AN ANALYTICAL RECONSIDERATION OF DONALD TRUMP'S TWEETS

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Abstract

This paper analyzes the tweets of the US president Donald Trump through a linguistic approach. It sheds light on the content, structure and style of his tweets as well as the discourse aspects of these tweets, such as the rhetorical devices, hedging, and the like. At the beginning, a brief definition is introduced concerning Twitter, social media and politics, previous studies. Then, a broader discussion is given to the main content of this paper as represented by Trump's tweets. Finally, a few conclusions and results are laid down. The paper has found that Trump's tweets are significant in that they not only reflected on the political discourse of the US president, but they also shed light on the linguistic importance of the political tweets. In addition, this paper is a simple step towards understanding the political aspect of twitter, an area that needs a further investigation in the future.

Key words: Donald Trump, US politics, Social media, Political discourse, Pragmatics, Twitter, Language and politics.

الملخص: يناقش هذا البحث تغريدات الرئيس الأمريكي دونالد ترامب من خلال منظور تحليلي عام، حيث ان البحث يسعى الى توضيح وتفسير بعض من تلك التغريدات بالاعتماد على أساليب ومناهج لغوية وخطابية وتداولية من أجل الوصول الى نتائج واستنتاجات تبرر جانبين مهمين: الأول هو السياق اللغوي لتويتر وما يحمله هذا السياق من جوانب وملامح قد تكون نادرة أو غير مالوفة في أنواع أخرى من الخطابات، والثاني هو ما استخدمه ترامب من تراكيب وجمل وبنى اضافة الى المعاني والمضامين المترتبة على تلك التراكيب. يبرز هذا البحث أهمية كبيرة من خلال تسليط الضوء على السياقات اللغوية المستخدمة في وسائل التواصل الأجتماعي ومنها تويتر حيث يطرح في البداية مقدمة عن تلك الوسائل ثم التعريف بتويتر ويلي ذلك استعراض لبعض الدراسات السابقة ومن ثم تحليل بعض التغريدات التي أطلقها الرئيس ترامب، وفي نهاية البحث تطرح عدة نتائج ومضامين واستنتاجات اضافة الى بعض الدراسات المستقبلية.

١. Twitter: Introduction and Ecology

Twitter has recently gained a broader acceptance and interest by many people all over the world, being of the widely used social media networks after Facebook and YouTube. It is used to post roughly short to mid-sized posts, called tweets, as well as other non-language contents, such as photos, videos, files, and links. Twitter is also a public platform for debates, discussions, announcements, news, and statements, which are often followed by comments and sometimes, other posts. A single tweet may be re-posted or re-tweeted by others. It may as well be liked or replied at. A twitter user may follow other users, and may also be followed by others.

In general, the modern tech twitter represents a communicative typewritten, viz., it concerns online written practice or activity of making short and frequent posts to a micro-blog, as well as, the users of the site can read and shriek short dispatches which called tweets which are limited to not more than one hundred and forty characters. Accordingly, Hidayatullah (٢٠١٥:٣٩٧) maintains that twitter and, other social electronic media have not rules, in languages, for users. Those interactants, at the same time, can write, in a very free way without any regulations or constraints, everything especially when they are bruiting their tweets. Thus, users, in their written messages' structure, usually do not pay more attention to the syntax, grammar, and so on. Elaborately, geographical diversification of dialects gives additional influence to the users' tweets, and, of course, by this condition, interactants can mix their tweets with their regional language. Therefore, those users regard their websites like twitter as a very far-flung source of data with manifold features of language.

People, respectively, express their thoughts, feelings, pictures, etc., when they share them on twitter and the researchers of this study observe that the language's styles of those people, like actors, presidents, etc., become an apt resource for discussions, analyses, or elaborations. Shapp (�٢٠١٤:٢-٣) shows that users of twitter can make their account either private tweets which can be seen by their approved followers only, or to choose their account public which can recognize and see, not only by their followers, but by every person who can visit the website, in spite of whether the beholder has the site (twitter) or not.

Twitter, strictly speaking, transmits information throughout the control of qualitative and quantitative prediction of pragmatic inference since one of the most significant characteristics of human language, as

Frank and Goodman's (٢٠١٣:٩٩٨) views, is its ability to relocate information soundly in contextual utterances. It is consequence that not necessarily each utterance express every detail, instead addressee (or listeners, or audiences, or interactants, or, participators), depending on assuming utterances of relevant information firstly, and on communicative inferences which based on common knowledge secondly.

The researchers, here, logically state the most common effectual aspects and characteristics of twitter according to its universal ecology and common pragmatic shared inferences and knowledge, as the following:

i-Twitter makes some changes on languages like reduction, ellipses, abbreviations, syntactical rules, one communicates to many and vice versa, etc., but that does not destroy the cornerstones of languages, maybe make them argumentatively with their new fashionsim style.

ii-The medium of twitter allows for users conveying their messages in not more than ١٤٠ characters via mixing the new slang use of language with its formal grammatical one.

iii-The twitter means helps its inter-users on driving explicit and implicit understandings of producers' contexts of tweets.

iv-People who produce or write on twitter, like presidents, workers, bosses, teachers, students, adults, teenagers, etc., are called USERS, while those who read, comment, participate, post, and so on, are called VISITORS.

v-One of the unique feature of twitter more than the other social medias is the chronological sequence system of its production.

vi-The most two directional symbols in tweeting context, as well as other social contexts of communicative medias are the "#" and "@". They regard as a tag for traditional, ritual, serious, relevancy, or any other speech act theory's markers.

As a recapitulation, on one hand, the term speech act, as in Hodgkin's (٢٠١٧:٦f) words, according to first pioneers of philosophy like Austin, Searle, and so on, in a technical sense is a speech act in any intentional language-grounded communication, and hereupon those philosophers and linguists extrapolated that many speech acts either are written or may be gestured or tweeted, namely speech acts, for example, can be either written or expressed or spoken with the vocal chords(ibid). On the other hand, twitter's ecology is elaborated in use pragmatically. It aggregates in foregoing sixth aspects and characteristics an efficient spreading microblogging. In twitter, the users and visitors are interacting asynchronously via their conscious messages.

