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A Critical Pragma-Stylistic Approach to Flaming in Trumps and Biden's Tweets in the 2020 Presidential Electoral Campaign

A Dissertation
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In the Name of Allah, the Merciful, the Compassionate

Their purpose was to scare thee off the land, in order to expel thee; but in that case they would not have stayed (therein) after thee, except for a little while.

(Al-Israa,76)

(Yusuf, 1949)

The Supervisor's Declaration

I certify that this dissertation which is entitled **"A Critical Pragma-Stylitic Approach to Flaming in Trumps and Biden's Tweets in the 2020 Presidential Electoral Campaign"** has been written by **Daniah AbdulAmeer Mohammed** under my supervision at the College of Education for Human sciences/ University of Babylon in partial fulfillment of the requirements for the degree of Doctor of Philosophy in English Language and Linguistics.

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To Those Whom Almighty Allah

Has Created the Universe and By Them He

Described the Real Humanity

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Abstract

The current study scrutinizes how flaming phenomenon is manifested in the American political context as an ideological strategy reflected in the platform of tweets through the lens of critical pragma-stylistic approach. This approach is, mainly, based on Pragmatic theories to inspect the specific style used at such level of language use. Flaming, is specifically, selected because it is widely spread in different forms and contexts nowadays while it has not been given adequate attention by researchers precisely from a critical pragma-stylistic point of view. Hence, this study bridges such a gap by a critical pragma-stylistically examining of the flaming in American political context because it represents its fertile soil through the predisposition of American elections. Thus, the study attempts to achieve the following aims: (1) determining the nature and structure of the tweets in which flaming takes place, (2) identifying the most frequently followed types of flaming, (3) specifying the most common pragma-stylistic strategies used to represent flaming, (4) Pinpointing the most dominant categories of speech acts that indicate flaming, (5) showing how cooperative principles are effectively used to indicate flaming with rhetorical persuasive devices, (6) figuring out the impolite strategies that are frequently exploited to achieve flaming, and (7) showing the effects of critical rudiments such as power, domination, critique and reproduction on the manifestation of flaming.

In accordance with its aims, the study hypothesizes that: (1) flaming in Trump's and Biden's tweets as an American political context is used through three stages: identifying stage, pragma-stylistically analysis stage, and ideological functional stage. (2) flaming has various types, the extensively frequent ones are direct and satirical ones (3) the most common pragma-stylistic strategies used to represent flaming are speech

acts, cooperative principles, impoliteness strategies and some negative attitudes. (4) the most prevalent categories of speech acts are: assertives, commisives, expressives and declaratives. (5) cooperative principles are frequently violated by the speakers to produce rhetorical devices that effectively persuade the audience. (6) different positive and negative impolite strategies are utilized by the speakers to reflect flaming and the hidden ideologies. (7) various kinds of negative attitudes like affect, judgment, and appreciation are manifested to represent the speaker's own ideologies through flaming.

To achieve those hypotheses, the study follows certain steps and procedures: (1) it presents the relevant literature about the pragma-stylistics of flaming and its critical review. (2) it highlights the pragma-stylistic strategies that are most relevant to flaming. (3) it develops a critical pragma-stylistic model to analyze the data. (4) it analyzes forty tweets mixed for both Trump and Biden, fifteen within the chapter of analysis and the rest are organized within the appendixes. They are analyzed qualitatively by means of developed eclectic model to prove or disprove the hypotheses and quantitatively by means of statistical tools to prove the qualitative side. (5) it tabulates and configures the findings of statistical analysis to organize the results. (6) it discusses the findings to arrive at correct conclusions and recommendations.

The study ends up with a variety of conclusions, the most central of which is that flaming in American political context has different characteristics and types which are reflected by pragma-stylistic strategies and reflect an intended ideologies. Consequently, the eclectic model supports the practicality of flaming as an ideological practice or strategy used as a matter of style on pragmatic level to convey certain ideologies and achieve certain functions in American political context.

The study is divided into five chapters. Chapter one engineers how and why the study has done by mentioning the problem, aims, hypotheses, procedures, limits and values of the study. Chapter two introduces a panoramic view of the literature of both flaming and critical pragma-stylistics. Chapter three sheds light on the nature of the data and maps the instrument of investigating the data by presenting the eclectic model and procedures of analysis. Chapter four is entirely devoted for analyzing the data qualitatively and quantitatively. Finally, chapter six surveys the conclusions, some recommendations and suggestions for further research.

List of abbreviations

Abbreviations	Full forms
AT	Appraisal Theory
CP	Cooperative Principle
Imp	Impoliteness Strategies
RD	Rhetorical Devices
SAs	Speech Acts

Table of Contents

Subject		Page
Dedication		
Acknowledgements		
Abstract		
List of Tables		
List of Figures		
List of Abbreviations		
List of Appendices		
Section	**CHAPTER ONE: INTRODUCTION**	**Page**
1.1	The problem	1
1.2	The Aims	4
1.3	Hypotheses	5
1.4	Procedures	7
1.5	Limits of the study	8
1.6	Value of the study	9
1.7	Outline of the study	10
CHAPTER TWO: LITERATURE REVIEW		
2.1	Preliminary Remarks	11
2.2	Conceptualizing Flaming	11
2.2.1	Flaming Definitions	11
2.2.2	Flaming Roots: a developmental sketch	13
2.2.3	Flaming Types	14
2.2.4	Genre and types of text	20
2.2.5	Features of Political Flaming tweets	22
2.2.6	Flaming Linguistic Criteria	23
2.2.7	Motives to Flaming Use	25
2.2.8	Flaming Forms: Linguistic Representations	27
2.3	The Pragma-stylistic Perspective	28
2.3.1	Pragmatics: History and Development	28
2.3.2	Prominent Theories of Pragmatics	29
2.3.2.1	Speech Act Theory	29
2.3.2.2	Grice's Theory of Implicature and Cooperative principle	33
2.3.2.3	Impoliteness Theory	35
2.3.2.4	Culpeper's Impoliteness Strategies	36
2.3.3	Stylistics: History and Development	40
2.3.3.1	Figurative Language	
2.3.4	Pragma-stylistic Framework	43
2.3.4.1	Similarities	44
2.3.4.2	Differences	45
2.3.4.3	Amalgamation: a bird's I view	46
2.3.4.4	Strategies	47

Table of Contents

2.3.5	Appraisal Theory	48
2.3.5.1	The Core elements of AT	50
2.4	Criticality Orientation	52
2.4.1	Critical Linguistics	52
2.4.2	Roots of Criticality	55
2.4.3	Rudiments of Criticality	55
2.4.3.1	Ideology	55
2.4.3.2	Power	56
2.4.3.3	Critique	57
2.4.3.4	Stance	57
2.4.3.5	Reproduction	58
CHAPTER THREE: METHODOLOGY AND THE MODEL OF ANALYSIS		
3.1	Preliminary Remarks	**59**
3.2	Procedures for an Analytical Flaming Model	59
3.3	Describing the Analytical Model	**61**
3.4	Testing the Workability of the Model	66
CHAPTER FOUR: DATA COLLECTION, DESCRIPTION AND ANALYSIS		
4.1	Preliminary Remarks	73
4.2	Data Collection	73
4.3	Data Description	74
4.4	Data Analysis	75
4.4.1	Qualitative Analysis	75
4.4.2	Statistical Analysis	226
CHAPTER FIVE: CONCLUSIONS, RECOMMENDATIONS AND SUGGESTIONS FOR FURTHER RESEARCH		
5.1	Conclusions	232
5.2	Recommendations	235
Bibliography		236
Appendixes		

Chapter One

Introduction

This chapter is a point of departure for what the researcher intends to investigate about flaming within the critical pragma-stylistic framework. Thus, it gives the road map for the problem together with its related research questions as well as the aims, hypotheses, procedures and the outline of the current study.

1.1 Research Problem

Within the last few decades all over the world, people are target of flamed language just because they are Muslims, Christians, old, white, black, disabled, stammered, Asian, etc. Any person can be a victim of a such monstrous language that incites either intolerance, discrimination, or violence. It is widely spread like a pandemic that reaches people everywhere from various sources as social media, politics, communication within societies, taking discrepant developments and generations like bullies, conflict, mockery, rebuking, rudeness, trolling, humiliation and insults that may lead to a real physical hassle or fight. Most hate crimes are preceded by flaming language or provocation on different levels of religion, ethnicity, gender, nationality, colors or politics.

Importantly, when such flaming language is employed by eminent figures or charismatic personalities around the world, it will be accepted and considered as a prestige for power and success regardless to its bad connotations upon the recipients. This is the point at which the danger takes its shelter since all people will accept it as a policy and mark of success and domination. Therefore, the current study finds it indispensible to confront such phenomenon by investing efforts in educating people and students. Thus the generations can understand the importance of living peacefully together by means of civil, polite and mitigated

suitable use of power and domination of language by recognizing flaming and avoiding it. Hence, flaming language be worthy of being studied scholarly as researchers have a general consensus about its gist as an aggressive or rude hostile communication (O'Sullivan & Flanagin, 2003:72).

Consequently, the focal point of the current study is to raise awareness of such social problem from two important springs: American political eminent leaders as a form of strength that affect all people around the world, and twitters as a form of widely used and followed form of social media that is more closely linked to famous figures than to ordinary people. Moreover, it delves deeper to address a knowledge gap about this phenomenon, revealing its style on the pragmatic level of language and the hidden ideologies carried by this phenomenon. That is, the present study spots light on the critical pragma-stylistic approach to flaming in American political context represented by Trumps and Biden's tweets in an attempt to find answers for the following questions:

1. What is the core meaning of flaming according to the context of the current study? What is its criteria and its most frequent types used in the context of this study reflected in Trumps and Biden's tweets? Are there differences in using types of flaming between Trump and Biden? What is the indication of these differences?
2. What is the type of text more suitable to flaming? And in case of tweets, what is the structure of the tweet to represented such phenomenon? What for?
3. What are the general most common pragmatic-stylistic strategies exploited to represent flaming in each one's tweets?

4. What are the most dominant categories of speech acts manifested to express flaming in Trumps and Biden's tweets? What are the differences in the use of these categories in Trumps and Biden's tweets.
5. How are conversational maxims effectively used to reflect the flaming? If by violation then what is the most frequent types of violations are used in Trumps tweets and what are they in Biden's tweets? Why they are different?
6. What are the rhetorical devices prominent in Trump's tweets and those in Biden's tweets? why are they different? what is the significance of that difference?
7. Which are the most prominent impolite strategies that have the upper percentage of use to produce flaming in each one's tweets? Why are they different in the use of these strategies?
8. What is the rate of the most eminent attitudes that are frequently reflected in each one's tweets to indicate flaming? Why are they different in each one's tweets?
9. How flaming is used as an ideological strategy within the communicated speech?
10. What kinds of ideological functions are prevailed as a result for intended flaming in theses American political tweets?
11. How criticality anatomizes flaming through different stages to uncover its implied ideologies hence to decrease its offense and danger.
12. What are the best suggestions produced by this study to avoid using flaming with offensive ideologies.

1.2 Aims of the Study

In terms of the critical pragma-stylistics of flaming in Trumps and Biden's tweets, the current study mainly evokes the following goals in accordance with the questions posed in the problem intended to be investigated:

1. Showing the core meaning of flaming in the context of the current study, its criteria and its most frequent types used in Trumps and Biden's tweets. In addition to finding differences in using types of flaming between Trump and Biden to know the reason.
2. Determining the type of text more suitable to represent flaming, besides determining the structure of the tweet to reflect such phenomenon successfully.
3. Knowing the general most common pragmatic-stylistic strategies exploited to represent flaming in each one's tweets because this reflects the overall eminent strategies of flaming in the pinpointed context.
4. Detecting the most dominant categories of speech acts manifested to express flaming in Trumps and Biden's tweets. Then, finding the differences in the use of these categories in Trumps and Biden's tweets to reach reasons behind the differences in usage.
5. Investigating how is the cooperative principle is violated to produce flaming. And detecting the different use of these violations in Trumps tweets and in Biden's tweets with knowing the reason for they are different.
6. Finding out the rhetorical devices prominent in Trump's tweets and in Biden's tweets. Then, finding why they are different.
7. Signifying the most prominent impolite strategies that have the upper percentage of use to produce flaming in each one's tweets. Besides finding why they are different in the use of these strategies.

8. Showing the rate of the most eminent attitudes that are frequently reflected in each one's tweets to indicate flaming. Then, signifying difference in each one's attitudes?
9. Stating how flaming is used as an ideological strategy within the communicated speech.
10. Determining the kinds of ideological functions that are most prevalent by the use of flaming in Trump's and Biden's tweets.
11. Stating how criticality anatomizes this social problem of flaming through different stages of analysis to uncover its implied ideologies to decrease its danger and offense.
12. Specifying the best suggestions that are reached at by this study to avoid using flaming with evil ideologies.

1.3 Hypotheses

In light of the study's aims and questions, the following hypotheses are made in regards to the pinpointed approach to the current study which is a critical pragma-stylistic approach to flaming in Trump and Biden's tweets:

1. The core meaning of flaming, within the context of the current study, is a derogatory language used to achieve certain purposes as degrading as well as being used as an ideological strategy to indicate power, strength and domination upon others.
2. There are three stages to identify flaming as a social problem and ideological strategy, brought up in Trump's and Biden's tweets: identifying stage to prove it by its criteria and types, pragma-stylistically analysis stage to indicate its forms and functions, and ideological functional stage to indicate its overall intended ideology.

3. Argumentative texts can be manifested as a fertile ground for flaming to be an ideological strategy and the tweets by their own structure are suitable to represent the argumentative texts in which the speaker persuades and achieves his intentions and implicit ideologies.
4. There are various features that mark the text as being a flaming argumentative one and they are found in Trumps and Biden's tweets. The most dominant features of flaming are argumentative insulted ones in both Trumps and Biden's tweets.
5. Flaming has discrepant types in Trumps and Biden's tweet and both use different types from each other because of their personal ideologies and political context.
6. Generally, eminent pragmatic theories together with stylistic strategies are integrated to generate pragma-stylistic strategies responsible to represent flaming. Those eminent pragma-stylistic strategies are: speech acts, cooperative principle, impoliteness strategies, and interpersonal communicative function of language that states attitudes. All of these strategies are successfully presented flaming in both Trumps and Biden's tweets.
7. Significantly, the most dominant categories of speech acts that indicate flaming in Trump's tweets are different from those used in Biden's tweets. This reveals certain facts related to political, contextual and ideological reasons.
8. Flaming speakers (Trump and Biden) effectively violates the cooperative principles. Most importantly the prominent violation in Trump's tweets is different from prominent violation in Biden's tweets. This also reflects significance in that difference as resorting to fake or falsifying facts more than the other one for specific reasons.

9. Various positive and negative impolite strategies are intentionally used to achieve flaming but they are not equal in Trump's and Biden's Tweets.
10. Within the communicative function of language (interpersonal meaning) depending on the context, the speakers' attitudes and stances become so clear. These attitudes and stances are not the same style in Trumps and Biden's tweets.
11. The mechanisms of critical analysis are pinpointed covertly within each stage and overtly by means of reproduction in an attempt to compromise the social problem of flaming.

1.4 Procedures of the Study

The following procedures are taken in order to respond to the questions raised by the current study, achieve its aims, and test its hypotheses:

1. providing a thorough pragma-stylistic foundation in the political context of Trump's and Biden's tweets by reviewing the pertinent literature on flaming in general and its pragma-stylistic nature in particular.
2. Displaying the eminent pragma-stylistic strategies to flaming and these strategies include speech acts, cooperative principle, impoliteness strategies, argumentative patterns, persuasive appeals, ideological functions and critical mechanisms as far as the context of Trump's and Biden's tweets are concerned.
3. Developing a suitable critical pragma-stylistic model of flaming for the sake of analyzing the data. Such model appeals to the general framework of this study besides the nature of flaming.

4. Selecting twenty tweets according to specific times; around three months before the election day where the speakers manifest various styles and covert ideologies to flame each other and get more voices.
5. Analyzing ten tweets to be representatives for the developed eclectic model and organizing the rest in tables at the appendixes of this study.
6. Employing appropriate means of descriptive statistical analysis such as frequencies and percentages to represent the quantitative test of the current study's hypotheses.
7. Laying out and tabulating the results of both the qualitative and quantitative analysis to unbiased support the study's findings.
8. Discussing the results of the qualitative and quantitative analyses in order to draw conclusions and provide some suggestions.

