed on the way Trump controlled the public to turn them against Obama by building rumours by playing on people's emotions, and targeting sensitive issues and dilemmas. In reference to that, "death panels" is what he claimed to be Obama's policy in order to underestimate the capacities and competencies of his rival.

- **At the Micro-Structure Level:** the target tweet consists of two sentences, which have different lengths. The verbs used are in the present simple tense '**does**' and '**are**', in active form to denote the current situation referring to a social issue which is health care of elderly people.

In terms of linguistic devices, none are used. Syntactically speaking, despite the idea he wanted to convey which was negative, he avoided using the negative form or the negation as it rerefers to the negative attitude of his speech.

2.2.2.2 Tweet Two

Figure 2

President Obama's Holiday Message



Note. From “*Donald Trump Falsely Claims President Obama Issued a Statement for Kwanzaabut Not for Christmas*”, by JAMES. CRUGNAL 2011, 28December, Mediaite

During Christmas celebrations Donald tweeted about the absence of Obama’s Christmas greetings on 28th December 2011. Trump shared a link of a conservative site on his tweeter profile which is about Mr. Obama who congratulated "the bogus holiday" for Kwanzaa, but not for Christmas, to doubt the Christian faith and to claim that the president is a Muslim, for Kwanzaa is considered as “a week-long celebration at the end of every year honoring African-American culture, and it includes a ritualistic lighting of a candle holder called a kinara”. (JASON SILVERSTEIN, 26th December 2017).

2.2.2.2.1 Analysis of Tweet Two

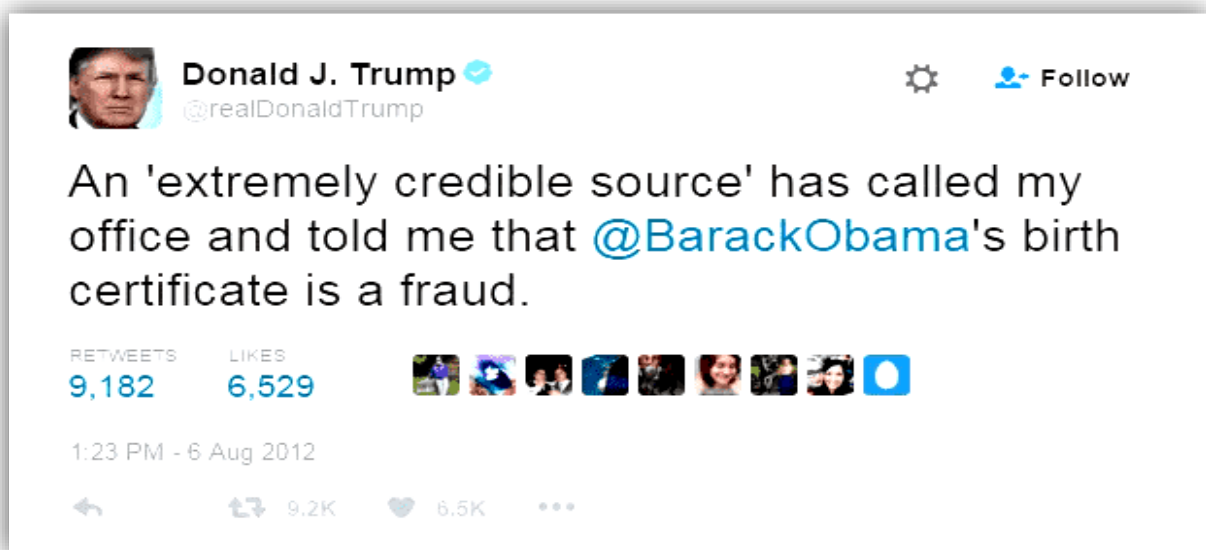
- **At the Level of Macro-Structure:** Trump showed the ideological raised conflict, which reflected the lack of self-confidence in the political Domain. The overall topic at this level is about how could Obama forget such a religious event, which led Trump to take advantage of the situation without hesitation to attack him; at the same time, to show his racism against Muslims and alleging spuriously that Obama is one of them, he implicitly exposed his views against Muslims as he wouldn’t bare a Muslim leads the country. His ideology and ideological discourse stood against others’ beliefs, and how he renounces the latter.
- **At the Level of Micro-Structure:** The tweet is a compound sentence; the frequently used pattern of tenses is the past tense in active form to refer to an already happened actions. The Contradiction is set in a form of two action verbs ‘issued’ and ‘failed’. And two religious words are used which are “Christmas” as a celebration event in the Christian religion and the ‘Kwanzaa’ as a celebration event of Afro-American people. The use of a rhetorical

question “What a convenient mistake” at the beginning of the tweet sarcastically, as for the linguistic devices, no use of them.