٢. Social Media and Politics: Relevancy and Previous Literature

Though the studies conducted on social media networks are somehow rare and are almost restricted to non-linguistic aspects, such as psychology, cyber-security, data mining and others, certain aspects of social media have been the object of investigation whether by linguists or sociolinguists. Johnson et al. (٢٠١٧:٥٥٦) maintained that "Today's social media venues, specifically microblogging platforms such as Twitter, are widely used by politicians to communicate with the public and share their stances. These platforms allow politicians to react quickly to events as they unfold and control the resulting discussion according to their views."

Gökçe et al. (٢٠١٤) studied the opinions and attitudes of Turkish leaders in social media networks, especially in Twitter. Online platforms now provide a valuable medium for political socialization and mobilization. Recent events such as the Gezi Park protests, the Occupy Wall Street, or the anti-government protests in Iran demonstrate how effective social media can be in shaping an individual's political attitudes and actions. Traditional public opinion research does not acknowledge this emerging data source to its fullest extent. In this study, findings from the "Identifying Policy Opinion Shapers and Trends in Turkey" project, which has been collecting and exploring Twitter data to define how the online political debates are shaped in Turkey, are presented. Having identified over ten million active Turkish Twitter users and produced a social network graph of these users, this study identifies public opinion leadership in the Turkish online discussion space. The findings suggest that who these opinion leaders are may not follow the

conventional expectations, but these leaders employ various tactics in managing their online presence and disseminating their ideas.

Safiullah et al. (٢٠١٧) explored how social media can be used to boost political activity. They authors investigated the use of social media, mainly Facebook and twitter, by the politicians and the political parties in India in the ٢٠١٤ general elections. They (ibid.) cited the example of 'likes' and interactions delivered to the candidates. Their study found that the relationship between social media of political parties on seats won in ٢٠١٤ General elections. The result indicates that social media buzz relating to political parties did have a positive and significant effect on seats won in ٢٠١٤ general elections by political parties.

Sokhey and Djupe (٢٠١١) studied the impact of networks on the political contexts especially in relation to the exchange of information between the politicians and voters. The study focused on the effect of political actions on interpersonal networks, and it has revealed that the political discussions did affect the choice of voters and that the opinions of the social groups are formed according to certain online discussions.

Adams and McCorkindale (٢٠١٣) raised the importance of Twitter in presidential elections by candidates in the US presidential elections n ٢٠١٢. The candidates tweeted most about the economy, events, and specific primaries but failed to created meaningful dialogue with their followers. Some candidates were more transparent than others in regards to who was responsible for tweeting. Surprisingly, none of the candidates utilized reply tweets, revealing that political candidates are not using Twitter to create meaningful dialogue with their constituents. None of the candidates answered questions or addressed concerns. This lack of two-way communication is an ineffective use of Twitter as a campaign platform. Lack of dialogue portrays the candidates as only interested in disseminating information and not interested in engaging with their followers.

Barberá and Gonzalo (٢٠١٤) analyzed the structure and content of the political conversations that took place through the micro-blogging platform Twitter in the context of the ٢٠١١ Spanish legislative elections and the ٢٠١٢ US presidential elections. Using a unique data base of nearly ٧٠ million tweets collected during both election campaigns, we find that Twitter replicates most of the existing inequalities in public political exchanges. Twitter users who write about politics tend to be male, to live in urban areas, and to have extreme ideological preferences.

Lassen and Brown (٢٠١١) maintained in their study "Twitter: The Electoral Connection?" on the significance of using the medium of technology in general and the means of twitter particularly. They historically showed that Congressional members particularized this tech more importance when they wanted to communicate about some political topics or decisions, and when they urged the populaces about polling and some procedural things. Furthermore, some of those are dwelled on remote regions of rural areas. Likewise, Iranian persons who are candidates for presidential rank or parliamentary positions are also depended on communication of twitting in their political competition and in their interaction with their basic electoral of vote and party affiliation simultaneously. Thus, the study (ibid.) shed light on the impact of twitting chamber on motivating families, individuals, and groups' adoption of twitter in order to enrich the political scene positively.

Boyd et al. (٢٠١٠) studied the process of tweet and re-tweet in dialogues and conversational aspects. They showed that twitter is used by participants when the converse either with individuals or groups, or the public as a whole in order to gain experience via boarder audiences rather than just interlocutors. When conversations emerged, participants by using tweets and re-tweets can be, as a way, in conversations. Re-tweeting strategy is the gist of Boyd's and his colleagues' paper since they observed that it is a practice which contributes in copying, broadcasting, and gave altitude to a soulful sense of shared context to a conversational ecology. In sum, they (ibid.) highlighted, on their study, on how attribution and communication are fidelity negotiated in various ways.

Šķilters et al's (٢٠١١) study was concerned with pragmatics of political messages by focusing on how interlocutors via Twitter communicated their messages during ٢٠١٠ Latvian's elections. They (ibid.) aimed at formulating a precise conception of pragmatic patterns via diagnosing the construction of individual and at the same time collective identities in virtual communities. These communities built, by the agent, in a

highly dynamic and compressed of network structure by using Pointwise Mutual information "PMI" and qualitative and quantitative content analysis.

٣. Scope

The research is limited to the tweets of the US president Donald Trump. The data covers the tweets posted by US president Donald Trump from the time he took the office to date. The source of these tweets is the official Twitter account of the US president Trump, in addition to the other sources and references used throughout the paper.

٣. Model

The model adopted in this paper is eclectic; it is based on several different models. These models involve Searle's (١٩٧٩) propositional content condition, and essential condition (two aspects of meaning that are expressive of the factuality of what is said or written), Grice's (١٩٨٩) cooperative principle; relevance (meaning that the speaker is delivering a verbal turn that is relevant or related to the topic discussed), and Mahootian's (٢٠٠٥) code-mixed discourse. Mahootian (٢٠٠٥) applied a discourse-based analysis to decode online blogs and texts with an emphasis on lexical change, speakers' intentions, and interaction maximization.

٥. Discussion and Analysis

For manifestation and exemplification, certain tweets have been selected for analysis. A greater emphasis has been given to the political or politically-based tweets. Therefore, tweets are exemplified and analyzed on purpose-based, rather than chronological, basis. Besides, the analysis is divided into a few linguistic and non-linguistic areas of research, as shown below.