1.5 Limits of the Study

Since limitations are set in order to maintain a constant standard investigation which will lead to more accurate results, the following limitations are tied up to the current study:

1. The focus of the current study is on the analysis of the essential critical pragma-stylistics of flaming in Trump and Biden's tweets by means of argumentative texts and its persuasive appeals to reach eminent strategies like speech acts, conversational maxims, impoliteness methods, attitudes or stance in communication, as well as the ideological functions being achieved.
2. As for the size of the data, this study is limited to twenty tweets from the official twitters of Trump and Biden to be the representative data of the present study.

3. Another major limitation of the current study is the view that it is devoted to the American political tweets significantly for Trump's and Biden's tweets whose flaming and hate speech have made them a "tweet hero". Trump, in particular, is eminent for being a controversial powerful character though he is a narcissist, arrogant, and pushy who used to use flaming language freely and publicly to assure his own power and strength. He frequently manifests twitter to talk to the public and recover scandals for his rivals. His Twitter is also a way for him to exert greater influence over the news media's agenda. The matter that made his rivals employ the same prestige to assure an equal power and challenge. In this sense, such manner of communication becomes dominant as part of this American political context of elections.

1.6 Value of the Study

Worthy to mention that the current study is supposed to be valuable in terms of critical pragma-stylistics as a multidisplinary approach besides its value in each single approach; that is, stylistics, pragmatics, and the critical analysis.

As a multidisplinary approach, this study offers an evident image on how flaming, as a social problem, is used as a matter of style on the level of hidden meaning or pragmatics. Furthermore, it states how it is used as an ideological practice that convey functions intended by its speakers within the context of American political tweets in 2020 elections.

Pragmatically speaking, the current study may be of value to the discipline of pragmatics by examining several instances from the American political discourse by applying appropriate pragmatic techniques that most effectively display flaming to the realm of pragmatics. On the other hand, stylistically, it sheds

some light on the way flaming is expressed by certain linguistic choices rather than others to achieve the speakers intentions.

critically, this study also offers a panoramic view of flaming as dangerous phenomenon that people must diagnose its future dimensions when using it. Thus, such approach magnifies the gist of flaming under the microscope of pragma-stylistics to help speakers, receivers, arguers, leaders and managers, family members, and all those who are engaged in interviews and every day communicators.

1.7 Outline of the Study

Five chapters make up the current study's presentation. The first chapter serves as an introduction, while the second chapter is devoted to presenting an overview of the literature on flaming and its critical pragma-stylistic approach. The third chapter then demonstrates the strategies employed with the eclectic model as well as providing a description of the data, followed by chapter four, which is totally devoted to the data analysis. In chapter five, the study's last chapter, conclusions are reached after analysis and discussing results. They are highlighted along with recommendations and ideas for additional future research.

Chapter Two

Literature Review

2.1 Preliminary Remarks

This chapter is a panoramic view for presenting the basic theoretical framework of the current study. Thus, it is designed to present fourfold purposes that divide it into four sections. The first one is a snapshot of the flaming as a phenomenon and an ideological strategy like its general conceptualizations. The second one delves the deep roots to unravel the pragmatic part of the current study with the stylistic part in order to reach into the amalgamation of both. Next, the third section presents the critical orientation whereas the last fourth one introduces a sneak preview for related concepts as political discourse and contextual factors or related ones.

2.2 Conceptualizing Flaming

The core concept of flaming and how it is developed, studied, used and produced are highlighted first to realize its core meaning and nature**.**

2.2.1 Flaming Definitions

Flaming refers to a kind of verbal assault that is directed to offend either a person, group, or organizations. That is, it is a form of profanity or personal attacks (Pugliese et al, 2006; Reinig and Mejias, 2004). Similarly, a group of different scholars agree that "flaming" is a person’s deliberate intention to ignite a feudal reaction or "flame" by using disdainful language or attacking someone’s beliefs without respect or care for his/her response (Aiken & Waller, 2000; Ceron and Memoli, 2015).

Recently and as a result of being popular in digital language, some scholars organize flaming as one of the phenomena related to online communication. Among them are Stewart (1991:) and Seabrook (1994:). Stewart admits that flaming is "rapid, abusive, or otherwise over exuberant outbursts sent via computer", whereas Seabrook clarifies flaming in its superficial meaning as "a form of speech unique to online communication". Similarly, Aiken and Waller (2000:96) define flaming as "comments intended to offend others, while somewhat subjective, at the extreme flaming includes obscenities and other inappropriate comments". In agreement with this, Baruch (2005:42) finds that in email, people often reflect intimidation and insults as the most common form of flaming. Furthermore, within this domain, flaming is best known as the expressions of hostility used against others in online communication through insulting, swearing or other forms of offensive language (Moor et al., 2010).

Indeed another way of looking at flaming is not restricted to digital communication only as the previous ones. Various views are put forward to portrait flaming from different angles such as cultural, political or social angle in which they elucidate that flaming is a social practice occurs when there is discrepant views between interlocutors. It is a widespread phenomenon that is not specific for a particular context or particular language. For example, Tamosaitis (1991: 51) presents flaming as being achieved "purposively" and portraits its user as "someone who delights in inciting trouble". In this sphere Lea et al. (1992: 156) view flaming as reactions of one's feelings, saying that it is "the hostile expression of strong emotions and feelings". Similarly, Parks and Floyd (1996: 81) view it as "verbal aggression, blunt disclosure, and nonconforming behavior", while Landry (2000:139) refers to it as part of any communication, saying it is "uninhibited and aggressive communication". Comprehensively, "flaming," indicates multi-concepts

just like the word "flame" suggests; that is, each spark of it indicates a related concept giving a spark of hostility, spark of emotionalism, spark of profanity, and another for criticism" (O'Sullivan and Flanagin, 2003; Lee, 2005)

Based on what has been mentioned, the researcher finds that the core concept of "flaming" is means a universal phenomenon of language that springs from people's reactions and intentions through their communication by using all means of disputation, controversy and aggression which ignites the interaction for specific intention. This is the working definition that the current study adopts in finding and analyzing flaming in the pinpointed data.

2.2.2 Flaming Roots:

As a term "flaming" which lexically mean "burning fiercely and emitting shrills" has a metaphoric sense to that language of anger, attack, hate, audacity or antagonism which normally denote a heated or bloody speech. Consequently, the word "flaming" has no deep roots in old forms of languages as Greek or Latin just like the springs of other linguistic phenomena. Most studies, however, mention that the primary linguistic emersion of the word was in Hacker's Dictionary (1983) by Steele Jr, Woods, Finkel, & Crispin where it defines the term as "talking rabidly or incessantly on a topic of low interest or with an obviously ridiculous attitude".

Thus, the dawn of the "flaming", as a linguistic phenomenon, has glimmered when the Internet has swept the humans' life as people feel free to express themselves in whatever tone they intend with whoever they talk. For this fact, the earlier studies for flaming have shined within the field of computer-mediated-communication (CMC) like the language of exchanging emails, forums, computer conferences, etc. (Kiesler, Zubrow, Moses & Geller, 1985; Orenga, Zornoza, Prieto & Peiró, 2000; Siegel et al., 1986; Sproull & Kiesler, 1986). That is why

O’Sullivan and Flanagin (2003: 70) explain flaming as "a concept emerged from popular discourse surrounding the online community to describe aggressive, hostile, profanity-laced interactions".

On the other hand, scholars object severely for limiting flaming phenomenon to the online conditions and environments like Dery (1993). Dorwick (1993) agrees with him assuring that flaming can be used in non-electronic contexts as happens in the classrooms. However, other studies have compared this phenomenon in CMC and in face-to-face interaction and they describe it as being rare in both environments, (Coleman et al., 1999). Other studies, like Moor et al. (2010), assure that flaming is a feature of any language; it not limited only for the digital and online environment. Such phenomenon is created when aggressive messages and hate speech in any type of subject, generally in those where there is a strong polarization between two visions of the conflict, such as the adoption of children by same-sex couples in several countries or the opinion on any news related to the Israeli-Palestinian conflict in the Middle East.

2.2.3 Flaming Types

Flaming has been seen in various taxonomies, some of them are given in terms of online and comments being raised by its users. Such scholars are Revathy and Norizah (2017) who put flaming in the following twelve categories:

1. Stereotype means statements that often paint a common but inaccurate picture of a certain kind, thing, groups, or culture.

2. Speculation or conjecture means speaking without concrete evidence or proof to form a theory or draw conclusions.

3. Comparison refers to statements that assess two or more dissimilar circumstances to present a difference or disagreement or specific preference.

4. Degrading means speaking in a way that makes people feel as they have little regard or respect for the ideas of others is considered demeaning.

5. Defamation is when someone's reputation or notoriety is damaged by libelous or slanderous statements.

6. Sedition is the act of making statements that incite people to rebel against a government, political party, or monarch.

7. Sarcasm is the use of irony in speech to make fun of or spread hatred by expressing contempt.

8. Threatening refers to language used to indicate that a person intends to attack someone as punishment for actions or inaction.

9. Challenge indicates statements that encourage engaging in competition or saying utterances to show that the speaker is stronger and more qualified to do an action.

10. Criticism means expressions of disapproval and displeasure towards someone or something because of flaws and shortcomings.

11. Name-calling is the use of derogatory or abusive language, usually to gain the upper hand in a debate or to precipitate a decision or dismissal.

12. Sexual harassment includes provocative statements or actions, usually directed at women, in public settings like internet forums or social situations. This division, however, is not included in the current study and that is why they are not presented in details. Since it is based on the nature of the comments of people while the current study highlights flaming within the American political context specifically

by Trump and Biden as political figures using flaming for specific intending regardless the people's immediate reactions on twitter.

Notwithstanding the foregoing, some scholars like O'sullivan and Flanagin (2003: 85) give another categories to flaming. They are based on context and communication specifically when it occurs out of the frame of civility or politeness as a norm or yardsticks of social interaction. This is also agreed by Brindle (2916:43) when he assures that flaming is an extreme example of a breach of the politeness rule (Leech 1980) that frequently causes offense.

Thus, they summarize the following categories:

1. True flaming means messages where the flamer deliberately breaks polite social standards and the transgression is understood by both the receiver and outside observers.
2. Missed flaming typically happens when the flamer means to insult or flame and a bystander interprets it as a flame but the recipient does not.
3. Failed flaming is one in which the flamer delivers a flame, but neither the recipient nor outside parties recognize it as such.
4. Inside flaming occur when it is trapped between the flamer and receiver only; that is, a third party cannot understand it. In respect to this division, it is also abandoned by the current study for it takes specific contexts that considers the interaction of the flamer, receiver as well as the standby observers such as everyday conversations. This taxonomy, however, is not adopted by the current study for it involves an immediate interactions like interviews, conversations, or two- directional arguments.

In accordance with the context of the current study, the next taxonomy illuminated by Nitin et al (2017) is more suitable to be adopted by the current

study. It produces two divisions for flaming the first one is based on the meaning or the content of the language being used. The second one is based on the way or the style of language being used whether it has a rhetorical figures of language or not as it is illustrated soon:

I. According to meaning or content of the language, flaming is:

1. Direct or intentional

This type is portrayed by using immediate or direct forms of derogatory and offensive language in a particular context without any underlying meaning. The most notable characteristics of this sort are their fiery tones, rudeness, and "vicious attack," as Chapman put it (1995:13). For example, calling people by their first names while there is a social status and distance, swearing and insults against the factions are all representations of this type. Another example is when students e-mail their teacher, they mostly use this type of flaming in which they use the first name only of their teacher and command him/her rather than ask him. Likewise, it spreads in specific organizations when the rules or other issues are not satisfied for the clerks and they rebels against the institution and its owners , (Nitin et al, 2017: 4). Generally, it occurs when people launch their attacks to start the conversation rather than engaging in formal or conventional debate.

2. Indirect Flaming

This type refers to the "Use of hostile, unfriendly and aggressive literature or situations not clearly mentioned, to convey disagreement, but with such subtlety that only the factions concerned are capable of determining the true objective of the remark". It is centered on expressing disagreement with the goal of igniting the addressee, but using rhetoric or a sophisticated language style that merely implies

flame to the intended audience. In light of this, this kind is represented by two patterns or usages:

First, when flamers avoid using hostile language and at the same time, they send flames through the discussions on a particular topic. These flames are not easy to be recognized by others who may identify them either as flaming or as a norm of the discussion. An example from CMC is:

- Anonymous user 1: "*I hate you… you're not funny…"*
- Anonymous user 2's Reply: *"I love the fact that you need attention so bad that you had to email me that. That makes me feel happy :) Enjoy your depression."* (Nitin et al, 2017: 5).

Second, when flamers direct this type into a third party with its same framework, i.e. with the intention of enhancing aggression against the recipient of the flame. The ability of the third- party to realize a flaming is entirely relying on that observer's familiarity with both interactants' relationship and the context of communication. For example, sometimes when a student asks his teacher some unaccepted requirements and being not obeyed by the teacher, he flames him indirectly by going to a third party who is the school's boss to tell him the event by his way with extra fallacy. Then, he asks the school's boss to talk to the teacher. Thus, the indirect flame, in this example, is not used directly by the speaker but by a third person. Such case is so popular in organizational contexts. (Nitin et al, 2017: 5).

II. According to the style of the language, flaming is:

1. Straightforward or Straight

This is a kind of flaming when users of language make a direct allusion to persons, places or situations without utilizing any figure of speech. Thus it is more elicit in its presence in the users' goal or intention. Both previous types, i.e., direct and indirect flaming can be straight flaming.

2. Satirical

Flaming is satirical when it is expressed by figures of speech or rhetorical statements given by users towards specific factions or locations. It involves the use of irony, for instance, poetic license, and humorous language to convey insults, derision, or even malice.

Consequently, comments or reactions to this kind of flame sometimes involves dwelling on the specifics. Because of this, the recipients of these communications either decide not to respond or they reply with a cryptic message (Nitin et al, 2017: 5). the figure ( ) below lines out the these types adopted by the current study.

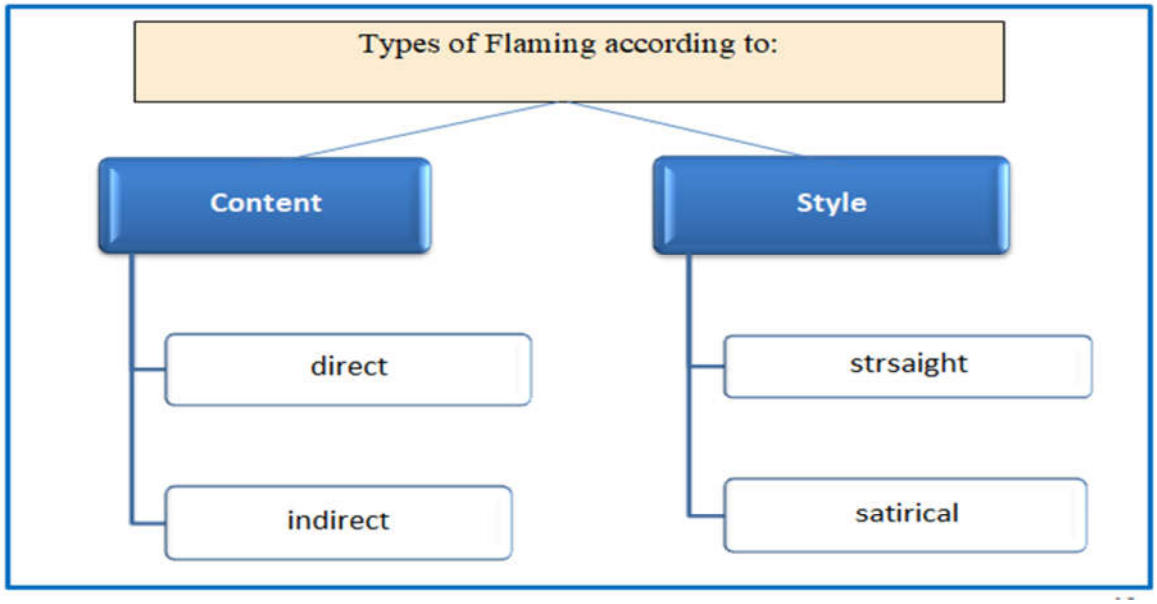


Figure ( ): Flaming Types

All in all and before going to know the kind of fertile text that represents the atmosphere of flaming in the next section, it is worthy to mention that there is a least not last taxonomy for flaming given by Spears (1991) cited in Amir et al (2020: 2). In this taxonomy he categorizes flaming according to the type of hurt and offense that is caused by flaming, such as:

1. Crude language that means to ignite people by embarrassing them through using sexual expressions.
2. Disguise language means those expressions that are less offensive than others.
3. Four-letter words that ignite anger as the abbreviation enhances disrespect for the recipient.
4. Taboos means forbidden words that are different in each society and each culture.
5. Unfriend language indicate words that lack polite behavior and reflect the harshness of the speaker. (ibid). This taxonomy is implicitly utilized by the current study and gathered with the criteria of flaming language for they have similar appeals.