2.2.2.3 Tweet Three

Figure 3

Birtherism



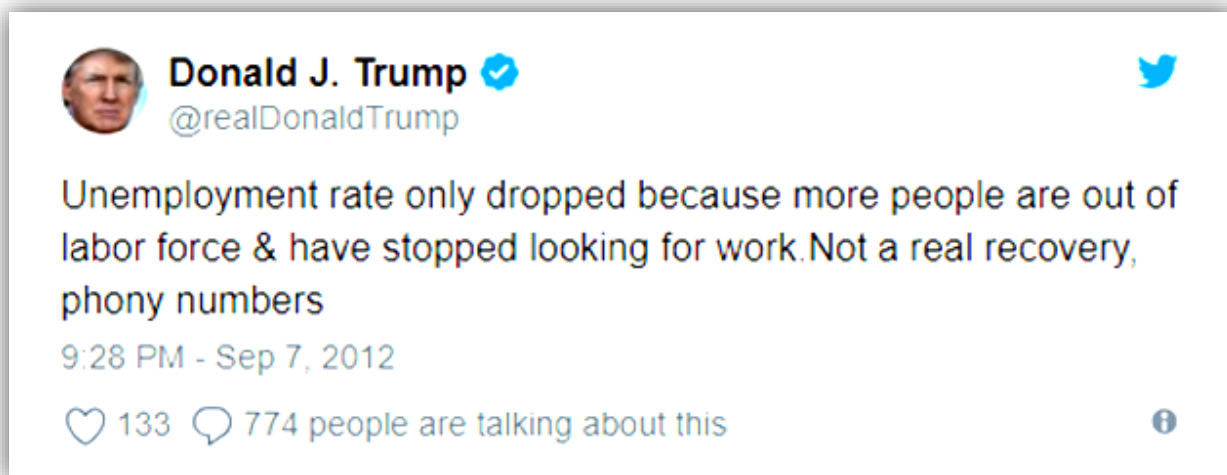
Note. From “*When did Mr. Trump get involved?*”, by D. Trump, 2016, BBC News

During the presidential period of Barak Obama, Donald tweeted about Obama’s birth certificate on 6th August 2012. Trump challenged Obama about his birth certificate to prove his American national which encouraged him to post his birth certificate from the ministry of health in Hawaii. Trump propagated the rumor based on an alleged call from an extremely credible source, cementing his bond with the Republican base and leading to his election triumph in November. (BBC News. 2016).

2.2.2.3.1 Analysis of Tweet Three

- **At the Level of Macro-Structure:** the former president tried to mislead and manipulate the public opinion claiming to expose Obama during his presidential trint and display disparity from a nation. He projected his ethnic racism by de-racialising and redefmition through his false statement, as he is considered as one of white power elite figures, the opposite is true. As he supposedly was not awaking the public as he claimed, but instead he was trying to unscrupulously distort Obama’s image, and to prove he is not honest with the public.
- **At the Level of Micro-Structure:** The tweet comes in the form of a complex sentence; two action verbs were used, one is intransitive ‘has called’, and the other is transitive ‘told’ to show that he has a lot to say, as well to expand his idea. The tenses were in active form to show that he is the doer and he was solely concerned with his one’s interests. The tweet came in two successive tenses; the present perfect and the past simple to talk about a past action respectively. His style is so often so clear, direct and lacks linguistic devices to entail honesty. In addition, the reason of using the possessive adjective besides adjective pronoun such as: ‘me’ and ‘me’ instead of ‘our’ and ‘we’ is to put his self in center of confidence, and how people trust him.

2.2.2.4 Twitter Four

Figure 4*Questioning Unemployment Data*

Note. From “*The Unemployment Rate Is Useless, But That Doesn't Mean It Isn't Useful*”, by Jeffrey P. Snider, 2018, Seeking Alpha

“Unemployment is totally phony number” 31.may 2014. “Our real unemployment is anywhere from 18 to 20 percent. Don’t believe the 5.6. don’t believe it”. June 16, 2015. “The 5 percent figure is one of the biggest hoaxes in modern politics” Aug 8, 2016 cited in (Bob Bryan 20th July 2017)

Trump has a long history of questioning unemployment figures which includes people working part-time, due to a lack of full-time jobs, and others who have given up looking for work. Years before getting elected, and guaranteed the presidential office. He frequently targeted this sensitive social issue that includes the targeted unemployment layer, which impacts the economic state of the country in different periods of time to emphasise, and sheds the light on that unsolved matter. He reportedly referred to the jobs report or unemployment reports as "false information."(Homer JS, 29, 2018).

During Trump's presidential campaign announcement speech, he mentioned the unemployment rates. Moreover, the highest official government rate for underemployment is 10.8%, which is about half of what Trump claimed. And even if a rapid attempt was made to broaden the scope of that measurement to include additional Americans who were not counted in conventional statistics, so there was no way to get it higher than 16 percent. That falls considerably outside of Trump's stated range since the statement has been rated incorrect (Louis Jacobson, June 16, 2015).