١.   Express Of Expressions

Expressivity in general deals with a large amount of expedient information about how, where, when those information are used for instance doing things for other people, giving information, expressing opinion or feelings, creating commitment, and so on. However, people use this expedient or pragmatic information for their social relationship when for example they ask some person(s) to do certain thing(s) for them. Cruse logically elucidates that the target of the intended referential meaning is unavoidably a particular entity whereby brings an implicit assurance of enough information to identify the referent, depending on referring expressions and contextual information (٢٠٠٠, ٣٠٦f). Since the intended meaning should be uniquely come to the addressee, each part of each expressing message should tie to a precise interpretation via connecting its context to the rest of consideration form that by the way adding something new. This discovery of an intent, as Holfmann (١٩٩٣:٢٨٦f) maintains, may contain a lot of guesswork, and since the language as a medium of expression, a very clear indication can be given. Meanwhile, the researchers affirm that Austin's intended meaning of behabitives regards an argumentative and reflects a very wide number of uses and practices of its contents and characteristics, precisely a "*very miscellaneous group*"(Austin, ١٩٦٢:١٥٠ff). However, Searle (١٩٧٩:٩-١٥) nicknames those intents or actions as an "expressive" as a new treatment way, and many philosophers who follow Searle, respectively, characterize linguistic tics and foibles when they create digital institution by words. Hodgkin (٢٠١٧:٥) skillfully affirms that most philosophers and linguists are very adept with language, via their own speech acts, and with their conversational turnout. Thus, they easily do things with words by answering, questioning, lecturing, tweeting, and so on. An appropriate concluding depiction of an expressive act, according to theories' inventors and post-Austinian pioneers as Allott's (٢٠١٠:٧٤) view, elaborate those aspects, attitudes, feelings, emotions, in its recursive connexion to social-psychological behaviour of the agent's action. Accordingly, Several philosophers and linguists wholeheartedly deem that one the most logical processes, to elucidate netspeak either it is spoken or written as well as any other electronic properties, as a normal genre of contextual conversation, is via the four maxims of Grice in general, and the maxim of relevance in particular as Crystal (٢٠٠٤:٤٨ff) affirms in the Joe and Jill conversation.

At this point, the researchers mix what Katz and Foder's ١٩٦٣ (as quoted in Levinson's pragmatics) views on one hand, and Levinson's (١٩٨٣:٢٧-٨) view on the other hand, on the sooth of meaning, must occasion in

use according to the strategy "meaning minus semantics" and the reason for this is that the semantic expressive intent's upper bound was supplied by syntax and phonology's outlines, where its lower bound was provided by the meaning of pragmatics. At the same time, the upper bound of pragmatic expressive intent would reflect semantics' boundaries; whilst psycholinguistics, sociolinguistics, and anthropologies logically represent lower bound of the meaning (of pragmatics) in use.

Since meaning, according to Carr (۱۹۷۸: ۲۸۱-۲), is something essentially and a matter of intending in a precise way to produce a precise psychological state in the addressee, either it is a belief or an intention to do something. Therefore, Mahootian (۲۰۰۵:۳٦۲) shows that code choice of any expressives or dialogical expressions is made consciously, as it appears, in a conventionalized printed media, where that choice of language is done.

As a condensation, the express of expressions if they are uttered, by an apt agent's action with an appropriate power accompanied by suitable circumstances, they exactly fit the situation that by the way of course fit these expressives. Anywise, we hereunder expose analytically some expressives of Trumpian words of twitter:

i-"*I am pleased to inform you that I have just granted a full Pardon to ۸٥ year old American patriot Sheriff Joe Arpaio. He kept Arizona safe!*" August ۲٦, ۲۰۱۷

ii-"*I want to applaud the many protesters in Boston who are speaking out against bigotry and hate. Our country will soon come together as one.*" August ۱۹, ۲۰۱۷

iii-"*Donald E. Ballard, on behalf of the people of the United States, THANK YOU for your courageous service. YOU INSPIRE US ALL!*" August ۲٤, ۲۰۱۷

iv-"*We pray for our fallen heroes who died while serving our country in the @USNavyaboard the#USSJohnSMcCain, and their families.*" August ۲۲, ۲۰۱۷

Thus, changing of meaning dynamicity takes place across language history. In *(i)* Trump, by using expressive speech acts in his conversational dialogue, wants to justify his polemic decision. Therefore he exploits speech act theory, as a code, expressively. Throughout bestowing have, Trump intends to achieve his expressive act by giving his "*presidential pardon*" to questionable American person. Furthermore, some studies gird on, as Calero (۲۰۰۵:۷٦) shows, that certain body's movements can resultantly, and via its relevancy, mesh only in expressive act or activity of aptness emotions.

On the other hand, in *(ii)* Trump enriches, via practical and theoretical lessons, expressive acts of speech of his natural language. After turning from his habitual aggressive idiolect, Trump's recurrent manipulative use of existing words means what he means at a new meaning throughout the language change process. It is consequence that he expresses the Searlean proposition of his speech sincerely. So, he livens his intention and desire in their relevancy with "*want to applaud*" strongly as well as he opens with "*our*" the dynamic meaning to declare that America will be great again and to perform pragmatic purposes of language use.

Accordingly, in *(iii)* Trump adopts, beside his unsettled situation of authority, memorial activities and past conducted behavior as a part of social dynamic interaction. Expressive acts, according to Matthews' (۲۰۰۷:۱۳۳) view, give a specific expression , across a slight relatedness, to "*a psychological state of the speaker*", for instance, "*an expression of thank or congratulation*". Accordingly with memorial American war with Cuba and with greatest dangerous, Trump names Ballard as an American hero and by "*Thank*" with the capital letter, he performs the expressive speech act pragmatically.

Ultimately, by using more persuasive pronoun in "*iv*", Trump chooses "*we*" to address the sacrificers' families and to offer a glimpse of closely discoursal connection to social identity. So, he can talk about his feelings' truth or about the fact's truth when he expresses deliberate act like standing to pray for more important American things and persons. Consequently, he talks about the situation in softer and more deferential ways indirectly by focusing on their US navy's great acts of serving their country. And by sharing knowledge with his addressees, he carry out another illocution act implicitly as an essential proposition like encouraging or offering the same action again for their colleagues to gain his ceremonial

and presidential consideration too, on one hand. On the other hand, Gricean relevance maxim appropriately reflects another medium of expressives via tweeting communication as a third medium since, in accordance to Crystal's (٢٠٠٤:٤٨) explanation, one conversational aspect may be amalgamated or links throughout its relation to the others.