2.2.4 Genre

To identify the type of text in which flaming is embodied, it is indispensible to highlight the genre in order to specify exactly the sorts of texts in general and that of flaming in particular. As a word, "genre" has its great hallmark within the investigations of linguistics and linguistic analysis. The word goes back to the time of Plato and Aristotle then Sydney school to unravel different linguistic areas such as systemic functional linguistics, English as a foreign language, rhetoric, sociolinguistics traditions and applied linguistics (Bawarshi and Reife, 2010:3).

Earlier, various views have accompanied the term "genre". Some of them find it as a term related to "sorting" and "classifying" or being a container of meaning since it organizes events, experiences, actions and situations. Other views find "genre" as having a critical role in meaning making since it reflects what represents texts. These discrepant views of "genre" are embodied in its etymology. That is, the French root of "genre" is "genus" which means "kind" or "class of things" or "style", whereas the Latin root of "genre" is "gender" means to generate (Bawarshi and Reife, 2010:3).

Importantly, in different times and areas of study, as a word, "genre" is used as a tool of classification, sorting and organizations for the kinds of texts. This view is adopted in the current study since it is important to the readers to recognize the types of texts and their forms to cope with their meanings and nature specifically in terms of flaming. Knowing the types of texts, leads to knowing the formal features that are devoted to constitute such kinds of texts rather than others. Those features mostly clarify what the purposes of such genres and how people can negotiate their meanings (ibid:4). That is why it is indispensable, here, to mention the sort of genre to elucidate the type of texts of the tweets and their flaming.

Within the same realm, Black (2006: 37) assures that "Genre is a kind of pre-setting device, which predisposes the reader to approach a text in a particular way, it tells us whether what follows is likely to be a joke, business discussion, chat, novel or poem". Moreover, it is similar to schemata in that it brings the readers previous knowledge to offer the suitable framework of interpretation. Such knowledge encompasses the "paratextual features" as mentioned by Genette (1982) cited in (Black, 2006: 37). These features include physical external appearance of the text such as the cover, the author's identity or the publisher, publication date as well as other factors. For example, one can recognize from the very beginning that

an informative text is arranged in columns: like the newspapers or dictionaries while novels are never arranged in such away. Consequently, these physical clues of genres and their conventions leads the reader's initial impression and understanding to texts as they enhance the system of expectations that a reader brings to interpretation. In terms of the tweets, everyone finds these clues are mostly represented by capital letters to assure a specific message either of anger or an implicit meaning beside a simple informative language.

Thus, genres are divided differently by different scholars, for example, Jucker and Taavitsainen (2013) find that there are poetry genres or discourse like epic, limerick, and sonnet. Also there are academic genres like textbooks, reports, and reviews. Additionally, the concept of "subgenre" is used widely by scholars in addition to "hybrid genres" when it combines contents and elements from two more dissimilar genres. Steen (1999) clarifies that genres are divided relying on certain yardsticks; they are:

- Domain (such as art, science, religion, government, etc.)
- Medium (such as spoken, written, electronic.)
- Content (according to topics of the texts or their themes)
- Form (depends on generic superstructures or as known by Van Dijk as text-structural patterns).
- Function (whether its purpose is informative, persuasive, instructive).
- Type (depending on the rhetorical categories and style to be classified as narrative, argumentative, description, exposition).

Consequently and in accordance to those yardsticks, the type of genre in the current study focuses on political electronic written to be spoken texts as sometimes occurs in TV news. Moreover, it represents informative and persuasive

argumentative texts that are reflected in the form of tweets. Hence, an argument is a specific use of language, devoted to certain aims such as to persuade or refuse a viewpoint (Walton, 2004: 5)

2.2.5 Flaming and Persuasion

As a natural linguistic practice, flaming is so common for its direct humiliation or attack and accordingly an enquiry may be raised by the reader of the current study which is: how attacks and insults be persuasive? Of course, the key answer is simply in the flamers' intentions, and their personal ideologies that are totally gathered and represented in the form of "argument"; the genre mentioned before a while. Hence, though the language may be simple but it could be loaded with rhetoric to convince the audience by portraying images in the mind of the recipient about certain ideas or attitudes.

Iannaccone and Arcidiacono (2017: 207) state that argument and rhetoric are usually tied up together to achieve persuasion in disputed viewpoints. However, argument is categorized mainly into two types:

- **Monological Argument** also known as "one way communication" just like the data of the current study, i.e., a tweet said by the speaker without waiting for an answer to persuade the audience about a specific message he intends to achieve.
- **Dialogical Argument** or "two way communication" involving a conversation just like the American debates between two nominees striking for the presidential elections (ibid).

The current study apparently deals with the first type of argument, as stated above, to discover flaming and the ideologies carried by it and how it

works in usual communication rather than debates. Importantly, the language of such kind of argument has specific characteristics that are stated below:

1. Various topics. Most of the themes or topics are around rights, identities, authority, ideologies or even opinions in which a person tries to prove his own views and defend them (Grimshaw, 1990 cited in Emeren et al, 2007:157).

2. There are certain factors lead people to argument about those themes such as: "disagreement, challenge, denial, accusation, threat, and insults" (Partington, 2003: 159).

3. The language being used in argumentative texts must be informative, rhetoric, and persuasive exploiting all its forms to achieve specific purposes within a context (ibid).

2.2.6 Political Discourse and Political Flaming

Kwiatkowska (2021: 87) displays that most political discourses circles around the style of negativity, hostility and aggression creating uncivil atmosphere which strengthens the competitive process of elections. This, actually, goes alongside with the politicians' purpose when they try to convince the audience about their own qualification and excluding any compromise between the them. Notably, it is a normal situation for people to see the election candidates as enemies (ibid). Consequently, the language of those candidates is based on

accusing, slandering, and denigrating each other replacing the substantive discourse into a shallow quarrelling.

Meanwhile, this language, which is best described by some scholars as flaming that represents a kind of conflict, influences the style of the common or public people, each affected by the style of whom s/he courage or believes in (Bralczyk, 2003: 8). Moreover, when those public people use aggressive language against each other talking about political issues, their language is called political flaming. This latter kind of flaming is excluded in the current study because it is after the people's comments and arguments about the political issues and figures while the aim of the study is to detect flaming by the political figures Trump and Biden for specific purposes mentioned previously in chapter one.

Within the same realm, Trump is the most famous person in using twitter across the world since he has opened his own account in 2009; he has more than 77 million followers. He is unlike previous presidents as Obama who used to give this onus to his team except when he writes by himself, where he uses his own signature to let the people recognize. Trump, actually, uses the twitter to the extent that his tweets are presented on TV news channels as an honored source of information. He uses twitter for various purposes as giving entertainment, praising and flattering, lobbying, and increasing his score and followers. That is why the current study adopts Trump's and Biden's tweets rather than their speeches.

2.2.7 Flaming Linguistic Criteria

As mentioned earlier, each genre and its texts has its own prominent features that make readers aware of their deep meaning and contextual factors behind that meaning. However, coming back to flaming, one finds that one of the predominant

criteria of flaming language is being argumentative the matter that make it has such sub characteristics like:

1. Igniting various topics. Most of the themes or topics are around rights, identities, authority, ideologies or even opinions in which a person tries to prove his own views and defend them (Grimshaw, 1990 cited in Emeren et al, 2007:157).

2. Debating about certain factors about those propositions such as: "disagreement, challenge, denial, accusation, threat, and insults" (Partington, 2003: 159).
3. The language being used in flaming argumentative texts must be informative, rhetoric, and persuasive exploiting all its forms to achieve specific purposes within a context.

All too often, linguists refer to general criteria of flaming as a language rather than the text or the context in which it occurs. For example, Turnage (2007) summarizes the most prominent features of flaming language in the next following points and these criteria are adopted in the current study. They are:

1. **Profanity** means using language with no respect to people when it is involved; that is, using language in an impolite way or rude as using cursing or a kind of expletive speech.
2. **Hostility** expresses flaming because it means to use speech full of opposing, antipathy, malice and aversion.
3. **Aggression** which can be easily recognized in flamed or heated discussions specially when speaker(s) use the style in which they dominate, humiliate, blame, or criticize the addressee(s).

4. **Intimidation** refers to intentional behavior of speakers to threaten the addressee(s) and terrify them.
5. **Insults** refers to using language by speaker(s) to hurt intentionally the feeling of the addressee(s**)** and they may be expressed by irony and sarcasm.
6. **offensive language or tone** means to use language in a way that hurts the addressee exploiting the context itself such as the use of "mockery" which is a joke that intentionally injures the addressee(s).
7. **Unfriendliness language or tone** means to use unkind language or even hostile, cold or distant to belittle the addressee(s) or disrespect them.
8. **Uninhibited behavior** refers to use language freely without caring about its negative denotations upon the addressee(s). For example:
   Ann was uninhibited in her question about Bill's brother.
9. **Sarcasm** is the humorous way of using hostility and express bitterness or poison to the addressee(s).

2.2.8 Motives to Flaming Use

All forms of aggressive and impolite language trigger flaming particularly when there is a specific context or situation where a disagreement takes place. Undoubtedly, a discrepancy of ideas, opinions or actions between interlocutors leads to heated discussions for specific contextual reasons (Smith & Mackie 2000: 503, see also Langlotz & Locher 2012). This is mostly related to the nature of disagreement when it is related to the commonsense of "face" highlighted by the pragmatician Goffman in (1995). The latter affirms that disagreement threatens one's face and ignite a reaction (Spencer-Oatey, 2007: 644). Thus, disagreement for the sake of defending one's view or one's face depending on the situational factors is the main reason that lead a person to be a flamer of a deliberation.

Also, one of the most eminent reasons that help to resort to this phenomenon among people is when they speak freely about their own beliefs, especially in online context. This occurs with the help of the property of "anonymity or de-individuation" that mostly turned on by people for getting more freedom and safety to express what they feel specially when it hurts others since the flamer is unknown, (see e.g., Bou-Franch & Garcés-Conejos Blitvich 2014, 20, Moor et al. 2010, Garcés-Conejos Blitvich 2009 & Pagliai 2010).

Ambiguity of speech or vague expressions when they are used intentionally by the speakers in specific contexts may ignite the receivers and push them to defend and exchange flaming. Likewise, within the same online context the absence of social hints or cues in the online environments, mostly results in misunderstanding and producing flaming (Collins, 1992:). For example, Lapidot-Lefler & Barak (2012) searched three circumstances in online context: anonymity, invisibility in addition to lack of eye contact. They found out that the last circumstance is more responsible for flaming.

Incidently, in a paper by Hutchens et al (2014: 1204), the reasons to use flaming are summarized by two main factors: social and individual as well as other additional vital factors.

1. Situational Factors, mean's factors that occur in certain situations and they trigger people to flaming. Among those eminent factors is “aggression” whether, proactive aggression or reactive aggression. Pro-active one means that a person starts the flaming as there is disagreement, threat, stress or other reasons. Reactive aggression, on the other hand, is a kind of reaction or response for a preceding one. That is, when a flamer makes proactive

aggression. He gives a big reason for Flaming and getting in return another flaming by reactive aggression (Dodge and Coie, 1987:53)

2. Individual factors are such factors that are represented in certain variables such as communication variables, political variables, verbal aggression, and acceptability of Flaming. behalte according.

Regarding the communication variable, this means that people behave differently according to the type of communication channel. For example, in TV. interviews they may use more formal style while in face-to-face communication they are free to choose their words according to a specific context. The same when they use online communication, they are freer to talk and choose their style specially when anonymity is available. This type of communication has a great influence on the use of flaming and the style they resort to it.

However, in regard with political issues, this topic is highly sensitive and one of the most attractive one that lead people to flame each other in an attempt to defend their views. This is commonly recurred to the extent that some researchers call this state as political Flaming. (ibid)

2.2.9 Flaming Forms: Linguistic Representations

Many forms of textual elements, such as aggressive, hate, and hostile language are tools that generate flaming. Additionally, swearing, derogatory names, negative provocative comments, threating, and even sexual inappropriate speech are all creators for flaming phenomena among people. (Dyer et al., 1995).

In written language, Turnage (2007) affirms that flaming is represented by the use of capital letters, colors and bold writing. She says that capital letters

appeal to or “equivalent of screaming”. She adds that “the disproportionate use of question marks and exclamation points, and in the mixture of letters, numbers, and other typography to create negative words without actually spelling them out” are all indicators of flaming. For example, a text contains big, bold font can be interpreted as aggressive, while red colored font indicates swearing. Also, using digital facial emotional expressions such as the smiley ones or the grieve ones or others which are cultural-different in indication are used to represent flaming, (Cleary and Freeman, 2005: 63).

Furthermore, acronyms like “LOL!” Meaning (Laughing out loud), “ROFL!” (Rolling on the floor laughing) and “J/K” meaning (just kidding) are all means to represent flaming in specific contexts, (ibid).

2.3 The Pragma-Stylistic Perspective

Within this sub-section, the researcher of this study presents both the field of pragmatics alone and the field of stylistics alone in order to give a full vision about how the amalgamation of both resulted in such important product that fills important gaps in linguistic literature.

2.3.1 Pragmatics: History and Development

Pragmatics is a distinct field of linguistics that is mainly concerned with meaning but from different point of view as it seeks for what do peoples mean when they use their language in different situations (Levinson, 1983: 5). That is why its famous definition is that "the study of language use" (ibid). Chapman and Clark (2014:1) clarifies that pragmatics represents an aspect of studying language in use as it concerns with how users of language "interact, communicate, and interpret linguistic behavior". One of its main goals is to find out how the words

mean something and how their users use them to mean something else. That is, it seeks to pinpoint principles or norms that justify such various meanings in various situations.

As for the development of pragmatics, generally it is divided into two main groups: the "neo-Gricean approach" and "post-Gricean approach". The neo-Gricean approach has witnessed the evolution of speech act theory, co-operative principles, politeness and impolite theories. All these theories differ from each other in how they portrait the types of meaning though they are alike in their deep belief that there is a difference between what is said and what is meant. The post-Gricean approach, however, represented essentially by Relevance theory by Sperber and Wilson (1986/1995), Chapman and Clark (2014: 3). Consequently, many theories within the field of pragmatics are available but the current study unravels only those that are directly related to the phenomenon of flaming to find out that deep meaning which triggers it. That is, the study presents a brief account of speech act theory specially the acts that are related to flaming. Also, Grice's theory of co-operative principles and the concept of implicature as well as impoliteness theory are going to be presented since they are all indispensable to the pragmatic side and the implied meaning of flaming.

2.3.2. Prominent theories of Pragmatics

Many theories have been developed within pragmatics to deal with the intended meaning by different strategies and tools. However, here, only some of them are presented because they are more related to the phenomenon of flaming.

2.3.2.1. Speech Act Theory

Austin (1962) established the roots of what is nowadays eminent as Speech Act Theory (henceforth SA) when he has been the first to distinguish between what words mean and what they do as an issue of function. It is worth stating that SAT is first born in the sphere of philosophy when it is molded by the German philosopher Ludwig Wittgenstein and eventually given a linguistic guise by Austin (1962) and Searle (1969). After many studies, Austin, concludes that all utterances whether they are constatives or performatives have both a "doing" element and a "saying" element (Al-Hindawi, 1999: 7). Precisely, he determines that people in their communication they are practicing three main acts: locutionary, illocutionary, and perlocutionary acts. According to him (ibid.: 94),

• **locutionary act** is the act of uttering a particular utterance in certain construction with a certain meaning. Correspondingly, Austin (ibid.: 99) puts forward the view that this is the act of speaking; " it is the act of producing sounds and words with their referential meaning"

• **illocutionary act** is the act that has the force of the utterance (the meaning one wishes to convey to communicate) sine it deals with the way in which people use speech in a context and this way makes a great difference whether we are advising, ordering, suggesting, promising, etc. Similarly, Searle (1969: 58) mentions that the illocutionary acts embrace making a statement, asking a question, giving an order, making a promise, apologizing, thanking, and the like.

• With regard to **the perlocutionary act**, Austin (1962: 121) views it as the achieved effect of the illocutionary act on the hearer which has a consequence(s) for him/her. As Sadock (1974: 8) puts it, the perlocutionary act is the by-product of the act of communication.