2.2.2.4.1 Analysis of Tweet Four

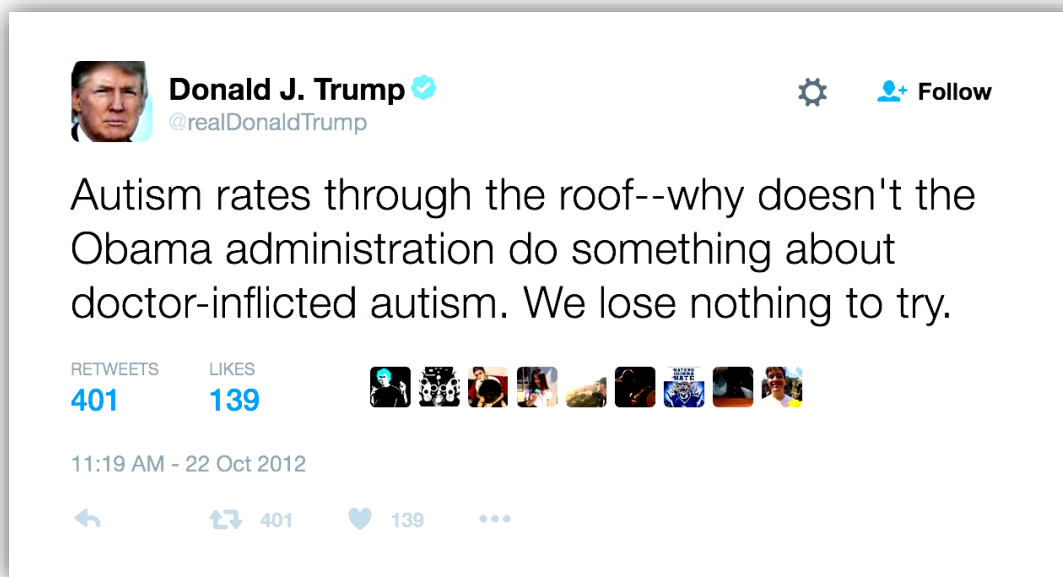
- **At the Level of Macro-Structure:** Donald trump debriefed the employment data and manipulated figures “percentages”, and faked the statistical rates of the unemployment category. He tried to show that he was able to exercise his social power through controlling, and having access to an important highlighted social matter that affects the economical state of the country to exert power. He mentioned the oppressed and exploited a specific social group by starring not only in the mass media information in order to appear more persuasive by showing in the mass media, as well social media. Contradictorily, he stated that he is reminding people of the cooked figures that were prepared before and after Obama's triumph; however, he was criticised for attacking Obama when he won the elections. for another reason, he focused on that matter for the interest of his presidential campaign, and he affected people's views in order to get more voices.
- **At the Level of Micro-Structure:** the tweets are sequential, i.e., the one followed by the other as a response ‘retweet’. The first tweet is a compound complex sentence consisting of two state verbs, the auxiliary to be, which are ‘is’ and ‘are’ in the present simple and

'have stopped' in the present perfect to reveal a fact that there is an economical threat coming for Americans.

Whilst the second tweet or the 'retweet', is a brief statement that describes the huge rate regarding unemployment. As for the third tweet, it is composed of three sentences. The first one is a simple fragment where Donald argued the real rate of unemployment using the auxiliary to be in the present simple 'is' to supposedly state a fact, moreover, the last two sentences are an imperative, they started by the negation form 'do not', intending to attract people's interest and to warn the public of fake unemployment figures, besides the use of the possessive adjective 'our' to create a sense of responsibility among the Americans, and to stress the spirit of solidarity. Its main function is to shorten the distance between him and the public and consider the theme as a unity to overcome the issues.

The last tweet is a simple sentence which consists of a state verb, the auxiliary 'to be' 'is' in the present simple. Trump used the present where he described the unemployment situation to assert his claim about the issue and he retweeted to remind the public about its complication, besides, to attack the integrity of Obama's winning by manipulating the job numbers. And these tweets come as a reaction of the previous tweets concerning the same issue of the unemployment as mentioned in the first chapter that the art of persuasion lies in integrating such linguistic devices as repetition in order to enhance the perception and interpretation of speech, a strategy for political discourse that has attracted the attention of political discourse analysts (Obeng and Hartford, 2002, p. 85).

2.2.2.5 Tweet Five

Figure 5*Linking Autism to Vaccinations*

Note. From "Let's not forget Donald Trump's comments about vaccines and autism" by David. Juurlink, 2016, Tweeter

Mr. Trump has consistently stated his own belief that autism is linked to childhood vaccinations since 2012. He has stated this in interviews, on Twitter, and even during a Republican debate. When he asked about the increased number of children diagnosed with autism on "Fox & Friends" in April 2012, Mr. Trump remarked, "I have a hypothesis, and it's a theory that some people seem to believe in, and that's the vaccinations." Later in the conversation, one of the hosts mentioned that most doctors disagree and that studies have suggested no correlation, which Mr. Trump acknowledged before adding, "It's also very controversial to even say, but I couldn't care less." He said that he has witnessed firsthand changes in children to support up his claims.

Numerous research, including a recent one covering roughly 100,000 children, have revealed that there is no scientific evidence linking immunizations to autism and that delaying

vaccinations has no benefit. Instead, children who do not receive immunizations on a regular basis may be exposed to contagious diseases for a prolonged period of time.