٢.   The Meaning Of Contextualist And Textuality

Elaborately, we are constantly connecting things with words to perform our language to request, to threaten, to thank, to apologize, and so on, to parade that our micro-words throughout our macro-language can mutate the whole world in so far as it can be utilized to characterize the world (Hodgkin,٢٠١٧:٤f). The corpus of meaning in use in the macro world represents the gist of the topic from multiple dimensions. Mey (٢٠٠٦:٧٨٦ff), strictly speaking, connects his view with Morrisian traditional Trichotomy (viz., formal syntax dealt with the relation between two signs, whereas the relation between the signs and objects is related to semantics, and the relation between those signs, objects, and those who use, interpret, and exploit them is concerned with pragmatics (and all these three processes completely integrated when their inevitable relevancy is enacted)). Pragmatic meaning, however, is not an individual thought as he was isolated user, but as a social thought depended on the context and who he can interact with these signs by changing the context accordingly in which he lives, works, or doing manipulative things as they are related to each other in a complementarity connexion.

On the other hand, Lloyd (٢٠١٦:٢٢٥-٦) concerns how language speakers in fact use, manipulate and interpret expressions, words, or others of communicative signs. Those users pragmatically do not concentrate on word-world of semantic relations or on word-to-word of syntactic relations, but they focus on their words relations, and by the way their words echo and eco.

In other words, the success of speakers' communication and achievement represent those communicators' target goals in communicating their messages via context, rather than their conceptual (or conventional), or grammatical purposes or competence. Therefore, context is all the environmental aspects that go to define the aims of those interactants. Hence, social context, media context, cultural context, etc., are types of pragmatic channels or contextual spaces.

Continuously with kindred meaning, Kripke (١٩٧٧:٢٦٣) explains Gricean strategies as in "*the notion of what words can mean, in the language, is semantic: it is given by the conventions of our language. What they mean, on a given occasion, is determined, on a given occasion, by these conventions, together with the intentions of the speaker and various contextual features. Finally what the speaker meant, on a given occasion, in saying certain words, derives from various further special intentions of the speaker, together with various general principles, applicable to all human languages regardless of their special conventions*", and what is said by the speaker, as Kripke's (ibid.) stabilization, is not necessarily a symmetrical case to what is implied, at least quantitatively or qualitatively, but it is supposed to be a relevancy cooperative one. Consequently, there are two main aspects (according to Kripkean approach and Gricean view) of idiolect meaning. Firstly, the reference by a speaker which concerns the meaning that the speaker has given facts about his world or about the world. Secondly, the reference by a semantic designator which determines the referent of the speaker's or contextualist's idiolect.

Because of the multiple readings of meanings' dimensions, the researchers condense the foregoing information and share some Allott's (٢٠١٠:١-٢) views. The meaning of contextualist and its eco reflect the inherent property of the relations of facts and events on one hand, and an approach to the language study via communicative function of the language, on the other. Even though there are many intersection among previous researchers' views, there are, at least general communicative functions among those who seek conversational and communicational functions, when they acknowledge that the communication contains precise and complex intention which is fulfilled when the addressee recognizes the contextualist's meaning; at the same time the addressee needs to inference correctly that contextualist's intention; and sometimes the communication is governed by Gricean strategies therefore we need to make a distinction between what the contextualist conveys explicitly and what he implicates of aspects of meaning communicatively. Furthermore, those communicators claim that the contextualist's meaning would elaborate the essential

components of illocutionary force. As a consequence, Mahootian (٢٠٠٥: ٣٦٢) affirms that mixed-code discourse, pragmatically, is used to assure a bilingual identity, of an effectual barriers, that is intentionally connected to the contextualists' identity in their conscious contexts.Thus, between what is said and what is meant we have some Trumpian tweets below:

> i-"*Thank you, the very dishonest Fake News Media is out of control!*" *August* ٢١, ٢٠١٧
>
> ii-"*Jerry Falwell of Liberty University was fantastic on @foxandfriends. The Fake News should listen to what he had to say. Thanks Jerry!*" *August* ٢١, ٢٠١٧
>
> iii-"*Last night in Phoenix I read the things from my statements on Charlottesville that the Fake News Media didn't cover fairly. People got it!*" *August* ٢٣, ٢٠١٧
>
> iv-"*The public is learning (even more so) how dishonest the Fake News is. They totally misrepresent what I say about hate, bigotry etc. Shame!*" *August* ١٧, ٢٠١٧
>
> v-"*Made additional remarks on Charlottesville and realize once again that the #Fake News Media will never be satisfied...truly bad people!*" *August* ١٤, ٢٠١٧

Meanwhile, the researchers firstly show that political media is an appropriate channel for those whose authority or dominance manipulates the language. Fake news or uncovering fairly of news are aspects of contextualist's meaning, as a contextual instantiation code of language change, via pragmatics. And the two obvious aspects of Trump's tweets, as Saul's (٢٠٠٢:٢٢٨), are firstly the speaker and his staff who know the news before it fakes. Also, these mass news are infelicitously performed when they are fakeness or hit off a likeness. So, what is implied or essential undertaken for previous proposition, by Trump and his functionaries, is the contextualist meaning (even if they have some hidden games, tricks, or manipulations beyond what they mean), and what is said by Trump, in its relevancy to what by which channels of medias accused is an abstract news without any truest sense.

Secondly, numerous points "*i*", "*ii*", "*iii*", and "*iv*", strictly speaking, violate pragmatism strategies of quantity when these fake news do not satisfy *no less than no more than* parameters of required information, as well as, these out of control medias' news break down the actuality and truth condition of quality of pragmatic traces of VIP persons' speeches. On the other hand, these medias slightly at least dovetail the relevance maxim of conversation and whereby this process they satisfy the essential propositions via agent's special code switching of ornamentation.

Thirdly, the contextualist, Trump, via circumstantial and contextual sides as in-"*After reading the false reporting and even ferocious anger in some dying magazines, it makes me wonder, WHY? All I want to do is #MAGA!*", saves his face politely by the strategy of mitigation, as well as other kinds of mitigation, which are relatively accompanied with, like ellipses, deixis, presuppositions, and so on, which depend on their propositional content and their essentials in serving achievements bits of interactions.