The above three-act scheme is summarized by Van Eemeren and Grootendorst (1983: 26) as locutionary act: the act of saying something, illocutionary act: the act done in saying something, and perlocutionary act: the act done by saying something.

In the same note, there is a modified version of this theory known as **Searle's Version of SA.** Seven years after Austin's (1962) SAT, Searle (1969), Austin's student, develops SA theory and gives it its final formal form. Searle (ibid.: 33) distinguishes only two types of acts: direct and indirect. A direct speech act, as Quirk et al. (1985:803) define it, is one where the structure is the same as the function, that is, a declarative, an interrogative, an imperative, and an exclamative issue a statement, a question, an order, and an exclamation respectively. That is there is a direct relation between its grammatical form and its illocutionary force as "close the door". On the other hand, indirect speech act occurs when there is direct road between form and function as in "why do not you close the door" when intended as an order.

However, Searle (1969) (cited in Black, 2006. 19) distinguishes five major classes of speech acts: each constitutes a host of other sub-acts which can be distinguished from each other by their felicity conditions. These include:

1. **Representatives (Assertives)** these are acts that have "truth-values which state what the speaker believes to be the case or not. They are Statements and descriptions in using them, the speaker fits his words to the world. Examples include asserting, concluding, stating, and the like. Black (2006: 20) argues that much fictions in literary texts consists largely of representative speech acts; in particular, much of the narrator's activity consists of representative speech acts".

2. **Expressives** these are acts that reveal the speaker's feelings and attitudes. They indicate the psychological state of the speaker in statements of pleasure, pain, dislike, joy, or sorrow. In using an expressive act, the speaker does not get the world or the words to match each other. Examples are thanking, apologizing, welcoming, etc. they have an interpersonal function.

3. **Directives**: these are essentially positive or negative commands expressing the speaker's wants. They include: command, order, request, suggest, advice, and so forth. In using a directive, the speaker attempts to make the world fit the words via the hearer. Directives are more likely to be found within character-to-character discourse. "Directives addressed to the reader occur rarely in the narrator's voice for the obvious reason that readers exist outside the communicative framework of the fiction" (ibid.)

4. **Commissives**: these are acts in which the speaker commits himself to some future course of action. They indicate the intention of the speaker. Acts such as promise, threat and offer are of this kind of acts. In using a commissive, the speaker undertakes to make the world fit the words. "Commissives are common in the discourse of characters in fiction, but rare in the narrator's discourse, though the beginnings of some novels function as a commissive". For example, "Once upon a time" might be regarded as "a commissive including the implied promise of a particular type of story" (ibid.22).

5. Declarations: these are speech acts which in their production, the world is altered. Declarations are performed appropriately if the speaker has a specific institutional role in a special context. The successful performance of declarations depends on the status of the speaker and the precise circumstances surrounding the event. Declarations include sacking a worker, performing a marriage, and

sentencing a criminal. Since declarations are not real-acts (1.e., lacking sincerity conditions), they hardly occur within literary discourse except as a "pseudo-speech act", as when characters marry, or are sent to prison (ibid. 23).

In terms of flaming, any of these acts may be the source of intriguing the flame as directives when producing orders or commissive as in making threats or even expressive acts as in expressing anger in a context that ignite a deep hate, teasing or harassment among characters.

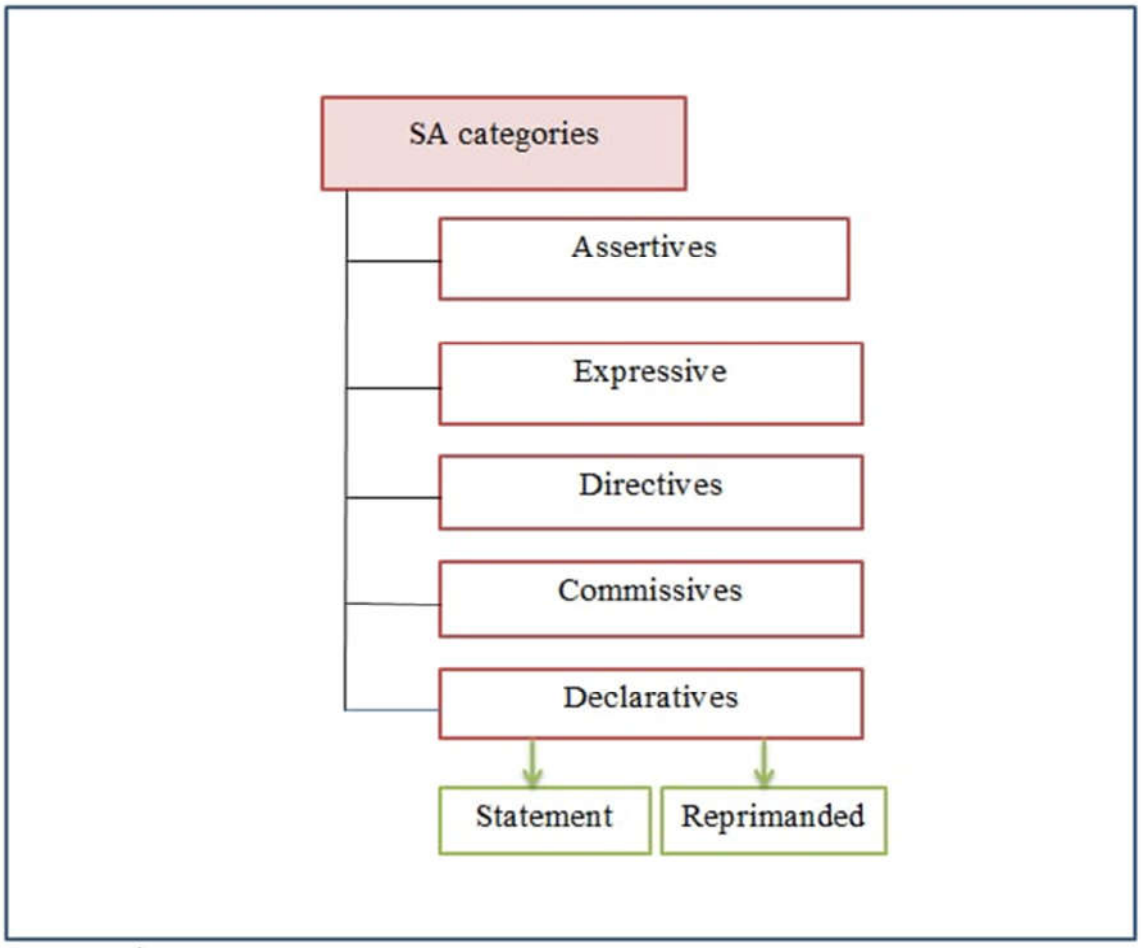


Figure ( ): Categories of SA According to Searle (1969)

2.3.2. 2 Grice's Theory of Implicature and Cooperative Principle

The notion of "implicature" is first delved and introduced in linguistics by H. P. Grice, a philosopher at Oxford University, to become the cornerstone of linguistic analysis till the moment. Yule (1996: 35, 46) reveals implicature as one of the cornerstones of pragmatics that indicates "the additional conveyed meaning" that can be reached at through communication more than in direct saying. Also, it has been clarified that implicature implies what is beyond the utterance when a speech act is performed (Chapman and Routledge, 2009: 89). Thus, the vital theory show that Grice typifies the meaning of the utterance of any speaker into two kinds: "what is said" and "what is implicated". That is, "what is said" is the15 basis for the second type 'what is implicated' because the latter is entirely reluctant on "what is said" (Huang, 2007:187; Chapman, 2011:196).

Grice notes that there are some factors in any conversation that direct the participants into a successful communication. Cooperation is seen as the pivotal factor of true and easy understanding. Accordingly, his major contribution is known as "cooperative principle" which is produced with other sub-principles known as the "maxims". Grice (1975:45) confirms that these maxims are summarize as:

"*Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged*." Huang (2007:189).

That is, there are four maxims in any conversation:

1. **Quantity maxim** means to "Make your contribution as informative as required (for the current purposes of an exchange)". and "Do not make your contribution more informative than is required".

For example, Edward: Do you have the time?

Jim: It's 9.30 pm.

2. **Quality maxim** means "try to make your contribution one that is true", i.e., "Do not say what you believe to be false", and "Do not say that for which you lack adequate evidence".

For example, Edward: Jim, do you know where the Bing Ben Clock Tower is?

Jim: It's in London. Jim's answer, here, in this example, is completely truthful.

3. **Relation maxim** "Be relevant".

For example, Waitress: How do you like your steak cooked?

Costumer: Medium rare, please.

4. **Manner maxim "Be perspicuous",** this comprises issues as:
   • Avoid obscurity of expression.
   • Avoid ambiguity.
   • Be brief (avoid unnecessary prolixity)
   • Be orderly. (Huang (2007:189). For example, Edward: I hear you went to opera last night. How was the lead singer? Mary: The singer produced a series of sounds corresponding closely to the score at an aria from 'Rigoletto'. Mary's answer is clear and unambiguous.

2.3.2.3 Impoliteness Theory

As a notion "impoliteness" has been appeared when different post-modern pragmaticians find out both critiques for politeness theories and there are certain contexts within communication that use hard language such as formal discourse, informal usual conversation, and political debates (Mehan, 1990: 163; Beebe, 1995: 155; Culpeper, 1998: 87). This is due to the fact that

any interaction may incorporate hostile as well as collaborative communication as determined by Locher and Bousfield (2008: 2).

Impoliteness is obviously defined by Eelen (2001: 100) as the opponent of politeness and byproduct of the disappearance of cultural norms. (2005) defines that “impoliteness comes about when: 1) the speaker communicates face-attack intentionally, or 2) the hearer perceives and constructs behavior as intentionally face-attack, or a combination of (1) and (2)”. Furthermore, it mostly occurs as a conscious or intended action on its own right. Culpeper (2011a: 219) affirms that impoliteness is not always expressed by interactants to make a conflictive effect or social disruption; instead, it can be portrayed as a means of reinforcing social conventions and intimacy relations in specific communities or registers. In earlier version of his publication, Culpeper (1996) describes impoliteness “as the use of strategies designed to attack face, and thereby cause social conflict and disharmony” (cited in Bousfield and Locher 2008, p. 131). This is entirely reflected in the core sense of flaming phenomenon.

2.3.2.4 Culpeper’s Impoliteness Strategies

Culpeper (1996) has granted the field of linguistics a set of impoliteness strategies to embrace the non-corporative or confrontational situations of communication. He supports his view by using data covered the speech of army training which is built on dominating impoliteness language that intended to introduce more encouragement for the recruits. However, these strategies are pinpointed to appeal the ‘inherent impoliteness’. The latter means “the act that does not involve virtual or potential offence; it is in its performance very offensive and thus not amenable to politeness work" (Culpeper,1996: 351).

All in all, these five strategies of impoliteness together with their sub categories, proposed by Culpeper (1996: 356), are introduced in parallel to Leech's politeness strategies or principle. They are:

1. **Bald on record impoliteness** which is occurs in "direct, clear, unambiguous and concise way in circumstances" (Brown & Levinson, 1987, cited in Culpeper, 1996: 356). Precisely, it is used to show direct intention of the addresser to attack the addressee such as imperative or angry command.
2. **Positive impoliteness,** this strategy is used to hurt and damage the addressee's positive face. It comprises ten sub-strategies to be in parallel to the fifteen sub-strategies of politeness according to Leech. These are:

a. "Ignore, snub the other fail to acknowledge the other's presence".

Hiding any acknowledgment and ignoring a person's presence, emphasizes one's disrespect and disdain. For example, is this part of conversation form a novel:

Lucy: "Who'd Stephen come with"
Marnie: "Shut up' (My name is memory: 13).

In this example, Marnie intends to show that she does not care for Lucy's saying.so, she said that with humiliation and rudeness to stop all the talk.

b. "Exclude the other from an activity"

To isolate a person from certain discussion means to ignore and exclude him/her and being out of social groups. This is similar to positive face wants which refers to "an individual's wants and needs are respected

by others", such as the use of profane words that dismiss them. (Brown & Levinson, 1987: 61 as cited in Bousfield, 2008: 89).

c. "**Disassociate from the other: for example, deny association or common ground with the other; avoid sitting together"**
within this sub-strategy of positive impoliteness, the addresser neglects to be associated with the addressee.

d. "Be disinterested, unconcerned, unsympathetic"

This occurs when an addresser does not give any concern, importance or sympathy toward the addressee's situation.

e. "Use inappropriate identity markers - for example, use title and surname when a close relationship pertains, or a nickname when a distant relationship pertains".

When an addresser uses an inappropriate address term or identity marker for addressing the other, especially the distant one, an impoliteness is raised by attracting the addressee's positive face.

f. "Use obscure or secretive language - for example, mystify the other with jargon, or use a code known to others in the group, but not the target"

g. **Seek disagreement – "select a sensitive topic"** (Culpeper, 1996: 357) **or Avoid agreement,** "avoid agreeing with H's position (whether actually S does or not)" (Bousfield, 2008:108). When an addresser raises a sensitive subject, it means that he/she is seeking for disagreement.

h. "**Make other feels uncomfortable – "do not avoid silence, joke, or use small talk"** (ibid:358). Impoliteness, of course, occurs when the addresser makes lough of the addressee and ridicule her/him in a context.

i. **"Use taboo language – "swear, be abusive, express strong views opposed to H's"** (ibid)**.** all forms of this language represent a clear impoliteness that mostly leads to a flaming or conflict.

j. **"Call the other names - use derogatory nominations"** (ibid). As example for this sub-strategy of positive impoliteness is when Trump calls Mrs. Clinton as "the Clown Criki"

3. Negative Politeness Strategy

This strategy is manipulated for damaging the addressee's negative face. Like the opponent positive strategy, it is divided into five sub-strategies:

a. **"Threaten/Frighten"; that is, "instill a belief that action detrimental to the other will occur"** (ibid).

This means that an addresser expresses his ability to talk in undesirable topic to her/his addressees specially when they exchange the same attitude.

b. **"Condescend, scorn or ridicule"; that is, "emphasize your relative power" (e.g., use diminutives)".** Culpeper (1996: 358) clarifies that this situation occurs when an addresser is "contemptuous", and completely intends to belittle the addressee.

c. **"Invade the others space-literally or metaphorically".** For instance, placing the addresser's position closer than the relationship allows. Metaphorically, it means to " ask for or speak about information which is too intimate given the relationship)" (ibid).

d. **"Invade the others space-literally or metaphorically",** like "personalize, use the pronouns 'I' and 'you'". For example, the addresser may likens the addressee to a figure like Hitler, which gives negative impression and disapproval according to the interlocuters' common knowledge.

e. **"Put the other's indebtedness on record"**

f. **Hindering/blocking** – "physically (block passage), conversationally (deny turn, interrupt)" (ibid). Violate the structure of conversation — "interrupt".

Through interaction, an addresser may interrupt a continued conversation and this is considered as impolite. This strategy, however, is reconsidered by Bousfield (2008:128) who names it "blocking" to give a pure picture. Blocking happens when a speaker "stops [other] individuals from taking a turn on the conversational floor…or from withdrawing from a conversational exchange" (ibid). Thus, this strategy describes any violation for a talk as impolite attitude.

4. Off-Record Impoliteness

The synonymous name of this strategy is "sarcasm" which is regarded as one the exhaustive list of impoliteness strategies. Sarcasm, according to Culpeper (1996: 356), is used when "the FTA is performed with the use of politeness strategies that are obviously insincere, and thus remain surface realizations". Thus, he proposed a new category 'off-record impoliteness' to replace 'sarcasm or mock politeness'. Culpeper (2005, p.44) defines off-record impoliteness as "the FTA is performed by means of an implicature but in such a way that one attributable intention clearly outweighs any others".

5. Withhold politeness

The absence of politeness when it is expected causes face damage. Culpeper (1996: 357) defines the notion of withhold politeness as "the absence of politeness work where it would be expected".

2.3.3 Stylistics: History and Development

Stylistics as a field of study has started in almost the second half of 20th Century (Freeman, 1971). Bradford (1997) states stylistics as a branch of linguistics that investigates the varieties of language, features, and principles behind expressions, dialogue, accent, as well as registers. However, it is expressed by Verdonk (2002:4), as a branch of linguistics used in the analysis of distinctive expressions in language and the description of their purpose and effect. Barry (2002:2) views stylistics as new version of the ancient discipline known as "rhetoric" which teaches its learners how to form an argument by effective use of figures of speech, and how to pattern and vary a speech in general to get the highest effect. Also, it is stated that stylistics is a method of textual interpretation in which "place" is an elementary factor to determine language (Simpson, 2004: 2).