Mr. Trump posted a Tweet in October 2012 to question why President Obama's administration was not intervening. In March he announced that: "If I were President, I would push for proper vaccinations but would not allow one-time massive shots that a small child cannot take - AUTISM". (Schnaps. 2022)

2.2.2.5.1 Analysis of Tweet Five

- **At the Level of Macro-Structure:** Trump linked Autism to immunisation claiming that he could solve the problem if he occupied the position of the president, nevertheless, it did not prevent him from exploiting the situation and attacking Obama for the sake of his interest. His ornamental statement aimed to affect recipients' minds by empathising on autism's vaccination issue which indirectly aims to control their future actions. Here occurs the manifestation of mental model or cognition, he selected his words carefully to create a sense of solidarity, and togetherness, and empathy which serve as a means to shape and change people's actions towards the situation as mentioned previously, political cognition interferes between the political and his discourse collective dimensions (Chernyakhovskaya, 2011).
- **At the Level of Micro-Structure:** the above tweet consists of two sentences. One is complex, and the other one is simple. The first sentence started with a nominal sentence 'Autism rates through the roof' to display the extent of the issue and to take it into consideration due to the fact it came as a warning to accommodate the inflated rates of autism. Moreover, the second is an interrogative sentence where Trump used the negative form, to put the Obama's administration in a negative position as it was mentioned in

chapter one according to van Dijk that Political discourse is strongly impacted by reinforced self-imagery and passive reflection of the other (Van Dijk, 2006).

Finally, Trump rounded off his tweet using an affirmative sentence to be clear and straightforward apropos his next step, and to propel the public engaging with him, since he employed the personal pronoun ‘we’ to manipulate the people’s opinions as well shaping and directed their thoughts towards vaccination. Also, he used the pronoun ‘we’ instead ‘I’ to infuse sense of responsibility to connect his self with the public.

2.2.2.6 Tweet Six.

Figure 6

President Obama and Boston Marathon Bombing

Obama's \$1T+ deficit budget expanded welfare & green cronyism & it cut domestic bomb prevention in half <http://t.co/JNJRVIMW3B> Wed Apr 17 20:17:07 +0000 Negative

Note. From “Tweets about Obama. Trump’s Tweets”

Trump’s tweet of budget deficit when he occupied the position of a republican on the 17th April 2013. The post relied on the fact that president cut budget nearly in half for preventing domestic bombing. Where Obama stated that the state of America economy is a concern that rises above all others” (the White House, 2009)

2.2.2.6.1 Analysis of Tweet Six

- **At the Level of Macro-Structure:** Trump took advantage of his position; his ideology is communicated through a methodology of emphasis that makes self-image positive as a republican and negative representation of the other; Obama as a president. He carried on in his claim which was basically a rumour, the way Trump is manipulating people and

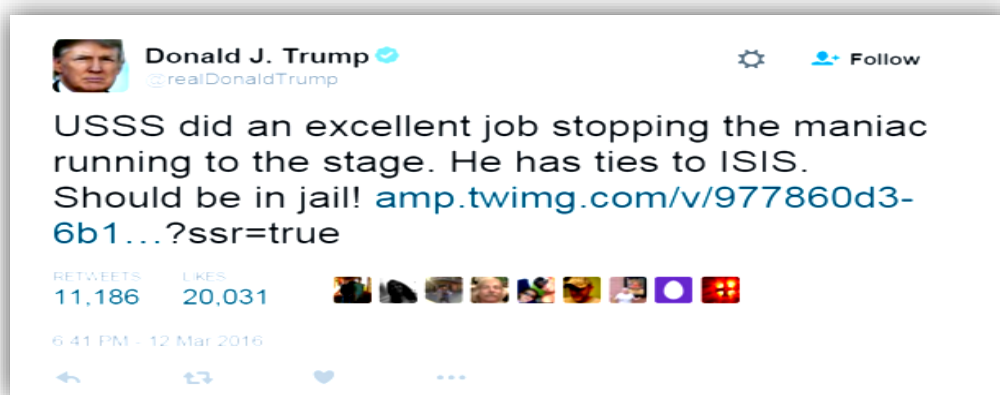
somehow turning them against Obama's welfare policy. While occupying the position of a republican, he deliberated his social powers, which is also known as dominance to control the situation, and to assert false claims.

- **At the Level of Micro-Structure:** The statement is a compound sentence. It consists two action verbs 'expended' and 'cut' in the past simple tense. Trump used the simple tense based on the fact happened before that Obama had already cut budget in half.

2.2.2.7 Tweet Seven.

Figure 7

Protester Was Member of ISIS



Note. From "Viral Misinformation and Political Engagement", by F. Andrew, 2016, Loyola University Maryland

Trump affirmed in his official speech last year that a man who assaulted him at the event was related to the Islamic State, despite the fact that no federal agency has associated the man to ISIS or terrorism. In a tweet, he repeated the allegation and linked to a video claiming to show the man appeared as a scam, by covering with Arabic text and music. Trump did not seem discouraged

when confronted about the insufficient evidence linking the individual to ISIS and the video fraud on NBC's "Meet the Press."