As a recapitulation, we conclude, what does Kripke (ibid:٢٦٣ff) widen a contextualist's meaning, what is implied, a speaker's reference, and pragmatic meaning are all in one, namely, the contextualist gives his precise intention in a universal or social circumstances in order to fulfill precise objects and general intention, and on the other hand, if that certain coded meaning of objects fulfills by the precise meaning of the contextualist, then the message will be correct and felicitous propositionally and essentially, but when these objects' meanings do not apt the contextualist's meaning, like Trump's depiction the "*FAKE NEWS media (failing @nytimes, @NBCNews, @ABC, @CBS, @CNN) is not my enemy, it is the enemy of the American People!*",the meaning of these objects, news, semantic reference or any other proposition will be incorrect and infelicitous one since Crystal (٢٠٠٤:٥٧-٨) shows that some of them sometimes post messages either to improve their electronic communication presence or to leave their mark as in the spirit of graffiti, in addition they use the medium of tweeting to help themselves by thinking something out.

٣. (In)directionality of Rebuking Strategy

This strategy deals with the situations wherein interlocutors have not an appropriate harmonious acquaintance. An authority of (blame or) rebuke ethically is closely related to the person who has a genuine

validities, cordial relations, ethical sourced, camaraderie, and so on, as in Austin's conversation story *"on a desert island you may say to me 'Go and pick up wood'; and I may say 'I don't take orders from you' or 'you're not entitled to give me orders'——I do not take orders from you when you try to 'assert your authority'(which I might fall in with but may not) on a desert island, as opposed to the case when you are the captain on a ship and therefore genuinely have authority"*(١٩٦٢:٢٨).

Continuously with semantics point of view, there are several reciprocal meanings among rebuking, blaming, and accusing which we curtail in a below synopsis outline:

"I assume you understand that I am someone who can say this to you".   *"I assume that what has happened is bad for someone"*.   *"I assume we would want to know why it happened"*. (Wierzbicka,١٩٨٧:١٤٠,١٥٣ff)

Strictly speaking, Wierzbicka adds that rebuking action refers to a negative issues and judgments which concern human actions against the persons who perpetrated some action(s). But, in blame, we characterize its occurrence in bad situations which caused by action, where it predominantly occurs in a negative phrases and it subsequently rings to be confined to a negative contexts. Finally, (in accuse) the acts that have been achieved by the accused are given to be bad. (Wierzbicka, ibid: ١٤٠-١٦٥).

The most distinctive points between directness and indirectness are concerned the problems of communication. Trudgill (٢٠٠٠:١١٥-١٨) shows that direct enquiry imposes, on interlocutors, an obligation to provide a target goal whereas indirect inquiry will leave those interactants with some choices. Since no one of us can exactly say what he thinks at all times and if he does that then the world would be a more hostile place. Thus, with directness, speakers are very careful in all cultures and some of those speakers in authority with less sensitive and compliment can use it particularly for threatening and hardly ask. On the other hand, indirectness culturally interpreted, in formal conversations, by insiders and outsiders who are familiar with culture in societies which are heavily hierarchical in structure. And since some formal procedures make some speakers avoid giving direct offence to people in leverage over them, or they avoid intimidating people who are socially lower in the hierarchy system than them, then indirectness will be an important strategy for those agents' actions.

Consequently, the notion of relevance is concerned the content-based function of language whereby the necessity factors are given the precedence, Crystal (٢٠٠٤:٥٨) here meets Wallace's (١٩٩٩:٨٤,as it is quoted at Language and the internet book)view on enhancing the brainstorming process than face to face encounter. It is consequence that the speaker does pragmatically not rebuke the addressee directly since no one can directly, at least in a formal case, say to the other who accused to badness action *I rebuke you*. Since an addressor, according to Searle (١٩٧٩:٣١), the problem of indirect speech act is posed where it is probable for the addressor to say one thing and of course mean that, as well as he may mean some thing else. Therefore, Leech'(١٩٨٣:٣٩) exploits an indirectness strategy to finalize his goal, this is generally and likely to be that he will perform *some other goals* in additions to holding other specific strategies like the strategy of rebuking indirectly in a negative contexts.

Accordingly, Mahootian (٢٠٠٥: ٣٦٥) elucidates that switching consciously used to arouse a sense of cultural identity, real unity and deepness of camaraderie, in order to add a direct and undeniable confirmation of the bilingual identity, as a way for addressors to go back to their ethnicity, to their heritage and, as well as, to share that heritage and values which are associated with the majority culture and language for persuasions. Elaborately, we 'll examine some of Trumpism tweets as the following:

i-*"I heard poorly rated @Morning_Joespeaks badly of me (don't watch anymore). Then how come low I.Q. Crazy Mika, along with Psycho Joe, came.."* June ٢٩, ٢٠١٧

ii-*"I initially endorsed the Iraq War & Libya intervention. Didn't work. Not much power or insight. BAD!"* May ٦, ٢٠١٦

iii-*"Wow, looks like James Comey exonerated Hillary Clinton long before the investigation was over...and so much more. A rigged system!"* September ١, ٢٠١٧

iv-"We are in the NAFTA (worst trade deal ever made) renegotiation process with Mexico & Canada. Both being very difficult, may have to terminate?" August ٢٧, ٢٠١٧

v-"At least ٧ dead and ٤٨ wounded in terror attack and Mayor of London says there is "no reason to be alarmed!" June ٤, ٢٠١٧

vi-"I am very disappointed in China. Our foolish past leaders have allowed them to make hundreds of billions of dollars a year in trade, yet..." Jul ٣٠, ٢٠١٧

However, rebuking action, according to the foregoing information, deals with an atavistic or reactionary act and an appeal to stop some badness actions. So, the main goal beyond Trump's speech against the two journalists: Joe Scarborough and Mika Brzezinski, after the latters' criticizing the former's superintendence, is rebuking the journalists' free opinions and persuading the American public opinion that those therein deserve the worse, namely Trump's action is aware rebuking in relevance to past bad evaluated actions. Likewise, in rebuking the former president Bush, Trump explains his truth relations and properties, and the former republic president's falsehoods since language choice is what speaker does when deciding to conduct a special conversation. Thus, these relevant interactions attempt, as Akmajian, et al (١٩٩٥:٢٣٠f) explain, to check the world or to characterize the knowledge that the addressor has about his language in its relatedness to the propositional content plus its essential importance of the agent's target online message.