In regard to the word "style", as it is mentioned that stylistics is "the study of style", it is best described as "the effectiveness of a mode of expression", (Babajide, 2000: 123). The study of style digs deeper to unearth the value of peculiar choices of language when using them in specified societal context. All these arguments point to the very fact that style is important to the study of stylistics (Babajide, 2002). Mostly, "style" demands a deviation from the norm or standard use of language to effectuate persuasion and rhetoric messages.

Due to Osundare (2003), style is the choice of linguistic items that goes beyond the arrays of concrete ties of language use. That is, it refers to the choice of words or expressions in a particular context by a particular person, for a particular motive, and so on. On the same note, Leech and Short (2007) demonstrate it as “the way to transmit the message of the writer, to the reader”. Accordingly, stylistics comes to be known as the theory of effectiveness and usually it exploits the and there are many types of this field that are not agreed

upon their exact divisions. In a nutshell, they are divided by Busse et al (2010:6) into two main groups; linguistic stylistics and literary stylistics. Linguistic stylistics comprises formal stylistics (phono-stylistics, graphological stylistics, morpho-syntax stylistics, and lexical stylistics), and functional stylistics (pragmatic stylistics, discourse stylistics and multi-modal stylistics). Thus, the current study belongs to functional linguistic stylistics.

In general, the linguistic stylistic analysis circles around either finding the linguistic features of linguistic choices made by speakers like Crystal and Davey's (1969) model, or determining levels for analysis to highlight the stylistic devices or figures of speech like Leech and Short's (2007) model. Hence, both models are inadequate to the pragma-stylistic approach since they do not take into consideration the pragmatic side of language. Usually, theories of pragmatics equip the stylisticians with tools to analyze, contextualize, compare, and comment on text relying their investigations on pragma-linguistic forms and socio-pragmatic functions of the various linguistic elements (Zyngier, 2001; Onoye, 2014).

2.3.3.1 Figurative Language

Figurative language refers to a language that helps its users to create mental images or a kind of comparisons between concrete and/or abstract things in the receivers' mind. Figurative language helps an audience (readers) to better understand the story or text. That is why it has been delved by stylistics and became part of the style of many authors or writers under another name as "figures of speech" or "stylistic devices, (Stefoff, 2018: 5)

Figures of speech is a comprehensive and umbrella term in rhetoric that combine all kinds of vivid, deviant or unusual configurations of words or phrases. The deviation may affect all units of the linguistic units of analysis

"graphic, phonological, morphological, syntactic, semantic, and pragmatic patterns" that can be represented through "(a) repetition, e.g., alliteration, polyptoton, parallelism; (b) extension, e.g., parenthesis, pleonasm; (c) abbreviation, e.g., apocope, ellipsis, zeugma; (d) permutation/transposition, e.g., palindrome, anastrophe, hyperbaton." Some kinds of substitution process are also included within figures of speech such as tropes, and other pragmatic concepts like the rhetorical questions or concession or prolepsis. (Bossman, 1996: 410).

The current study, however, presents only those figures of speech that contribute to create flaming between the interactants. They are used more than others for their style is unique, indirect and vivid, they are: irony, sarcasm, rhetorical questions

- **Irony** is a device that is used in the figurative language to express the intended meaning of an expression. The ironic expression is usually opposite of the literal meaning. It is used to echo the words or assume opinions of someone else, and it is intended and is intended to mock or ridicule, (Cruse, 2006: 90). Learning (1997) illustrates that irony is difficult to be identified in a literary work due to the fact that it is related to the tone and the attitude of the author towards the work.
- **Rhetorical Question** this device is one of the most widely used figures of speech. It is syntactically and phonologically marked as a question. Yet, its answer does not require the answer of the true question. Also, it is characterized by giving the hearer the whole freedom whether to answer or not. Besides it has implied messages according to the context of interactants (Ainsworth-Vaughn, 1998: 105). It is used for the persuasive effect. It is either so profound to the extent that it is obviously impossible to be answered, or it is superficial to the extent that it is impossibly obvious (Black, 1992: 2).

2.3.4 The Pragma-Stylistic Framework

As the name suggests, this field is an amalgamation of both pragmatics and stylistics to constitute a kind of stylistics that tries to fill a gap in literature which cannot be solved by pragmatics alone or by stylistics alone. To clarify its core essence, Hickey (1993: 578) and Davies (2007: 106) reveal that pragma stylistics is stylistics in essence but with a pragmatic element added to it. Zyngier (2001; Onoye, 2014) explain that "Pragma-stylistics" or "pragmatic stylistics" is also known as "speech act stylistics". It is, according to Zyngier (2001), one of the types of context-oriented stylistics which is known as that approach which highlights the intended meaning and the distinctive style of the speaker.

Within the same realm, Mey (2009: 256) agrees and assures on placing pragma-stylistics within the larger literary subfield of stylistics. He portrays it as an established discipline lies on the threshold of narrative studies within stylistics. He typifies it as the study of the "user's role in the societal production and consumption texts' and alternatively as the 'science of the unsaid". Thus, Pragma-stylistics, refers to a stylistic study that implement the tenets of pragmatics, in order to find out, analyze and reveal the implicit meanings of selected utterances.

2.3.4.1 Similarities

Though pragmatics and stylistics are totally different fields of study within linguistics, they are similar in many issues to the extent that there are no border lines to separate them. Both are concerned with meaning of language in communication but they approach it from different visions. For example, pragmatics seeks the intended meaning by utterances and pragmatics seeks why such utterance are used rather than others. Adegbija (1982) reveals that at every stage of discourse, both speaker(s) and hearer(s) need to manipulate areas of the

pragmatic, social, syntactic, semantic and lexical competencies in their communication to be able to participate effectively in their interaction. On the same note, stylistics as a branch of linguistics that deals with the study of varieties of language, its properties, principles behind choices, dialogues, accent, length and registers which pragmatics implied indirectly within them, Bradford (1997).

Also, Pragmatics takes context as a vital element that contributes to understanding the intended meaning between the interactants. This context either being a linguistic one or situational/ environmental one. Originally, it is popular that pragmatics is an area of study that aims to find the relationship between language and context. Stylistics, on the other hand, takes context into consideration in order to determine the kind of style and the choice of linguistic elements that suits more a specific context rather than others. (Hickery, 1993: 578).

2.3.4.2 Differences

When "meaning" being the main point of focus, the pragmatic side considers the hidden or intended one in the linguistic utterances or choices made by speakers, while the stylistic side considers the effectiveness and rhetoric in these choices rather than intentions. Besides, pragmatics regards the linguistic choices as acts that are performed by language users such as asking requests or making promises that makes it different in purpose from the field of stylistics. The latter, by contrast, regards the effects and the aesthetics sides of these linguistic choices (Hickey, 1993: 578).

Moreover, both are interested in "context", but pragmatics analyses the relationship between a linguistic choice in which it is used to arrive the hidden meaning. Besides, context in pragmatic sense is a wider one than that common in stylistics as it refers to the background knowledge, beliefs, and earlier utterances.

Stylistics, on the other side, interests in context in order to determine which linguistic choices are suitable to use, i.e., which style in certain situation (ibid).

Sure enough, stylistics has been expanding its roots and tools of analysis of language use starting to move toward pragmatics. Hence, recent stylistic studies state an interest in both their study of linguistic forms and interest in pragmatics. Thus, the result is being pragma-stylistic studies that their main aim is to give a comprehensive framework to explain the relation between linguistic forms and pragmatic interpretation. Additionally, it seeks to explain how the style of communication varies in accordance to the speaker's want to help the reader identifying the intended idea behind an utterance (Al-Hindawi, 2018: 115).

2.3.4.3 Amalgamation: A Bird's Eye View

Pragma-stylistics is exploited, anyway, for explaining and interpreting existed texts rather than generating new readings. Hickery (1993: 578) cited in (Sorlin, 2016: 13) condenses the core of such integration and the main aim of this field of stylistics. He confirms that 'pragma stylistics' "studies the potential power of linguistic choices that are liable to produce diverse effects in the hearer's mind, depending on the extralinguistic conditions and the communicative abilities of the speaker:

Pragmastylisties pays special attention to those features that a speaker may choose or has chosen, from a range of acceptable forms in the same lan guage that would be semantically, or truth-conditionally, equivalent, but might perform or achieve different objectives or do so in different ways. In other words, the choices are seen as determined by the desired effects (expressive, affective attitudinal etc.), by the communicative qualities aimed at (clarity effectiveness etc.), and by the context or

situation itself (what is already known and what is new, relationships between the speaker and hearer, the physical distances etc.).

Historically speaking, the dawn of this field has its beginnings in early of 1960s when the style was one of the main issues of rhetorical studies. Later, it has become an eminent approach to analyzing texts during 1880s and beginning of 1990s specially when developments in the tools of analysis have occurred within pragmatics, conversation, and discourse analysis. Such developments support the stylisticians to analyze the style of dialogue and interaction in literary types (Norgaard, et. al. 2010: 45).

2.3.4.4 Pragma-stylistic Strategies

Since the principal aim of pragma-stylistics is to seek the relationship between the linguistic forms or choices that made by their users and the pragmatic interpretation of these forms, i.e., functions, it applies theories, ideas and concepts from pragmatics to analyze and interpret texts (Davies, 2007: 106). That is, within this approach, both pragmatics and stylistics focus on "the speakers'\users' choices of expressions". Accordingly, Allan (2016: 217), shows that this approach seeks to apply the concepts and methodologies of pragmatics to the concept of style in language. For instance, the variations in language use whether written or spoken in different genres are analyzed in terms of pragmatic theories such as speech act theory, Grice's theory and others.

Norgaard, et. al. (2010: 39) clarify that this type of stylistics utilizes the strategies of both linguistic stylistics and pragmatics. In other words, it uses pragmatic theories to apply them to literary and non-literary texts. Such application serves to present an explanation about the way literary language is used in a

context or how expressions are powerfully created to reflect influences upon their users and receivers.

Notably, the nature of the data that a pragma stylistic analysis deals with, is not only the literary texts because one of its aims is to highlight the usefulness of pragmatic theories to the interpretation of literary and non-literary texts. That is, pragma stylistics deals with any piece of language in use, whether a phrase, clause, or a complete discourse or text, written or spoken, by using its theoretical and analytical tools (Niazi and Guatum, 2010:22, Chapman and Clark, 2014:1-2).

All in all, as the field of pragma-stylistics relies on two distinct fields that each one of them is based on certain principles that differ from the other, the following sections presents the eminent strategies and devices within the fields of stylistics alone and pragmatics alone.

2.3.5 Appraisal Theory

Before going to delve in the gist of this theory, it is better to answer an enquiry a reader may have, which is; what is the relation between this theory, flaming, and the entire current study? Importantly, a simplest answer is that it represents a chain that links stylistics and critical analysis to accurately detect flaming as an attitudinal social problem. This is elicited by the next details about its nature.

Going back in history, the initial buds of appraisal theory (henceforth AT) are found in the "Write It Right" project, which was started by a team of academics under the direction of an eminent linguist named "James Martin" from the University of Sydney, in the 1980s and 1990s. what is more, the term "appraisal" serves as a holistic term for the semantic tools that speakers/ writers utilize to negotiate feelings, opinions, and values through words, phrases, and structural

elements through communication (Wei et al, 2015: 235). More accurate, AT is a new development of Systemic Functional Linguistics (henceforth SFL) developed by Halliday and his colleagues (1994). According to SFL, all utterances smoothly have the textual, ideational, and interpersonal modes of meaning called metafunctions. In contrast with SFL, AT focuses primarily on only the interpersonal aspects of meaning, to uncover the subjective role of speakers/ writers in texts. That is, it highlights "how writers/speakers approve and disapprove, enthuse and abhor, applaud and criticize, and with how position their readers/listeners to do likewise." (Martin and White:2005:1). In general, interpersonal meaning elucidates the interaction in regard for the social relations, emotions and other factors. However, the most dominant tenets of this theory that are beneficial to flaming in Trump's and Biden's tweets are:

I. The framework is devoted to detect meanings in context and rhetorical effects rather than emphasizing grammatical forms.
II. It is about stances of speakers/ writers', that is, their own views in evaluating things or entities in the world around them. It sees all utterances as stances or attituds. It adopts Stubbs's view (1996: 197 cited in Martin and White, 2005: 92) when he assures that " whenever speakers or (writers) say anything, they encode their point of view towards it". That is why AT is applied widely in political texts and in finding out ideologies belonging to genre with argumentative orientations such as journalistic texts, academic and political ones.

Consequently, the current study is going to evaluate the language of Trump's and Biden's tweets relying on the context to unravel their own stances and implied ideologies that they intend to influence people around them. This simultaneously facilitates the work of the critical side of the current study. This is because there

are a lot of identical goals between the critical analysis and the AT. Among them are the following:

I. Both are seeking to highlight the relation between theory and practice to look at the relation between language and society, language and power and language and ideology.

II. Both are taking context as an essential part to language to reveal facts and make them explicit.

To clarify more the interrelation between AT, pragma-stylistic, and critical analysis to investigate flaming, the following figure achieve the minion:

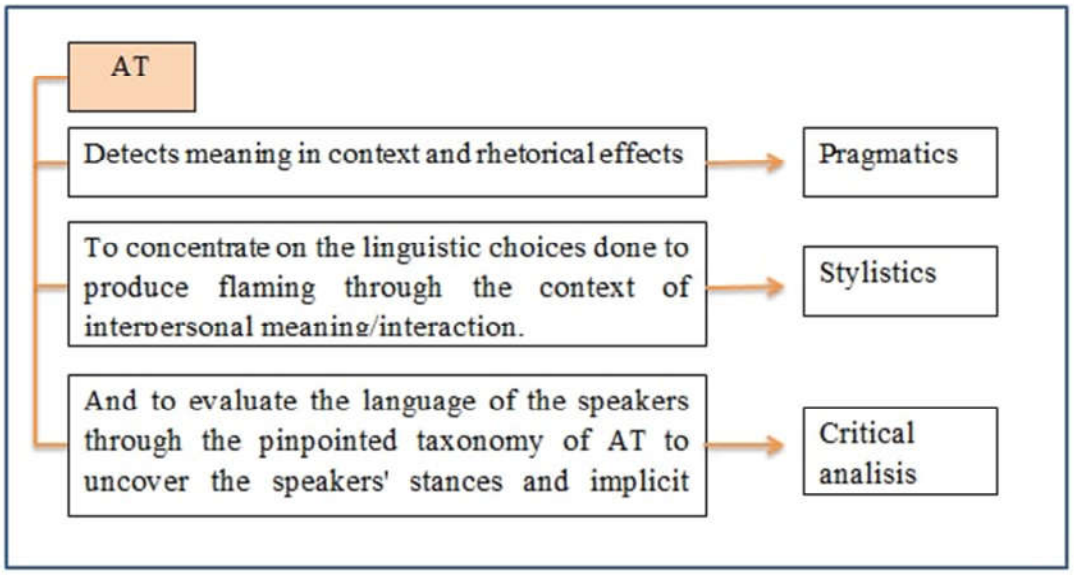


Figure ( ) The Interrelation Between AT, Pragma-stylistics and Critical Analysis

2.3.5.1 The Core Elements of AT

The prominent architecture of this theory is organized in a taxonomy realized by three categories, they are: attitude, engagement, and graduation. Each category has other sub categories as illustrated below:

1. **Attitude** represents the part of the speaker's feelings, emotional reactions, impressions or evaluating people and things. Consequently it is divided into three subcategories: affect, judgment and appreciation where each category has two polarities positive and negative.
   - **I.** **Affect** refer to emotions or feelings of oneself emotions towards things or people. For example: shock feelings in regard to 11/9 events mentioned by (Mourning 2001 cited Martin and White,2005:35):
     "The terrible events of the past week have left us with feelings -in order of occurrence of horror, worry, anger, and now, just a general gloom."
   - **II.** **Judgment** refers to the speaker's evaluations towards people to judge them either positively or negatively depending on his own stances or ideologies. When he judges them negatively whether implicitly or explicitly he either aims to destroy their social esteem or their social sanction.
   - **III.** **Appreciation** means the speakers evaluation towards things rather than people. It is also divided into positive and negative.

2. **Engagement** usually refers to the speaker's attitude of dominating others or seeking for equal or sometimes shared ground of communication. It is called "monoglossic" when he allows only for his voice to be heard and accepted while "hetroglossic" if he allows for other voices to participate their voice or views.
3. **Graduation** refers to the degree of the speaker's evaluation. It is divided into force and focus**.** The figure blow clarifies this theory.