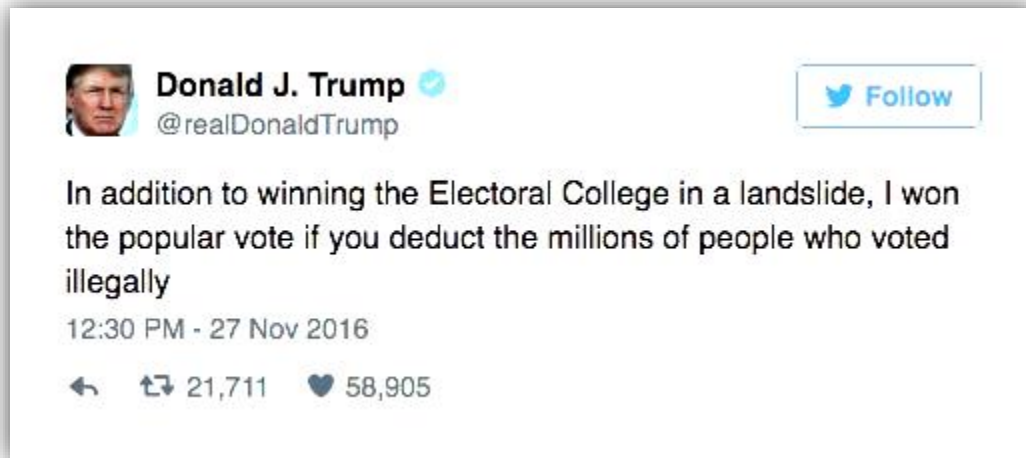
2.2.2.7.1 Analysis of Tweet Seven

- **At the Level of Macro-Structure:** Trump attacked a protester and faked claims that person was from ISIS, to control and influence people's minds. As Van Dijk mentioned that political discourse serves to control the intentions, plans, knowledge, opinions, attitudes, and ideologies – as well as their consequent actions – of recipients. (Van Dijk, 2008). He attempted to raise fear and impact people's emotions as it affects their sense of safety in their mother country; proclaiming and accusing that terrorism is a prime source of an imminent threat on the national security, consequently he despised the American institution and its ability to provide protections for its people. Somehow adjusting the government into a better position.
- **At the Level of Micro-Structure:** the tweet is arranged in the form of two simple sentences and exclamatory sentence. The first sentence contains an action verb "did" in the past simple, to focus on the performer, which refers to the impact of the doer "USSS"; moreover, the verb of the second sentence 'has' is in the present to show the existence of terrorism in the country, and how the American people are under the threatening of ISIS. the last sentence is exclamatory, in which trump confounded about the fact that the supposedly accused man was still free; implying the modal 'should' to seem more in a position where he can be judgmental against the false terrorist because he had the authority and right views about people.

2.2.2.8 Tweet Eight.

Figure 8

Voter Fraud



Note. From “*Donald Delusion of the Day: “Won in a landslide”, millions voted illegally*”, by POLITUSIC ,2016

Donald Trump’s tweet in his winning presidential campaign on the 27th November 2016. The tweet is about fraud vote in the united stated, despite Donald Trump winning the presential campaign he lost the popular vote. Donald published on twitter that he already gained more votes more than Clinton if discounted the illegal votes for her. He confirmed that millions of people voted illegally during the presidential election 2016, citing massive fraud, but without providing evidence for his accusation that were shared on his twitter profile. Taking his ball and flying back home at that time, Donald Trump declared victory over the popular vote, despite all facts and logic (POLITUSIC, 2016).

2.2.2.8.1 Analysis of Tweet Eight

- **At the Level of Macro-Structure:** the ideological polarisation between ingroups and outgroups that offers a distinction between a group and an external assembly (Van Dijk

2006. PP. 248-294) by analysing how members of ingroups typically emphasize their own good deeds and properties and the bad ones of outgroups and mitigate their own bad ones and good ones of the outgroups, like what Trump did, and that was reflected in his tweet entirely. No matter what the results were, he was convinced that he was the winner.

Through his speech he tried to distance himself the “I” from his competitors, cognitively speaking, the mental model reflects his political position altogether with the identification of linguistic manipulation which occurs in political discourse

- **At the Level of Micro-Structure:** Above statement is considered as a conditional sentence which debates firstly by a long noun phrase, then it includes conditional clause “if you deduct the millions of people who voted illegally” and the consequence one “*I won*”. The used verbs are in different tenses, the first one is ‘*won*’ in the past simple because Trump was immensely sure about his winning in all cases; whereas, the second clause contains two verbs which are: ‘*deduct*’ in the present simple and the last ‘*voted*’ in past simple. Trump used the conditional statement instead the negation to conceal his popularity loss, and to be in power position whatever happened. In addition to that is to put blame on the election fraud happened in America. The absence of any linguistic devices on the statement to make it simple as it is for more authentically real to persuade the public and to believe Donald’s intentions. Finally, the first personal pronoun used by him ‘*I*’, refer to his political person as a commitment and honest president, it is used to emphasize his affirmation to be a popular acceptable by the general popularity.