Since knowledge of the language of the world *alone*, about specific issues, does not settle the matter in order to verify and/or falsify it, Trump tweets that James Brien Comey, who served from ٢٠١٣ to ٢٠١٧ as the seventh manager of the federal office of investigation (wherein this office historically established in ١٩٠٨ as a department brunch of justice), was connived anent America's integrity when he was a lenient Director in a Hillary's accusation issue. Trump launches on Comey's system and his staff a rigged nomenclatures, viz., as Austin (١٩٦٢:١٠١) says "*Saying something will often, or even normally, produce certain consequential effects upon the feelings, thoughts, or actions of the audience, or of the speaker, or of other persons*", Trump indirectly uses the choice switching change of rebuking Comey's permissive, tolerant, and authority, and that action, by Trump, is to be relevant to Comey's misfiring

Strangely and strongly enough, Trump turns his communicative phenomenon to outside of his official domain. Therefore, Mexico, Canada, United Kingdom, and North Korea plus China have been accused and rebuked countries by the imperialist authority of Trump. Trump indirectly addresses these states by using the pronoun "*we*", as a superficial code, and other potential addressing means since, according to Searle's (١٩٧٩:٣١-٣٢) view, the addressor communicates to the addressee more than he in fact says by way of depending on their mutual shared background knowledge, for both linguistic and nonlinguistic, together with, on the addressee's part, the general powers of inference and rationality. Therefore, Trump wants his messages to be recognized in order to be fulfilled since he obliges himself to the National Security role via the Gricean maxim of relevance.

In summing up, the way of explicating indirect rebuking, the researchers use King and van Roojen's (٢٠١٣:٤٨٢) explication of indirect negative acts which express "*a reflexive intention that the addressee believe the speaker to believe that the addressee is responsible for some wrong, and ... express a second reflexive intention that the addressee recognize the utterance as also expressing the negative conative attitude*" when the good things that the agent does reflect positively and the worse things reflect negatively in their relevance to the object of the rebuking action.

٤.   Honorifics

The medium of honorifics herein sets forth language's regards as a pivotal component in the process of interaction with others in our physical worlds, and at the same time the gestalt of these worlds is firstly attained in our evidential social channels discursively. Since meanings in use, as in Levinson's (١٩٨٣:٩-٢٨) detailed explanations, concern those relations or aspects which occur between language and context of utterances that are encoded in the language's structures. Hence, the meaning of honorifics encodes the addressee's and/or addressor's function as a superior or distant socially. Elaborately, Carston (١٩٩٨:١١٨f) shows that the inferential process in use may be guided and/or constrained by encoded procedures. Then

Kaplan (١٩٩٨) (as it is cited in Carston's ١٩٩٨) clarifies, at his pains to retrieve from pragmatics a range of terms, that the distinction between a semantics of sense and a semantics of use (pragmatics) associates to some degree leastwise with the distinction of meaning between conceptual and procedural one, like expletive, honorifics, interjections and connectives.(Carston, ibid.)

Respectively, the intentional code of the agent's speech, as Mahootian's (٢٠٠٥:٣٧٣) explanation, regards an important choice to serve emphasize and promote an identity, superiority, and ethnicity at a word, utterance, and levels of discorse. However, Shibatani (١٩٩٩:١٩٢-٢٠١), strictly speaking, shows that honorifics, as a means of interaction, concerns dexterous linguistic forms toward the nominal referents or the speaker, or addressee as marks of deference where it frames an integral element of politeness dimension within language in use. He affirms that honorifics' descriptions syntactically or morphologically are easy to catch, but whereas its description pragmatically and/or sociolinguistically will be taken into consideration the situational elements of conversation, the addressor and the addressee's relationship, and the interactional and communicational role that functions honorifically increasing attention and gaining practical perspectives. Aspects of honorifics, consequently, are conflated, according to Shibatani, into the following points:

a-*Honorifics of referent are those forms, which are developed and widespread historically to show honor toward the nominal referents, like Mr, form in English language , Herr form in German, and some other titles produced together with the names to designate higher social rank or role. Pronominal forms like second person pronoun you in singular or plural, they, we, as well as third person singular which precisely refer to the addressee as a sign of respect of honorific elaboration. So, the honorified nouns directly and indirectly express deference toward referent, recipient, owner, and so on. Furthermore, possession, predication, polite associations and humbling are diversified forms of honorifics.*

b-*Honorifics of addressee are those target forms of our research to show the addressor's honor toward the addressee. The function of honorifics' reference and the function of honorifics' addressee converge where the honorary second person pronouns is displayed. The most familiar forms in English is the use of sir, ma'am, as in "yes, sir", or "thank you, ma'am" and so on.*

c-*Honorifics in avoiding languages are those forms which are conditioned by those whose role in the vicinity where the interactants talk about is within earshot.*

d-*Honorifics of beautification refer to all forms with beautify elaboration. These beautified sets are honorific forms where they are used in reference to a respected and to an appropriate possessor.*

e-*Honorifics of shifting concerned with specific and general tendency in the honorifics' constitution. Thus, avoiding direct imputation of an action to the respected addressor or avoidance (of speaking or) using second person pronouns regard the most basic merit of honorification.*

f-*Honorifics-based-pattern concerned patterns of: power-based honorific (where the age and/or rank difference represent the major determinants of supremacy), solidarity-based honorific (where the factors like psychological distance or intimate degree plus sense of camaraderie was engendered by superior), in addition to demeanor (which represents the effect of using either honorific or plain speech), and formality (which deals with the nature, style and the turns of conversation topic and occasion) in honorific patterns.*

The two researchers here discuss Shibatani's elaborated tactics and those that are closely impinged their hypothesis of tweeting strategies where the addressor or the superior, by his authority, leads the situation towards his addressee or recipient in a deference way (ibid.).

Likewise, Comrie (١٩٦٧) (as it is cited in Levinson (١٩٨٣:٩٠)) distinguishes three kinds of honorifics where the major role is played by the addressor, as the following:

a-*Addressor plus referents equal referents honorifics*

b-*Addressor plus addressee equal addressee honorifics*

c-Addressor plus bystander equal bystander honorifics.

Meanwhile, the latter (author, viz., Levinson) attests that these three honorifical types fall under the basic component of social deixis which he calls relational one where that societal information can be encoded in. Then, he adds, to these three sorts of relational datum, a fourth notion when the relation of acquaintance occurs between the following:

d-Addressor or other participants plus setting or social activity equal assorted honorific of formality levels. (Levinson,ibid.)