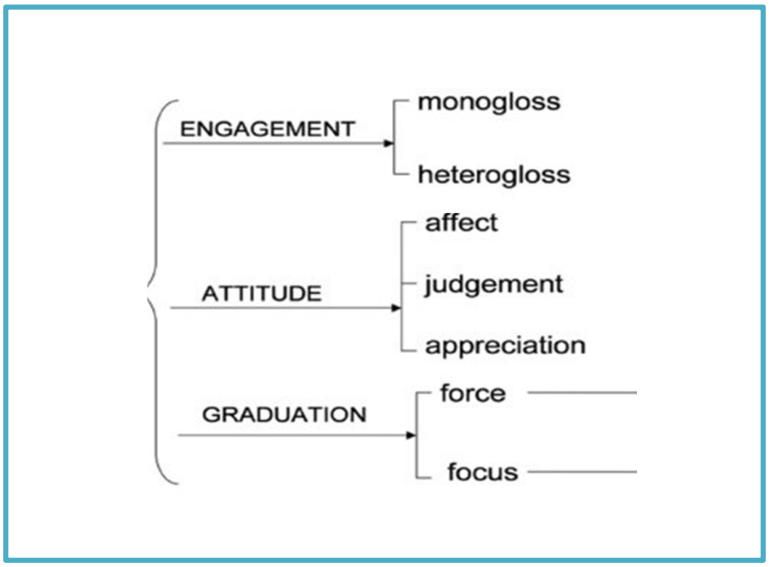


Figure ( ): AT

2.4 Critical Orientation

In order to get a clear image about the nature of the critical part pinpointed to the current study, it is indispensible to sketch rapidly the dawn and the yardsticks of this terrain. As a word, "critical" means, to criticize severely and unfavorably as stated in Merriam Webster dictionary (1828). As a notion, Fairclough (1992: 9) determines that "critical" exposes hidden social relations, ranking and reasons as well as "intervention". This reveals that language has missions other than being a mere means of communication such as doing social functions and reflecting intentions.

Consequently, too long ago, critical approaches to language have been existed early in human civilizations. They have been emerged under different names and titles like "critical linguistics CL", "critical discourse analysis CDA", "critical discourse studies" and recently "critical pragmatics CP" and "critical stylistics". The initial roots of all critical studies particularly of critical linguistics are affected by the critical theory of philosophy

2.4.1. Critical linguistics

The most important characteristics of critical research are:

a. Research interest: Uncovering inequality and injustice.

b. Object under investigation: Language behaviour in natural speech situations of social relevance (institutions, media, minority prob- lems, racism etc.) is to be investigated. All situations which are threatening or involve a power play between individuals are of interest.

c. Interdisciplinary research: Social phenomena are too complex to be dealt with adequately in only one field.

d. Empirical research: Data from natural speech situations are to be analyzed. Nevertheless, theory and methodology, values and aims are to be discussed explicitly.

e. Inclusion of the historical perspective: Social processes are dynamic, not static. This has to be reflected in the theory and in the methodology.

f. "Leitmotif" of critical research: "Diagnosis" first, interpretation and "therapy" to follow!

g. Researchers are forced to take sides: Especially in empirical research, the "subjects under investigation" cannot be treated as objects any longer. Research includes the "researched" and, even- tually, ought to help them (if possible).

h. Social and political practice is aimed at: Results of research not only imply success in the academic field, but they should also include proposals for practical implementation.

i. Necessity for new notions and extensions of traditional concepts of "language behaviour" and "meaning": Social phenomena are very complex, irrational and rational. Many different and ambivalent, conscious and subconscious motives are relevant. Thus multiple methods, manifest and latent meanings, cognitive and affective aspects are important. Finally, the historical and social context should not be neglected.

However, in today's global academia, the origins of what is currently known as CDA may be traced back to 1970s Critical Linguistics. During the University of East Anglia, socially and politically engaged scholars took up linguistics in its late twentieth century form at this time. Methods for systematically analyzing the political and social significance of texts have been proposed and developed.

The term critical linguistics was first used by a group, mainly of linguists, at the University of East Anglia in the 1970s (Fowler et al., 1979). To put simply, critical linguistics is an approach to the study of language which stresses the close connection between linguistic structure (language) and social structure (society). Its practical objective is to help increase consciousness of language and particularly of the way in which the use of language contributes to the-domination of some people by others. While power exists in many forms, including that of physical force, the type-of power that is of interest to critical linguists lies in the assumptions which are implicit in the conventions which underlie everyday social interactions.

According to the Longman Dictionary of Language Teaching and Applied Linguistics, critical linguistics is defined as an approach to the analysis of language and of language use that focuses on the role that language plays in assigning power

to particular groups within society. Critical linguistics is based on the study of texts and the way texts are interpreted and used. The assumption is the relation between form and function in discourse is not arbitrary or conventional but is determined by cultural, social, and political factors, i.e., that texts are inherently ideological in nature (2002: 133). Generally speaking, there are social meanings in any language, and these are reflected in its phonology, vocabulary, grammar and discoursal structure. Critical linguistics shows the processes of how one party may be manipulated by another through the use of language and how another party may "pull the wool over the other party's eyes". There is a focus on how people use language for a variety of purposes but mainly on how people use language to manipulate or control their environment as well as other people. Thus, language is never shown as neutral but always embodying beliefs and practices which incorporate power relations and social struggle.

2.4.2 Roots of Criticality

The term to an area of language study which is relatively recent. A "critical linguistics" was first proposed in Fowler et al. (1979). Their approach is based on the dialectical inseparability of two concepts, "language" and "society", two words which happen to be indexed separately in English. Influenced by Halliday (1979) their objective was to combine a close formal analysis of language texts and social analysis. They were interested in analyzing text in such a way that it would act as a critical resource of use to non-linguists. The original orientation in Fowler et al. was continued by a group of scholars working at the University of East Anglia (e.g., Hodge and Kress, 1988; Kress, 1991). Work on the connection between language and ideology has been further developed by a number of researchers (e.g., Threadgold, 1986; Wodak, 1989) and sociolinguists (e.g., Hall, 1985) attached to the Centre for Contemporary Studies in Birmingham.

2.4.3 Rudiments of Criticality

The following key concepts represent the basics of any critical approach or study of language in the realm of linguistics:

1. **Ideology** The notion of ideology refers to "a set of concepts, doctrines and beliefs that forms the basis of a political, educational or economic system" (Longman Dictionary of Language Teaching and Applied Linguistics, 2002). Importantly, the relationships between ideology, language, and discourse are a central focus of critical theory and critical linguistics. On a similar note, Verschueren (1999: 238) defined ideology as "any constellation of fundamental or commonsensical, and often normative, beliefs and ideas related to some aspect(s) of 'reality'". Also known as linguistic ideology, language ideology is used to characterize any set of beliefs about languages as they are used in their social worlds. When recognized and explored, language ideologies expose how the speakers' linguistic beliefs are linked to the broader social and cultural systems to which they belong, illustrating how the systems beget such beliefs. By doing so, language ideologies link implicit and explicit assumptions about a language or language in general to their social experience as well as their political and economic interests. Language ideologies are conceptualizations about languages, speakers, and discursive practices. Like other kinds of ideologies, language ideologies are influenced by political and moral interests, and they are shaped in a cultural setting.
2. **Power** In any interaction, the concept of power always exists. Wilson in Mey (2009: 744) states that pragmatics is recognized as a branch of language study and in recent times the operationalization of power within, or through, the use of language in society has become a central concern of discourse analysis, sociolinguistics, and pragmatics. Furthermore, he

explains that the term power is not always easily defined. Power can be ideological, economic, or cultural, for example, and within these confines, power can operate at a range of different levels: the social, individual, military, state-based, legal, and so on. Watts (2003: 276) defines power as the freedom of action to achieve one's goals, regardless of whether or not this involves the potential to impose one's will on others to carry out actions that are in one's interests. Besides, the notion of power has been discussed as one of the sociological variables along with distance and rank of imposition in the theory of politeness by Brown and Levinson (1987). Evidently, power is a value assigned to individuals or their roles in a particular context (Brown and Levinson, 1987: 83). According to Archer et al. (2012: 133), pragmatic investigations of power are the basic constituents of CP.

3. **Critique** Connerton (1976: 18) maintains that "Critique…denotes reflection on a system of constraints which are humanly produced: distorting pressures to which individuals, or a group of individuals, or the human race as a whole, succumb in their process of self-formation…." In other terms, it means to put under deep scrutiny any aspect of human life in an attempt to improve it. Accordingly, critique denotes "making explicit the implicit relationship between discourse, power and ideology, challenging surface meanings, and not taking anything for granted." (Wodak and Meyer, 2013: xxiv). In spite of the fact that the two terms critique and criticism often overlap, they are different in essence. On the one hand, criticism indicates a negative evaluation of things and mainly focuses on highlighting faults and weaknesses. On the other hand, critique "is a detailed analysis of something...giving an objective assessment that includes both negative and positive comments" (Wodak and Meyer, 2013: 12).

4. **Stance**. The concept of stance refers to the point of view or position which people adopt in saying and interpreting the propositions they make. Van Dijk (2001: 353) claims that in the processes of speaking and hearing, certain views and perspectives are spelt out presenting the speaker's and hearer's ideological position, i.e., their own stances from what has been stated. A major aspect of critical pragmatic analysis is to recognize the stance of speakers and hearers through revealing their own attitude and opinion in relation to the proposition asserted and attempting to show why particular linguistic choices have been selected. Ultimately, such a stance can be either explicit or implicit; conscious or unconscious (Bloor and Bloor, 2007: 33).
5. **Reproduction** refers to the last step in any critical pragmatic perspective. When a critical pragmatist takes a stance towards a phenomenon in society, then the next advance is to make a critique of what is not accepted or of what has long been accepted as natural and then attempt to reproduce it. Obviously then, after revealing a particular stance, a critical pragmatist has the task of introducing a reproduction of what has been stated in order to complete the picture. It is a reproduction of unequal power and of existing language uses which have been taken naturally.

Chapter Three

Methodology and the Model of Analysis

"Flaming is a subset of hate content"

(Taghian, 2021: 547)

3.1 Preliminary Remarks

For clarifying the analytical subsequent part of the current study, this chapter has been separated into four subsections. Each subsection describes a component of a holistic multidisciplinary approach of analysis related to the very specific content of this study. First subsection, elucidates general analytical procedures and techniques that will be manifested in the analytical part of flaming. Then, the second subsection lays out component theories of the model to be discussed with reference to their importance as contributions. The third subsection, then, offers the analytical eclectic model which is organized with its portrayed configuration. Finally, the last subsection produces a pilot survey for checking the validity of the model.

3. 2 Procedures for an Analytical Flaming Model

As the prominent goal of the current study is to understand flaming as an ideological strategy and style manifested in American political discourse, so it is time now to employ a diverse range of analytical methods and techniques to help allow the correlation of form (linguistic choice) and content (implied meaning besides hidden ideologies) in the discourse to be revealed. The multidisciplinary framework of the current study makes the analysis in this chapter as influenced by a variety of theoretical perspectives, including types, criteria, pragmatic theories, beside attitudinal evaluative appeals all

devoted in analysis exploiting two different methods and their techniques to complete each other in accomplishing the aims of the study, they are:

1. **Qualitative Analysis**

A thorough, in-depth description is the goal of qualitative analysis as the nature of the data appeals to a question of "how something is" to detect patterns, features or qualities, and occurs in a discourse analytical research. Ultimately, it is an inductive analysis that based on theories to reach at results and evaluations and it can be expanded by employing a survey or resorting to a quantitative analysis.

This is, factually, very important method since the nature of the current study is a multidisciplinary one. The concept "multidisciplinary or sometimes interdisciplinary" refers to the application of knowledge from various disciplines to a particular problem in a way that complements one another and allows for the drawing of conclusive conclusions without being seen as isolated or partial. That is, several disciplines take part in a specific path of investigation that is focused on an issue or area. This justifies why such an approach is adopted in the current study; in order to investigate how flaming is used as an ideological strategy, and style on pragmatic level within the political domain and by what strategies and linguistic choices; the current study makes that investigation under the different disciplines: critical, pragmatics and stylistics to integrate them in a way that achieves the potential aims pinpointed previously in the first chapter of the current study, cf. ( ).

2. **Quantitative Analysis**

It is a kind of analysis researchers mostly resort to for different reasons among them is the decent size of the data, when there are various variables accompanied (contributed to) the outcome of the data. The

nature of the data mostly appeals to the question of "how many/ how much) the use of patterns, feature or occurrences, commonalities and differences are there in specified data. The most popular types of quantitative analysis are: the ones devoted to accounting the most frequent occurrences of specific features, typically known as "mathematical statistics". The next popular type is "inductive or inferential statistics" concerned with generally comparing variables to find significant details. All in all, only the most eminent differences between these methods of analysis are summarized in the figure below:

Qualitative method	Quantitative method
It is an inductive research methodology based on a theory based on studies results.	It is a deductive: based on established theory, and formulating hypotheses that the research then attempt to validate (or invalidate) through empirical study.
This qualitative-inductive method is entirely based on an "idea" rather than a firm hypothesis to be presented at first. Then developing this inductive method to analyze the data that reveals patterns and structures of data by which one inducts the hypothesis	This quantitative-deductive method is entirely based on a proposed hypothesis based on findings of previous research, so this method is used just to deduce, i.e., support or refute (validate/invalidate) that hypothesis

Figure ( ): Qualitative VS Quantitative methods of Analysis

3.3 Describing the Analytical Model

Any interdisciplinary approach like the one in the current study involves a holistic eclectic model to be a hybrid outlet that integrates all

the three interlinked approaches of linguistic analysis namely: critical analysis, stylistics and pragmatics. All are gathered smoothly in harmony to arrive at suitable findings that appeal to the target aims of investigating flaming in American political discourse represented by Trumps and Biden's tweets in the 2020 electoral presidential campaign.

Importantly, in order to find out the nature of flaming through the lens of all the three interlinked approaches, an eclectic model is designed to produce a fruitful image that accomplish the overall output of the target aims. The eclectic model is built in three vital stages that each stage complete the other in portraying 3D picture of flaming. These stages are:

- **Identifying stage** that is responsible for stating how flaming is created, recognized, convinced others, and the type it is embodied in.

Consequently, the researcher in identifying stage, spots light on the context that elucidates the situational factors contribute in producing flaming. Followed by determining the criteria by which the recipient recognize the flaming phenomenon and may react likewise or take a reaction. Then, identifying the persuasive appeals that convince other by the content of flaming though it is a harsh style. Finally, signifying the types of flaming that reflect the speaker's ideologies.

- **Analyzing stage** this par is devoted to state how flaming is created at the critical pragma-stylistic levels.

That is, it clarifies how it is expressed as a matter of style at the pragmatic level which includes rhetorical implied language while flaming is known as a direct insult or attack. This implies revealing ideologies and means of rhetoric besides revealing the form function relations. This justifies detecting the style of flaming pragmatically by selecting the most

prominent pragmatic theories relevant to this phenomenon. These theories are: SAs by Searle (1969), CP by Grice (1975), Imp strategies by Culpeper (1996) where only the positive and negative strategies are relevant to the current study for reflecting certain ideologies.

Furthermore, the AT by Martin and White (2005) is adopted in this eclectic model because it links stylistics with pragmatics simultaneously since it seeks the interpersonal function of language. That is, its focal point is the interpersonal meaning which indicates that the speaker has implicit meaning in his communication. That is, his speech takes into consideration both the linguistic choices he uses and their pragmatic functions. Moreover, AT is also known as the evaluation theory of language that evaluates the attitudes or stances of the users of language and accordingly it is a covert implication of critical analysis. After accomplishing this stage, the overall analysis leads to arrive, without an effort, at the third stage.

- **Functional stage** this reflect the final readings for whole the tweet after analyzing and evaluating flaming in the previous two stages.

The panoramic readings of the text after analysis uncovers that all steps cooperated to generate a specific function based on the speaker's own stances in ideologies and aims behind those ideologies.

All these three stages are done under the veins and arteries of critical analysis represented by critique, stance, and reproduction. Arteries of critique has spread in the first and second stages since it is a method of recognizing and analyzing that demands the merit of insight to recognize every single details on the levels of language. Most too often, arteries of stance that reflects the speakers own ideologies is represented

more in the second part of the first stage (attitudes within AT) and the third stage (ideological functions).