2.2.3 Discussion and Results

Whether through writing or speaking, we usually use language to mean, to achieve something such as communicating thoughts and feelings, making relationships or dissolving them,

or even making reference to language itself. Discourse is an undetachable part of language that has challenges as it can serve multiple purposes in different contexts. Politics has connectivity to global situational trends. In respect of the importance of speeches in politics, our discussion portrays the way politicians use an obfuscating language since language is a communication tool for shaping and conveying statements and speeches to influence people's beliefs. Since political discourse is distinguished, it is restricted to professional figures such as presidents, ministers, leaders and political parties who can manipulate it. One of the prominent known figures in the domain is the former president of The United States of America "Donald Trump", who gained popularity due to his controversial famous statements and speeches, falsifying claims, and faking news. He was proficient in what he was doing, as previously stated in Los Angeles times "Never in modern presidential politics has a major candidate made false statements as routinely as Trump has."(MICHAEL FINNEGAN, 2016), the appeal and diffusion of rumours whether true or false in his speeches, was to serve certain purposes and to validate and justify societal fears and beliefs. Discourse Analysis goes beyond the simple description of the linguistic structures to investigate the aims and functions those structures are assigned to do in real life situations. Discourse analysis seeks to systematically investigate the often oblique relationships of causality and determination that exist between discursive practices, events, and texts and larger social and cultural structures, relations, and processes; to investigate how such practices, events, and texts emerge from and are ideologically shaped by power relations and struggles over power; and to investigate how the opacity of these relationships between discourse and society is its own source of opacity. As previously mentioned, linguistic studies of Discourse Analysis focus on language in use, critical theories deal with social aspects related to power, racism and abuse where the term discourse implies a broad conglomeration of linguistic and non-linguistic social practices and ideological

assumptions that together construct power, abuse and racism. The tendency in the study of discourse is what has come to be called later Critical Discourse Analysis. Therefore, it studies how ideology and power relations implicitly shape the texts and talks of individuals and institutions and how this obscures plays a major role in creating and upholding power relations. In this respect, the analysis of our samples was conducted based on one of CDA approaches, which is the two analysis levels of Van Dijk's approach.

On the first level which is the macro-structural, Donald Trump tended to impose his ideology by spreading rumours on Twitter as mentioned previously. That accessible tool made him portray himself as the right man in the right place, where he tried to reach certain objectives through rumours on numerous occasions. He attacked Obama's policy to prove himself right and underestimate the position of his opponents. Also, manipulated people's views to impact their thoughts, beliefs and turn them against other parties and administrations. According to Van Dijk's socio-cognitive approach, which suggests to connect the triangulation of the approach; i.e., society, cognition, and discourse which occurs in the way Trump took advantage of his social position as a political figure and as a businessman in society and how his mental model "cognition" manifested in his speeches and attitudes, and the ideology he wants to expose and impose. As represented in the following tweets: "I won if you deduct the illegal popular vote", where he attempted to show his positive self-image to reflect his ideology (Van Dijk 2006)

Similarly, Van Dijk (1997) suggested that controlling public discourse partly controls the public mind, as Trump mindfully selected his statements that were appropriate and suitable for the occasion to point out social struggles. Where it was represented in the following tweets an 'extremely credible source' has called my office and told me that @BarackObama's birth certificate is a fraud". Trump sought people to reconsider their decision about Obama's policy and

his eligibility in leading the country. The other one “The 5 percent figure is one of the biggest hoaxes in modern politics”, often Trump addressed the same issues, such as that tweet was published during the presidential campaign to manipulate people’s perceptions and future decisions and control their choices which serve his objectives not only that, but also create the atmosphere of a particular events like his elections, and palpate the pulse, probably also to spread terror, insecurity, sow discord and disagreement, sow despair, and destabilize national security. Or the complete opposite.

whereas the second level, which is the micro-structure, Trump exerts his social power and dominance; through his well-constructed language and polished, smooth style. As Allport and Postman in 1946 found that while a rumour spreads, it is likely to become shorter, clearer, and easier to understand and convey. missed details are balanced off in subsequent iterations, fewer words are employed, and certain elements are addressed. as illustrated in the following tweets: “Obama Care does indeed ration care. Seniors are now restricted to “comfort care” instead of brain surgery, “What a convenient mistake: @BarackObama stated Kwanza but failed to issue one for Christmas”. “The 5 percent figure is one of the biggest hoaxes in modern politics’, “unemployment is totally a phony number”. Moreover, the tense pattern that has been frequently used in the past and present simple in the active form which is predominant over passive form, the form of political discourse is often developed fragments or even plain, unpretentious ones according to Prifti (2017). The way rumours are raised in Trump’s statements was through avoiding the employment of linguistic devices, in order to make people trust him, and seem more believable and sincere by the frequent unnecessary use of repetition as reactions or “retweets” outlining the same themes, to create sense of comfort and reassurance. For instance, concerning unemployment data which was a sensitive issue which he attempted to tackle and mention over and over again. In terms of

personal pronouns, the former president was objective on certain occasions where he targeted themes reservedly. Whereas the time he was subjective, it was to voice convictions and project his future plans at a personal scale, in politics particularly. As for the possessive pronoun "our" refers to solidarity and union unity.

Taking everything into consideration, with reference to Van Dijk's framework dimensions which are macro and micro levels, we found that the analytical framework of the political discourse addresses socio-political issues within the projection on social powers, in reference to cognition.

2.3 Section Three

This section deals with the overall finding of the target research. It mainly covers some points concerning the study which are the recommendation and limitation.