The notion of relevance, in terms of significance which opposite terms of insignificance in accordance to either precise view point or particularized criteria, must be implemented (Crystal, ٢٠٠٤:٢٠٨f). In sum, honorifics is an apt cope with persons or attitudes, namely, it reflects the expressions of the addressor's deferential stance or attitude toward the relevant addressee or situation. Hereunder some Trumpian tweets as elaborated instances:

i-"HAPPY ٧٠th BIRTHDAY to the@USAirForce! The American people are eternally grateful. Thank you for keeping America PROUD, STRONG and FREE!" September ١٦, ٢٠١٧

ii-"Frank "FX" Giaccio-On behalf of @FLOTUSMelania& myself, THANK YOU for doing a GREAT job this morning! @NatlParkServicegives you an A+!" September ١٥, ٢٠١٧

iii-"We are building our future with American hands, American labor, American iron, aluminum and steel. Happy #LaborDay!" September ٤, ٢٠١٧

iv-"Great pic from a friend on @CBPflorida @CustomsBorderwho have been helping with #harveyrecovery and now with#irma. Thank you all." September ٩, ٢٠١٧

v-"It was a great honor to welcome Prime Minister Najib Abdul Razak of Malaysia and his distinguished delegation to the @WhiteHousetoday!" September ١٢, ٢٠١٧

vi-"Welcome to the@WhiteHouse, Amir Sabah al-Ahmed al-Jaber al-Sabah of Kuwait! Joint press conference coming up soon: http://٤٥.wh.gov/JointPressConf " September ٧, ٢٠١٧.

However, we in general firstly see that all the excerpts previously mentioned play functional role in the communicative interaction. At the *(i)*, Trump uses honorific means three times variously. The first use is Trumpian intended implicit honorific meaning in referring, and does not neglect, to the Air Force establishment numberizingly, viz., the ٧٠th American Air Force birthday according to the title which derives from the occupations' names or ranks in specific groups in military units for instances. Then, Trump in *(ii)*, as a superior, uses uncomplicated forms of speech (namely, ease off) when he addresses his subordinates. So, the use of honorific speech depicts a distance as well as a mark of formality where the superior and his/her subordinates are not very intimate since the use of honorific codeswitched has a great psychological effect to the whole and specific target message. Therefore, the superior, Trump here, employs his plain speech toward this or that subordinate as a reference of solidarity whereby the camaraderie sense is created honorifically and by this strategy, he satisfies Gricean relevance maxim.

Apparently among all languages, various honorific forms and means are miscellaneously used in accordance with different species of addressees. Thus, for arrantly pragmatic reasons, Asher and Lascarides (٢٠٠١:١٩٨f) metaphorically attest Brown and Levinson's (١٩٧٨) view, that honorifics do not lash up with indirect speech acts that connote irreverence, although the linguistic form would permit such a compilation. It is consequence that an interesting matter is what difference possession of largely neat honorifics which necessitates in the communicative khanate of languages in general. And since languages have many ways of creating speech demeanor more polite, in *(iii)*, Trump chooses effectual and honorification words for his expressing on day of labors by increasing labors' enthusiasm and their nationality souls and potentials since these characteristics have an emotional appeal to those addressees' identity. In *(iv)*, Trump, as an actor, according to Goffman's (١٩٥٦:٤٧٨f) view, conveys appreciation, as a very significant proposition, via his deference behaviour and plain, to meet his essential guarantee, on the whole tends via maximizing the matters like *"Great"* picture with the capital *"G"* as a motivation for that team and in order to give his

recipients and audiences at the same time the beneficiary of the doubt and by these procedural ways, he can conceal low considerate throughout keeping extra punctiliousness. The actor, as Goffman named him, confesses and acknowledges, via links actions to results via maxim's of relevance electronic dialogue, at the end with "*thank you all*" to those teams' ministrations at Harvey and Irma hurricanes events. As a consequence, Hodgkin (٢٠١٧:١٤٩-٥٠) shows that electronic or twittering languages, according to Austinian and Searlean theories, are distinctly multimedia, with voice, graphs, images, and videos, in addition to physical motions or vibrations which play in important part in language in use where the speech acts can of course make. Then Searle maintains that Twitter, Skype, YouTube, and other medias' means are using potential of the literal forms of these institution-building via language.

Respectively, in *(v)* and *(vi)*, Trump writes on his twitter website on visiting the Prime Minister of Malaysia "*Najib Abdul Razak*" and on Amir of Kuwait "*al-Jaber al-Sabah*" that White House today receives *"Prime..."* and later on he also declares on reception as a relevancy work that *"Amir..."* to maximize the honor regards of the two formal visitors. Throughout equal powers of colleagues, Trump politely exchanges plain coded forms, and whereby honorifically the agent of the action expresses a variety of epistolary in these formal meetings and ceremonial activities and occasions.

٥. Personalization

Personalization is a strategy that Trump uses in his tweets when he comments on a certain issue by naming people in person rather than referring to them indirectly or according to their positions or affiliations. Sclafani (٢٠١٧:٨) maintained that Donald Trump intends to be very personal, especially when attacking the others. She (ibid.) that "synthetic personalization" – a phenomenon in which the language of mass media communication is tailored in such a way that targets an implied hearer or reader, rendering the illusion of the speaker having an intimate conversation with an individual in the audience."

Strictly speaking, the notion of what is said in its relevancy to what is meant, by Searle and Grice, as well as post Gricean, sometimes correlates the notion of action and reaction, as the researcher observe they are concerned the modern and quick communication, since the concept of the addressor and the addressee turns into the interlocutor's concept whereby they play the same role. Throughout privatization or personalization, the maxim of relevance and the propositional content enable the interlocutor of evaluation and reaction the target modern situation verbally and/or mentally to what has been said since the intended meaning of the addressor, according to Kecskes' (٢٠١٤:١٣f) clarification, can be found in utterances, or chunks of utterance, or in the segments of cues of the dialogue, rather than in the given utterance itself only.