Finally comes the last component of the critical analysis which is "reproduction" or "suggestion" for offering another form of communication that aims to reduce the aggression of flaming and its subsequent wars. This suggestion is produced in terms of the "human values" theory by Ever (2010) in which he summarizes different level of civil communication is included such as civility, politeness, and courtesy. Each level has its own means. The following figure gives an evident sketch for each of these stages and their elements.

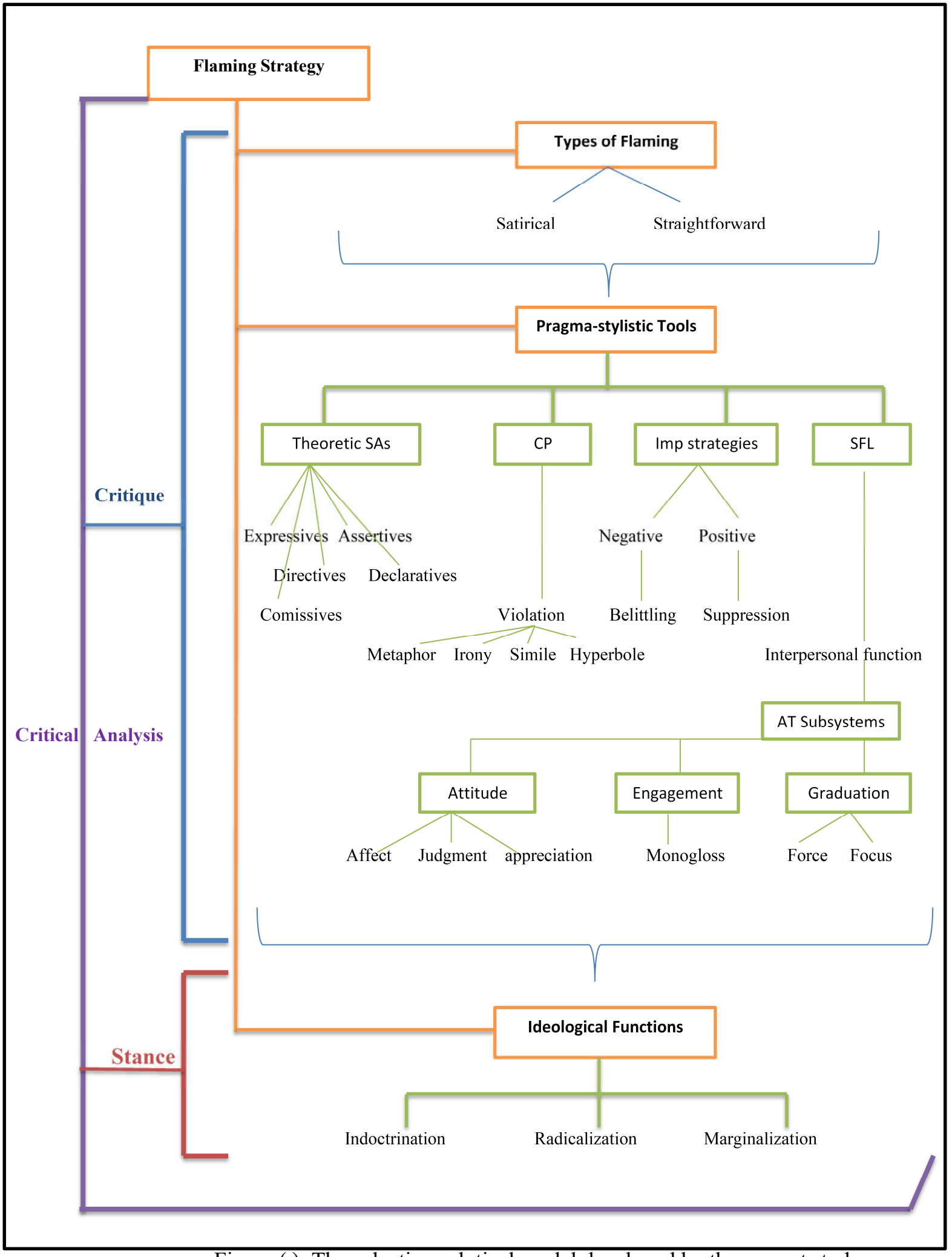


Figure ( ): The eclectic analytical model developed by the current study

CHAPTER FOUR

DATA COLLECTION, DESCRIPTION AND ANALYSIS

4.1 Preliminary Remarks

Building upon the earlier theoretical chapters, this one is devoted to the practical portion of the current study. It primarily focuses on collecting, outlining, and analyzing the pinpointed data. Ultimately, the originality of this chapter is embodied in two analytical procedures: qualitative by means of following an eclectic model and quantitative by means of statistical techniques as intentionally clarified in the previous chapter. Both procedures are working in coherent and cohesive forms in order to objectively verify the aims and prove or disprove the hypotheses to arrive at accurate conclusions that go in harmony to what has been asked and outlined in Chapter One

4.2 Data Collection

To scrutinize how tweets, that represent the speech of politicians, reflect the ways of expressing flaming and ideologies hidden in it, the current study selects 100 tweets. These tweets are collected from the real accounts of both political American candidates: Trump and Biden. They, ultimately, represent the only real tweets written by themselves to the public; not their replies nor the comments of people to focus more on the style and ideologies of those two characters.

The data, however, are not selected randomly but according to certain yardsticks as they elucidate more the flaming phenomenon. These yardsticks are:

1. **Time period**. Both almost have started their flaming tweets against each other at the end of August in which flaming seems to be not high in number. The number of flamed tweets has increased in September, October and November.

2. **Topics or themes**. The tweets, that have been selected, dig deeply in topics like the personality of each other; how the future leader of USA will be, scandals related to their own issues, promises for achievements as well as accusing each other.

4.3 Data Description

"Twitter" is one of the prominent programs of social media that largely gained the attention of both linguists and media specialists for its importance in people's life in general and political people in particular. Their use within political domain is marked by the previous president B. Obama as he has been the first to innovate the use of social media platforms for political communication instead of only social communication (Bimber, 2014). Moreover, there are general characteristics for "twitter" that make politicians resort to use this platform in particular. Among these characteristics are:

1. It is the most popular platform used by real and famous people of a society whether the movie stars, the rich, or the politicians. Also, it is distinguished by limitations in the number or words and followers. Its property of "Retweet" which indicates agreement and fast spreading the information adds more preference to this platform by the politicians.
2. The "personalization"; that is, twitter in general used to admit peoples' personal or private issues to be expressed. Accordingly, politician have exploited this to talk about their families and their specific feelings or thoughts in order to gain the empathy and amiability of the common hence increase their publicity in getting more votes. (Bentivegna, 2015). Furthermore, twitter ,as a program, has the property of making hashtags in a simple way and these represent a kind of "contextual clues" enabling the readers to press on them and get the information. (Scott, 2015).

3. The language of the tweets is simple, short and sometimes include informal words which reflects incivility and harsh language. Also, using humors, rhetorical and persuasive language are among those features of the language of the twitter. Such features help politicians achieve their goals in people and society by exploiting them.

As a consequent of those general criteria and description for tweets as a data, the data that has been chosen for the current study are not so far from what is realized above. That is, the pinpointed tweets selected to the target aims are characterized by being not too long nor too short as sometimes one word tweet. Following that, the language is so clear full of aggressive argumentative forms that represent general criteria of flaming language as clarified earlier in Chapter Two.

Those selected tweets are chosen in a specific context in which the American presidential campaigns takes various attempts of writing tweets, posts, advertisements and interviews to highlight the positive issues of their goals and negative issues of their opponents.

4.4 Data Analysis

4.4.1 Qualitative Analysis

Tweet (1)

Donald J. Trump

10 Sep. 2020

The failed former Governor of Michigan, RINO Rick Snyder, who was responsible for the Flint Water Disaster (and I let him know it!), is now endorsing Sleepy Joe Biden, who doesn't have a clue! Snyder, whose political career was ruined by Flint, hurt a lot of people in Michigan…

I. Identifying Stage

- **The Context**

According to Hyme (1974), the situational background of this tweet is ordered as follows:

Setting & Scene	1. Time is 10 Sep.2020, 2:04 a.m. 2. Place is the white house. 3. Last week, Snyder stated that he intends to vote for the Democratic presidential nominee in November and that he hopes to persuade some Michigan Republican moderates to do so as well.
Participants	The speaker: Trump The recipient: Biden, Snyder and the audience
End	To fire back at Snyder and Biden specially when Snyder directly said " "we need to heal our country, and I don't see Donald Trump doing that, and I see Joe Biden wanting to do that."
Act sequence	Mentioning discrepant facts and fallacies to portrait a kind of image about his opponent in the mind of the audience.

Key	To make a kind of implied comparison between him and the type of people surrounding his opponent Biden.
Instruments	Direct, simple and indirect rhetorical language.
Norms	Defines what are the unacceptable things that are part of Biden's supporters and their attitudes.
Genre	Argumentative flamed text.

Figure ( ): Contextual factors of tweet (1).

- **Criteria**

Apparently the language ignites fires, in this tweet, for it is full of direct insulting attacks like "failed former governor", "responsible for disaster", "I let him know", "endorsing sleepy Joe Biden", and "doesn't have a clue". Hence, the tweet indicates a powerful social status and dominance.

- **Argumentative appeals**

Obviously, Aristotle's modes of persuasion, i.e., logos, pathos, ethos are employed by the speaker to persuade the audience about evaluating their future president. The modes of persuasion are implied, as usual, within the use of SAs, CP, Imp strategies as well as in expressing attitudes. Consequently, at the initial stage of this tweet, the speaker highlights the topic which is "governor of Michigan, Rino Rick Snyder". Then in the central, he gives detailed description that evaluates him as well as Biden as unqualified figure in politics. Finally in the last stage of the tweet, he summarizes unqualified careers and its bad consequences to affirm that as facts or logic to the audience.

- **Types**

In terms of the content of the message directed by the speaker to the pinpointed person the type of flaming in this tweet is a direct flaming because the speaker uses direct names of people and publically insult them.

In terms of style, this direct flaming is expressed by straight expressions of insults that causes flaming such as: "faild…Rino Rick Snyder..", "Sleepy Joe", etc. at the same time it is a satirical flaming because different rhetorical devices are used intentionally by the speaker in order to portrayed a specific image about the speaker's direct flame in order to appeal to their logos, ethos, or pathos easily and accomplish his own implied ideologies.

II. Analytic Stage/The Pragma-stylistic Strategies

- **Theoretic SAs**

The most prominent SAs used in this tweet are assertive, expressive, and declarative. The speaker Trump mixes these acts in an intelligent way to convince more his audience and hence achieve his own intentions. Consequence of this, in his first utterance, he uses assertive SA in which he asserts to the audience that Snyder is now supporting his opponent Joe Biden.

Meanwhile, he gives a declarative SA when he announces him as a criminal rather than only a governor, saying: "who was responsible for the Flint Water Disaster". Within such announce he rebukes the referee; the matter which calls it a SA of reprimanding. Furthermore, within this act, he uses another implied act that is expressive SA as he expresses a negative sarcastic feelings towards Snyder. This, factually, is indicated by capitalizing the initials of shame job by Snyder which is "Flint Water Disaster". By this, he ignites the referee(s) and stimulates the audience to refuse such personality as Snyder by showing this negative side of his political duty to be reprimanded by all the audience.

- **CP Principles**

Regarding the CP, the speaker starts this utterance with extra information represented by "the failed former governor" and "who was responsible for the Flint Water Disaster". Such state of utterances are violations for the quantity maxim since the speaker gives more information about Snyder than expected. Through

these extra information, he gives an accurate hyperbole for his eminent black hallmark. Directly he attacks and degrades the referent person "Snyder" to convince the audience that Snyder is unknown failed person. Then, he highlights how that person is bad for such bad famous traits related to his personality. Importantly, by continuing in the same violation in "Flint Water Disaster", the speaker gives the well-known rhetorical device named "allusion" in which the speaker Trump intentionally uses it to enforce his message without going deeply into a long discourse. Then immediately, the speaker violates the relation maxim in his utterance "and I let him know it!" in order to insult him more, giving another allusion to tell the people, indirectly, that Snyder is stupid and weak since the president tells him a specific issue within Snyder's mission as a governor rather than knowing it by himself.

Not so far, in "…is now endorsing Sleepy Joe Biden" the speaker violates again both the quantity and quality maxims to say "sleepy Joe Biden" instead of only "Joe Biden" in which he believes that this is not true despite he assures the metaphor "Sleepy Joe". In this metaphor, he compares the few seconds in which Biden had fallen slept, in a conference one day, to the nature of his political career that reflects laziness, lateness and slackness in achieving fatal issues of the America and the world. Afterwards, he continues the quantity violation with manner violation to mock the personality of Biden by exploiting the rhetoric of a sarcasm and a hyperbole that ignites the latter for degrading him. Through the hyperbole, the speaker Trump exaggerates the stupidity and inadvertency of Biden by mentioning the extra information in the utterance "who doesn't have a clue!". That is, Biden did not know what happened regarding Snyder and his guilt in the Flint Water Disaster which whole the American people know about it.

At the end of the tweet, he returns to attack Snyder to assure to the audience his black and failed history regarding his political experience. Accordingly, he violates the quantity maxim in the utterance "whose political career was ruined by Flint". In this violation, gives a hyperbole that affirms to audience that Snyder's

political issues are ended from a long time and he does not have any reason to be respected or to take his political views into consideration since he is politically looser. To convince them more, he exploits their pathos and recurs that the latter "hurt a lot of people in Michigan".

- **Imp Strategies**

As the language being used is a flamed one, and full of portraying issues related to opponents, so it is normal to find impolite principles that are used intentionally to achieve specific aims. As a result, positive impoliteness strategies are used by the speaker Trump to function and indicate his suppression. The first of these positive Imp strategies is (e) "the use of inappropriate identity markers" which directly shows the misuse of address or honorific terms like Rino Rick Snyder and Joe Biden. This states that he has a power over them and high social status. The same intended meaning is reflected with another positive strategy (h) "making others feel uncomfortable" in which the speaker mentions the short comes of their job.

Furthermore, additional positive strategy is manifested; it is (j) called "Using derogatory nomination" which is employed by Trump. Through this strategy, he uses "Sleepy Joe" widely as a nickname or epithet to be imitated and used by the audience.

Not so far, the speaker exploits also negative Imp strategy which is (b) called "condescend, scorn or ridicule" in which he completely belittles the referents (Snyder and Biden). This is quite evident in his utterance "and I let him know it!" that reflects his power and domination upon all political people. Furthermore, he puts it between brackets to confirm it and make it more edgy and irritating to Snyder. This is because it reflects how Snyder is stupid or blind and he did not know that Trump controls the latter's political issues. This reflects how the speaker manifests a negative imp strategy (c.) which means "invade others literally or metaphorically.

The same, however, is expressed for Biden's personality in his utterance "who does not have a clue" through which he disqualifies the latter's political traits.

- **AT**

Concerning the intended meaning behind thoughts of evaluation, affection, ideologies and standpoints, it is better to dig deeper in the interpersonal functions of the tweet that is best reached at through the appraisal theory. Consequently, the speaker's attitude sounds unclouded at the very beginning of the tweet, as he reveals his judgment regarding Rino Rick Snyder.

Factually, the speaker's first utterance has overlapped types of attitudes "The failed former Governor of Michigan, RINO Rick Snyder, who was responsible for the Flint Water Disaster (and I let him know it!), is now endorsing Sleepy Joe Biden, ". the first transparent type is "judgment" in which the speaker Trump derogates the social esteem of the referent "Snyder" by attacking his capacity in doing his political career. That is, he tightens the inability and fail of Snyder in his simple political mission as a governor of Michigan in order to convince the audience that such a person cannot have wise views or thought. On that account, it is normal to see such failed person supports Joe Biden for he does not know how to do right choices. Anyway, the mode of this attitude is inscribed or explicit indicated by utterances as "failed" and "responsible for the Flint Water Disaster" which reflect negative judgment.

Moreover, the provoked flamed utterance "and I let him know it!" uncovers the speaker's ideology of power and domination in his attitude. The speaker Trump affirms the high social distance and great discrepancy of thoughts and abilities between him and other politicians. This actually represents another type of attitude which is "affect" that reflects the speaker's feelings towards things or persons. For sure, the mode of attitude, here, is evoked or implicit indicated by the context in which he mocks Snyder for his fail and for his stupidity as well as being powerless.