2.3.1 Overall Finding:

From the literature review and discussion obtained from investigating and analysing the use of rumour according to Van Dijk's, the overall findings, according to the research question and the disciplinary perspective of the study in respect of the qualitative research; we found that Political discourse is a particular tool that helps the participants to effectively communicate with each other, rumours that can occur within the latter, since it is the suitable field that enfolds its existence, thus making it also a fertile area to get diffused. rumours can be critically analysed and interpreted based on the socio-cognitive approach of van Dijk as it shows its dimensions, its frequency rate and social construction and cognition. Furthermore, concerning the use and utility of linguistic devices which serve certain aims in generic speeches generally and ideological ends particularly in political speech. Naturally they create resonance between people and ideas and in

the political domain, between participants and leaders. They might have interpersonal effects altering a message's content, either to evoke emotion, highlight or address particular issues or even impact people's views and beliefs. In other words, they might pull the participants or addressee to change their minds about ideologies and world's perception for instance.

briefly linguistic devices have a measurable effect on political speech. rumours are a part of the fabric of language that reflects people's views, thoughts, beliefs, even emotions in an immense way. But the opposite is true, when the absence of the latter can affect the speech enormously as well, since some political figures have a distinctive, simple and smooth style with concise ideas to deliver, in that case they use straightforward non embellished speeches to seem more convincing and honest and reach all the layers of society at the same time. On the other hand, the embodiment of the rumours in political discourse demonstrates implicitly social powers based on the background of the speaker. As for Trump, he diffuses rumours targeting various topics in order to influence, thus change the public's thoughts and impact their future decisions. Generally, political figures tend to implicate rumours in any available chance; in other words, they do not really give too much importance to credibility and integrity towards the public, but they rather prioritise their own interests and needs. Besides, personality plays a big crucial role where cognition manifests in addressing the public in a way of control and dominance. Our analysis depends on two dimensions of Van Dijk' approach in such a way that suits the analysis to investigate rumours within political discourse.

2.3.2 Limitations

This study has potential limitations, regardless of the endless efforts to a sophisticated research study, there are therefore shortcomings as follows:

- The difficulty of the used approach “Critical Discourse Analysis” particularly Van Dijk’s socio-cognitive approach, since it is an expansive framework to study rigorously.
- The lack of available data since we relied on twitter, but the concerned account was permanently suspended in the beginning of our research, which led us to search and collect our samples from different websites.

2.3.3 Recommendations

For further studies, the current study directly responds to key findings arrived at through data collection and analysis, which target rumours used in political speeches can also apply other frameworks of CDA such as: Fairclough’s Social Discoursal approach and Wodak’s Discourse-Historical approach as well. Since the study reveals the way social powers which are: dominance power, ideology and cognition that are manifested in rumour’s diffusion. Besides, the researcher can focus on different techniques such as rhetorical and discursive devices used by politicians to investigate rumours in their discourses. As well, future recommendations enable to study the background of each variable and how they are embedded together, and it suggests that this research provides a better understanding one of the critical and most questioned approaches of Van Dijk to analyse and interpret implicitness within rumour since the nature of the latter is much more complicated.

General Conclusion

The present dissertation deals with one of the main approaches of CDA which is Van Dijk's Socio Cognitive Approach, in which we focused on the interrelationship of rumours, its phraseology and the way it was interpreted. Moreover, rumour or fake news has frequently circulated in many fields, but it did not exceed the limits of reason, and what each field allows from the margins of publishing such incorrect news in a way that serves the interest of one party over the other. In this regard, this is supported by political domains. In which rumours are considered as unreliable decorative speeches that are somehow found to be morally and epistemologically suspicious. Political figures spread rumours for several reasons like Donald Trump, who is best known for his sense of rumour in his speeches and his notion of faking news for several purposes and this is implied whether in his public speeches, or his posts on different mediums such as Twitter as a crucial tool Trump used frequently to spread his rumours.

Furthermore, Linguists and analysts have paid attention to politicians' language and their style to publish their ideas, such as Trump's discourse, which distinguishes him from other political figures' characters. Trump has exceptional capabilities to develop linguistic structures in order to make his rumours credible and believable. The study aimed to extract tweets which are considered as fake statements to reveal the style and language used where rumours spread. To analyse a sample of tweets from the social media 'twitter', we selected eleven tweets which are treated in eight topics concerning different social issues. Besides, the emphasis is on understanding the social power that Trump as a Politician obtained through the power of language and word choice in the appropriate context.

The analysis of the tweets provides certain findings that addressed the research questions, in which it investigates the rumour's features of Donald relying on Van Dijk's approach. The main

levels which served our research were Macrostructure and Microstructure as a methodological approach.

From our research, we have found that rumours come only from strong people especially to those who use it frequently to shed the light on their social power because they know that no one judges or even stops them because they have ideologies. In particular, Trump used frequent rumours through his different position to mention some topics repetitively, yet he knew that he lied because it is a part from his personality and their flag 'The special interest before public interest'. In addition, the tweets are represented by well-structured language where Trump uses simple language.