Mahootian (٢٠٠٥:٣٦٩) held that interactants at online interactions tend to be personal in their comments, posts, or blogs. Examples of tweets whereby Trump refers to people directly:

i-"*Strange statement by Bob Corker considering that he is constantly asking me whether or not he should run again in '١٨.*" August ٨, ٢٠١٧

ii-"*The only problem I have with Mitch McConnell is that, after hearing Repeal & Replace for ٧ years, he failed! That should have never happened!*" August ٢٤, ٢٠١٧.

Interestingly, most Trump's personalized tweets carry negative or undesirable tone.In other words, he attacks or criticizes the person(s) in the question, as the following :

iii-"*Never in U.S. history has anyone lied or defrauded voters like Senator Richard Blumenthal. He told stories about his Vietnam battles...*" August ٧, ٢٠١٧

iv-"*FOX NEWS EXCLUSIVE: President Trump 'seriously considering' a pardon for ex-Sheriff Joe Arpaio.*" August ١٤, ٢٠١٧.

v-"*and people like Heyer. Such a disgusting lie. He just can't forget his election trouncing.*" August ١٧, ٢٠١٧.

vi-"*James Clapper, who famously, who famously got caught lying to Congress, is now an authority on Donald Trump. Will he show you his beautiful letter to me?*" August ٢٤, ٢٠١٧

In sum, the language itself, as a personified object, has the right to complain and rebuke because of the impact of the privatization upon the people that it potentially cares about commendable and behaviour attitudes toward it. Therefore, Searle (١٩٩٢:٩٧) affirms that there is no variance between the observation (itself) and the thing that is observed, where the conscious or perceptible subjectivity is concerned.

Maximization

In most of his tweets, Trump's tone is ranging in style from an extremely harsh slash or criticism to a humble praise or even thanking. The way Trump addresses issues in his tweets makes it quite difficult to determine which meaning he is inferring. Subsequently, the information of the propositional content plus an essential one, according to Searle (١٩٧٩:٣١f), depend on a three apparatus which are very necessary for successful communication to include, firstly a theory of speech act, secondly cooperative principles of Grice, and finally mutual shared knowledge.   Syntactically, most positive tweets, where Trump praises or thanks people, are verbless clauses, namely incomplete phrases:

i-"*Congratulation to Roy Moore and Luther Strange for being the final two and heading into a September runoff in Alabama. Exciting race!*" *August* ١٦, ٢٠١٧.

ii-"*Just completed call with President Moon of South Korea. Very happy and impressed with* ١٥-٠ *United Nations vote on North Korea sanctions*" *August* ٦, ٢٠١٧.

Attached to this is another strategy in which Trump praises himself. Sclafani (٢٠١٧:٨٣) calls this 'self-praise' through which the speaker is insulting others, as in the politically-based parodies or shows. Here, too, Trump tends to praise himself:

iii-"*Hard to believe that with* ٢٤/٧ *#Fake News on CNN, ABC, NBC, CBS, NYTIMES & WAPO, the Trump base is getting stronger!*" *August* ٧, ٢٠١٧

iv-"*Supreme Court pick, economic enthusiasm, deregulation & so much more have driven the Trump base even closer together. Will never change!*"

v-"*The Trump base is far bigger & stronger than ever before (despite some phony Fake News polling). Look at rallies in Penn, Iowa, Ohio…*" *August* ٧, ٢٠١٧

Mahootian (٢٠٠٥:٣٧٣) stated that the linguistic structure of online discourses feature an overt use of self-oriented or lengthy structures that often involve upgrading or downgrading;

vi-"*Just completed call with President Moon of South Korea. Very happy and impressed with* ١٥-٠ *United Nations vote on North Korea sanctions*" *August* ٦, ٢٠١٧.

As a recapitulation, Trump between the notions of maximizations and the notions of what is meant precisely occurs more pragmatic interpretations and inferences since Allott (٢٠١٠:٢٣١f) shows, in presenting maxims of Grice, that Grice justified his notion of relevance where it concealed a number of troubles in its terseness. Accordingly, the aesthetics of communication, as Parret's(١٩٩٣:٢٣f) eclecticism, concerned the ideas of economics in reducing "the efficacy of means to their utility" which activate the individual's utility of maximization via rationality strategies. Thus, when the action maximizes utility (or disadvantage) in view of the others; action, the propositional content of its meaning and its relevancy function will be a rational one.

٦. Findings, Conclusions, and Implications

Based on the previous discussions, the following conclusions have been reached:

١-Trump uses a very informal rhetoric that focuses on criticism, slashing, sharp judging, and direct attack.

٢-In terms of style, Trump's tweets are brief, purposeful, and objective, i.e., it has an aim. Wilson (٢٠١٥:٩٧) believes that presidents use a rhetoric that is changeable in tone, structure, and intention in a way designed to fit their audience.

٣-Linguistically, Trump emphasizes certain grammatical devices and structures such as interjections, adjectival phrases and comparative degrees, and lengthy sentences. He also overuses future tense (will) particularly when he issues promises, calls, or threats.

٤-Trump's tweets are a mixture of praise, dispraise, slash, thanking, briefing, lamenting, and discomfort. Thornborrow (٢٠١٥:٣٥) considers such forms as a media discourse that is engaged with a central preoccupation of modern everyday life, the concern about the presentation of self"

٥-Emphasis in writing, especially in the over-use of block letters and exclamation mark (!). Conway et al. (٢٠١٣:١٥٩٧) stated that "political leaders adopt certain Twitter strategies that have a different style. The language or form used by them is peculiar to them having been shaped in a rather exotic style" Additionally, punctuation is significant in social networks. Zappavigna (٢٠١٢:٢١) maintained that punctuation in tweet is of a considerable importance in communication because it guides readers to the important things and intentions.

٦-Since modern academic issues or topics (for scientific research) practically and empirically do not enrich too much in discussion, by linguists, researchers, and even philosophers, to declare an analytical linguistic or pragmatic model, our paper will be an apt study on one of the most argumentative topic nowadays, depending on eclectic potential powers of somehow elaborated bits of linguistic and pragmatic attempts like Grice, Searle, and Mohatian to open another overture with an appropriate tips for generalities and specificities.

٧. Further Areas of Research

١-A stylistic analysis can be carried out to investigate the stylistic devices and structures used by Trump in his tweets.

٢-The pragmatic aspects of Trump's tweets are a significant area of research that has not been studied in a broader and overall perspective.

٣-A critical discourse analysis is a significant researching technique that can be applied on tweets, especially the political tweets.

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