For all intents and purposes, politicians had provided their style and language to communicate with the public and persuade them where they faked the news. Trump, one example of how to be professional in spreading rumours, was the first to resort to extensive using rumours, either in the context of accusing his opponents, or for the benefits of his election campaign in order to influence his voters. Finally, we notice that spreading rumours within political discourses remains the establishment of ideological practices.

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Appendix

Donald Trump's tweets to spreading Rumors

Tweet's Number	The Tweets	Publish Date
01	<p>“Obama Care does indeed ration care. Seniors are now restricted to “comfort care” instead of brain surgery. Repeal now! http://bit.ly/spcorH”</p>	<p>28th November 2011</p>
02	<p>“What a convenient mistake: @BarackObama issued a statement for Kwanza but failed to issue one for Christmas. http://bit.ly/vUmvpm”</p>	<p>28th December 2011</p>
03	<p>“An ‘extremely credible source’ has called my office and told me that @BarackObama’s birth certificate is a fraud”.</p>	<p>6th August 2012</p>
04	<p>“Unemployment rate only dropped because people are out of labor force and have stopped looking for work. Not a real recovery, phony numbers”</p> <p>“Unemployment is totally phony number”</p> <p>“Our real unemployment is anywhere from 18 to 20 percent. Don’t believe the 5.6. don’t believe it”.</p> <p>“The 5 percent figure is one of the biggest hoaxes in modern politics”</p>	<p>sep.7, 2012</p> <p>31.may 2014</p> <p>June 16, 2015</p> <p>Aug 8, 2016</p>

05	“Autism rates through the roof–why doesn’t Obama administration do something about doctor-inflicted autism. We lose nothing to try”.	22 nd October 2012
06	“Obama’s 1T+ deficit budget expanded welfare & green cronyism & it cut domestic bomb prevention in half”	17 th April 2013
07	“USSS did an excellent job stopping the maniac running to the stage. He has ties to ISIS. Should be in jail!”	12 th March 2016
08	“In addition to winning the electoral college in on a landslide, I won the popular vote if you deduct the millions of people who voted illegally”.	27 th November 2016

Resumé

Le discours est l'un des outils cruciaux qui sert de médiateur entre les idéologies puissantes, opprime les gens pour cibler les luttes sociales, et c'est une institution puissante qui joue un rôle essentiel dans la production et le maintien de relations sociales inégales. Cette étude adopte le cadre socio-cognitif de Van Dijk qui est l'une des principales approches de l'Analyse critique du discours, dans la mesure où il dévoile les relations idéologiques et puissantes qui existent dans le discours et la rumeur politiques. Il vise à analyser onze tweets controversés de Donald Trump traitant de multiples sujets sociaux ; l'analyse reposait sur les deux dimensions de la première approche que sont l'analyse structurelle macro et micro. Les résultats globaux révèlent que le discours politique dans les dimensions de Van Dijk implique effectivement l'utilisation de rumeurs véhiculées dans un style lisse et un langage simple, pour sembler plus crédibles afin de convaincre le public et d'avoir un impact sur ses opinions. Enfin, nous recommandons pour des études ultérieures que cette recherche aide à mieux comprendre l'une des approches critiques et les plus remises en question, l'approche socio-cognitive de Van Dijk, pour analyser et interpréter l'implicite dans la rumeur puisque la nature de cette dernière est très compliquée.

Mots clé : *Discours Politique, L'approche de Van Dijk, Rumeur, Donald Trump, Macro et Micro dimension*

المخلص

الخطاب هو أحد الأدوات الحاسمة التي تتوسط بين الأيديولوجيات القوية، وتضطهد الناس لاستهداف النضالات الاجتماعية، وهي مؤسسة قوية تلعب دورًا حاسمًا في الحفاظ على علاقات اجتماعية غير متكافئة. تتبنى هذه الدراسة الإطار الاجتماعي المعرفي لفان دايك والذي يعد أحد المناهج الرئيسية لتحليل الخطاب النقدي، بقدر ما يكشف عن العلاقات الأيديولوجية والقوية الموجودة في الخطاب السياسي والشائعات. ويهدف إلى تحليل إحدى عشرة تغريدة مثيرة للجدل عن تعامل دونالد ترامب مع مسائل اجتماعية متعددة؛ اعتمد التحليل على أساس البعدين للنهج السابق وهما التحليل الهيكلي الكلي والجزئي. تكشف النتائج الإجمالية أن الخطاب السياسي داخل أبعاد فان ديك، يستلزم بشكل فعال استخدام الشائعات التي يتم نقلها بأسلوب سلس ولغة بسيطة، لتبدو أكثر مصداقية من أجل إقناع الجمهور والتأثير على آرائهم. أخيرًا، نوصي بإجراء مزيد من الدراسات بأن يساعد هذا البحث في توفير فهم أفضل لأحد الأساليب النقدية والأكثر إثارة للتساؤل وهو مقارنة نهج الاجتماعي المعرفي لفان دايك لتحليل الضمنية في الإشاعة نظرًا لطبيعة هذه الأخيرة الأكثر تعقيدًا.

الكلمات المفتاحية: الخطاب السياسي، نهج فان ديك، الإشاعة، دونالد ترامب، الأبعاد الكلية والجزئية