After evaluating the supporter of his opponent, the speaker trump turns to evaluate the opponent himself, Biden, by the attitude of "judgment". That is, briefly he describes him as "sleepy" and "who doesn't have a clue" which, of course, an inscribed or explicit judgment that is negative in polarity. Through this the speaker Trump controls both the social esteem of Biden by breaking the latter's capacity and weakness in manages issues and the social sanction by controlling the latter's veracity.

Finally he repeats the same negative "judgment" regarding the supporter of Biden, Snyder, the matter that reflects his attitude of "affect" which is a complete hate and provocation. This affect is negative and evoked indicated by the recurrent negative judgment that he gives each time when he mentions the name Snyder.

As for engagement, it is monoglossic since the speaker denies any other voices and let his voice be the public general one.

Graduation, by contrast, refers to the scale of that flamed style and, here, it is both forced and sharpened while neglects softening. This is apparent by using direct sharp and harsh utterances like "the failed" and the affirmative statements that reflect a complete confidence as it is far of probability of the opposite ideas.

III. Functional Stage

- **Ideological Functions**

As a result of the analysis and clarifying the speaker's real intentions, it is obvious that the speaker uses a flaming style while he aims to convince the audience. Such style ignites the referee and the people that may support and he uses it because he finds himself the most dominant figure in the world that has the right to admit whatever he wants. As a result, he aims to transfer his own ideologies to the audience by persuading them that he his only the wise powerful man who knows everything in the world.

Thus, the overall eminent ideologies in this tweet is radicalization as he ignores the others' social status and esteem. Also, marginalization specifically when he degrades and denies Snyder's political qualifications when he admits "and I let him know!". Indoctrination is embodied as well since he tries to convince the audience to believe in his dominance and be in recruitment for his party and thus elect him later on.

- **Critical Analysis**

Within the pragma-stylistic tools of analysis mentioned before a whole, implies the critical analysis for it adds more details on ideologies being used by the speaker and as following:

✓ **Power and ideology** are both explained when they are used implicitly by the speaker's utterances whether through the abovementioned SAs through asserting issues or expressing feelings as well as other strategies. That is, they are evident too in violating the maxims and impoliteness strategies and even in analyzing the speaker's single attitudes.

✓ **Critique** the part that means showing all ideologies from the very beginning at the first stage till the last one within this tweet.

✓ **Stance** which refers to the speaker's attitude towards the world and this is clarified through the appraisal theory. Moreover, it is embodied by the ideological functions for these functions represent the effects of the language being used by the speaker to achieve his intended aims upon the addressee(s) using his own way or style of speaking.

✓ **Reproduction**; the last rudiments of critical analysis is reproduction in which the researcher may just suggest a counterstrategy that make people avoid ideologies that are carried within flaming which leads to a quarrel or contribute to distributing hate among people. So if the speaker Trump resorts to mitigate his

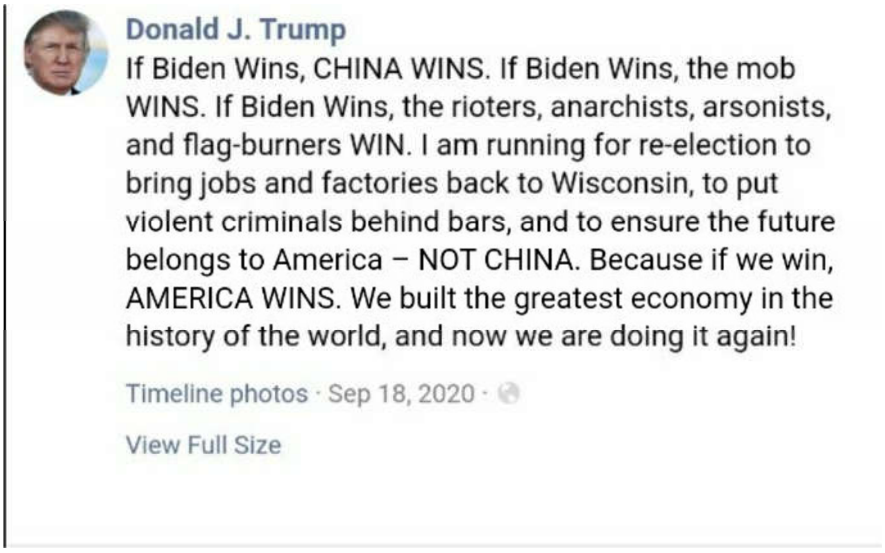
pragmatic utterances, he could be neutral as other politicians. Rather he strives to control people by implanting his own ideologies.

Tweet (2)

Donald J. Trump

18 Sep. 2020

If Biden Wins, CHINA WINS. If Biden Wins, the mob WINS. If Biden Wins, the rioters, anarchists, arsonists, and flag-burners WIN. I am running for re-election to bring jobs and factories back to Wisconsin, to put violent criminals behind bars, and to ensure the future belongs... https://t.co/T6uifBSCKg [Twitter for iPhone].



I. Identifying Stage

- **The Context**

According to Hyme (1974), the situational background of this tweet is ordered as follows:

Setting & Scene	1. Time is 18 Sep.2020, 10:24 p.m. 2. Place is the white house. 3. Scene is that in a short previous time, Biden has warned America to not trust with Trump's words. He has done

	that for the public in CNN. He admits that Trump must be honest and clear in handling the pandemic and distributing the vaccine before the election.
Participants	The speaker: Trump The recipient: both Biden and the audience
End	To fire back at Biden with unsubstantiated claim and mistrust to convince the audience to not elect him.
Act sequence	Mentioning irrelevant groups and deeds to portrait a special image about Biden in the mind of the audience.
Key	To make a kind of comparison between him and his objectives to that of Biden.
Instruments	Direct, simple and rhetorical language.
Norms	Defines what are the unacceptable things that are part of Biden's thoughts and attitudes.
Genre	Argumentative flamed text.

Figure ( ) : Contextual factors of tweet (2).

- **Criteria**

As the language in this tweet full of aggressive direct words like "mob", "rioters", "anarchists", "arsonists", and "flag-burners" together with other ones with implied indications, a rhetorical flamed tweet is recognized. The tweet reflects powerful confirmed speech in which the speaker recurred it in his account on Facebook to assure and convince people by its content.

- **Argumentative appeals**

All Aristotle's modes of persuasion, i.e., logos, pathos, ethos are exploited by the speaker to have more influence upon the audience. These modes are formulized through the use of SAs, CP, Imp strategies as well as in showing attitudes. All these rhetoric are used in organizing whole the tweet. That is, in its initial stage the

speaker begins with "if Biden" to indicate that the topic is "Biden". Then, he continues in the central stage showing more details and evaluating him as a kind of reaction to Biden's speech on CNN. Finally comes the last stage of his tweet in which he dignifies his achievements to America.

- **Types of Flaming**

According to the content of the tweet, the speaker use a direct flaming while in term of style again he use both straight and satirical.

II. Analyzing Stage/ The Pragma-stylistic Strategies

- **Theoretic SAs**

At the very beginning of this tweet, the speaker Trump uses assertive SA in his first utterances. He asserts what he believes and hence he assures that when Biden wins the election, this means china wins too. The matter which implies another SA called expressive SA for the speaker expresses his feeling towards both Biden and China from one hand, and Biden and the mob on the other hand. That is, he expresses his true feelings of rejection and disapproval to the audience by linking issues rationally in the subsequent utterances, in order to appeal to the audiences logos.

Later in his fourth utterance, uses a third form of a SA; it is a commissive SA through which he commits himself to some future actions that occurs when Biden wins. He promising them that many bad thing will occur to their country when Biden wins the elections. Similarly, he promises them with bright future when he re-wins the elections.

- **CP**

In his first utterance "If Biden Wins, CHWA WINS", the speaker violates the relation maxim for there is no relation between an elector in America and the country of China. Consequently, fire through such violation he produces a

metaphor in which he compares Biden to china in terms of two things. The first one is a general comparison in terms of lies, greediness, and dominating the world. That is, both lie since Biden gives only words and China denies its production for Covid-19. Besides, both seeks for fortune and Biden never add anything for the economy of America. At the same time there is a violation for the quality maxim because the speaker is aware of the false of his sayings though he admits the opposite to allude the people for Biden's greediness and lying.

Besides quality violation, the capitalization of "CHINA WINS" is a flaming style that ignites the referee for it is a hyperbole that urges the audience to hate or protest against the development of this country since it is the source of creating Covid-19 that is harmful to whole the universe. Such an issue normally appeals to both logos and pathos of the audience and persuade them.

Then, in his second utterance, the speaker Trump is again violates both the quality for he says what he believes to be untrue and the relation maxim for he mention something irrelevant to what he has mention before a while. By the latter violation he creates a metaphor to compare Biden's personality to the savages and mobs. Importantly he capitalizes "WIN" for the mobs to express his great anger and to ignite the image of his metaphor in the mind of the audience.

Moving to the third utterance, the speaker continues violating the quality and relation maxims. He factually increases the metaphor to comprise Biden's personality and ideologies. Again he renews the capitalization of "WIN" when it is connected to the winning of all evil things to flame the danger of the situation and persuade the audience to reject such a person and avoid electing him.

Finally in his fourth and last utterance, the speaker Trump violates the relation maxim again turning the speech to himself to create an allusion about himself as a bright side of life or a savior that will save people from any danger of those evil ones as Biden. Thus, suddenly he talks about the reasons to re-elect him reminding people about his previous deeds and his future plans.

- **Imp Strategies**

Regarding Imp strategies, it is obvious that the whole tweet is severe and impolite for different referees like Biden, China, and those who support them. Thus, in his first utterance, he uses a positive Imp strategy (e) named "the use of inappropriate identity markers" in which he says "Biden" without any address terms to diminish the latter's social status and belittle him. Another positive Imp strategy is likewise used called (g.) "seek disagreement or select a sensitive topic". Through this strategy, the speaker Trump puts Biden in a topic of struggle and complete rejection since he arranges him to be mentioned with groups that are full of low values of honor, wealth, and science. That is, the speaker intentionally suppress Biden when he puts him in such social groups.

Within the same realm, the speaker is also degrades and belittles Biden for putting him as a consort to evil social groups as gangs. This is a negative Imp strategy (b.) called "condescend, scorn, or ridicule" in which the speaker finds himself as the most powerful person who has the right to evaluate others and insult them.

At last, in final utterance, the speaker Trump removes suddenly to talk about himself and his achievements exploiting a negative Imp strategy (f.) called "hindering or blocking". Through this he completely ignores the referees and show his activities to produce a great discrepancy between him and the other rivals.

- **AT**

In order to evaluate more the language of this tweet and precisely analyzes the speaker's stances or attitudes, it is best to analyze it within this framework. Consequently, the speaker's first ideologies are mentioned at the very beginning of his utterance "if Biden Wins, CHANA WINS". The type of attitude, in this utterance, is both "judgment" and "appreciation". Both are evoked or implicit in their mode and both are negative in their polarity.

The first one which is "judgment" is represented when Trump judges Biden's personality as an evil on just like China which created the virus of death to whole the universe and lied. This judgment aims to damage the social sanction of Biden to portrait him as dishonest hence, destroy his veracity to the people Thus, he appreciates and evaluates China as a symbol for the greedy country which tries to compete with America depending on lies and death by Covid-19. This evaluation is implicit relying on the context in which more than once Trump has mentioned his racist ideologies upon China. He always keeps this image about China to the extent that he calls Corona virus as "China virus". Such flamed style encourages many people around the world to use the same racist flamed style against China and Chinese people as news channels have often declared such bullies. Moreover, such declaration result in some street struggles just because of such a name "China virus". Coming back to Biden, one finds that the speaker Trump attacks the social esteem in this judgment to strike both the normality of the latter's character as he is erratic as well as his capacity as an incompetent person.

The same note, however, is seen in his second utterance "If Biden Wins, the mob WINS". Again the type of attitude, here, is "judgment" only that is explicit in its mode indicated by the word "mob" which has a clear indication for gangs and bad properties. The polarity of this attitude is negative for the same reason which belongs to the word "the mobs". Evidently, the speaker judges the social sanction of Biden by attacking his veracity and propriety. That is, the speaker, here, is evaluating Biden as that person who is gangster and seditious. This is what exactly repeated in the third utterance but with inscribed or explicit mode of attitude indicated by "rioters, anarchists, arsonists, and flag burners". The matter that reveals how he aims the social sanction which simultaneously diminishes Biden's social esteem that make the latter abnormal to have the audience's trust.

Moving to the last utterance, the speaker reflects a type of attitude called "affect" which shows his feeling towards himself and America. He finds himself enthusiastic to achieve great things in life. He is zealous to make America more

great and more powerful. The polarity of this attitude is positive since he talks about himself. The mode is inscribed or explicit as he mentions positive issues that most people dream to have in their countries like flourishing the economy and distributing the justice. So the affect, here, is positive revealing the speaker's inclination.

Turning into the second component of AT; that is, "engagement", the reader apparently recognizes that the tweet is a monoglossic voice that uncovers the speaker's voice only and neglect any other voices or stances. This is a normal ideology of the speaker as he used to dominate all people.

In terms of graduation, on the other hand, which is the scale of force and focus, it is evident that the speaker has intensified his speech with that flame style since he uses affirmative strong and capitalized utterances rather than using modals or probable utterances.

III. Functional stage

- **Ideological Functions**

Overall the above mentioned ideologies, it is clear now to highlight that the whole tweet is the function of radicalization ideology because the speaker ignores the Biden's social status and esteem and humiliate the latter together with China. Also, marginalization specifically when the speaker degrades and denies Biden's political qualifications and achievements as a political person. Indoctrination is embodied as well since he tries to convince the audience to believe in his dominance and achievements to increase the recruitment for his party and thus elect him later on.

- **Critical Analysis**

Within the pragma-stylistic tools of analysis mentioned before a whole, implies the critical analysis for it adds more details on ideologies being used by the speaker and as following:

✓ **Power and ideology** are both explained when they are used implicitly by the speaker's utterances whether through the abovementioned SAs through asserting issues or expressing feelings as well as other strategies. That is, they are evident too in violating the maxims and impoliteness strategies and even in analyzing the speaker's single attitudes.

✓ **Critique** the part that means showing all ideologies from the very beginning at the first stage till the last one within this tweet.

✓ **Stance** which refers to the speaker's attitude towards the world and this is clarified through the appraisal theory. Moreover, it is embodied by the ideological functions for these functions represent the effects of the language being used by the speaker to achieve his intended aims upon the addressee(s) using his own way or style of speaking.

✓ **Reproduction**; the last rudiments of critical analysis is reproduction in which the researcher may suggest a counterstrategy that make people avoid flamed ideologies that may cause a quarrel or contribute to distributing hate among people. So if the speaker Trump resorts to mitigate his pragmatic utterances, he could be neutral as other politicians as Obama or even his competitor who flames only a situation or only Trump as a competitor. Rather he strives to control people by implanting his own ideologies.

Tweet (3)

Donald J. Trump

23 Sep. 2020

I hardly know Cindy McCain other than having put her on a Committee at her husband's request. Joe Biden was John McCain's lapdog. So many BAD decisions on Endless Wars& the V.A., which I brought from a horror show to HIGH APPROVAL. Never a fan of John. Cindy can have Sleepy Joe!

I. Identifying Stage

- **The Context**

According to Hyme (1974), the situational background of this tweet is ordered as follows:

Setting & Scene	1. Time is 23 Sep.2020, 02:22 p.m. 2. Place is the White House. 3. Scene is that in a time before, McCain's widow appeared publicly on a morning TV show to announce her support for Joe Biden saying that the Republican are American before being Republicans. Note that she ever mentions Trump in her speech.
Participants	The speaker: Trump The recipient: the referee Mrs. McCain, Biden and the audience
End	To fire and reply Mrs. McCain and mistrust to convince the audience how Republicans are bad.
Act sequence	Mentioning many events and deeds to portrait a negative image about McCain and Biden in the mind of the audience.
Key	To make a kind of comparison between him and his party to that

	of Biden.
Instruments	Direct, simple as well as indirect rhetorical language.
Norms	Defines what are the unacceptable things that are part of those supporters for the Republicans.
Genre	Argumentative flamed text.

Table ( ) : Contextual factors of tweet (3).

- **Criteria**

This tweet is a flamed argumentative one for its firing provocative language that attacks clearly the supporters of the Trump's opponent and the opponent as well. This is apparently indicated by utterances as "McCain's lapdog", "BAD decisions on Endless Wars", "fan of John", "Sleepy Joe" as well as many other implied meaning that ignite others issues.

- **Argumentative appeals**

As argumentative text, the speaker usually resorts to different modes of persuasion in order to convince the audience about his stances. These modes are employed through all the pragma-stylistic tools like SAs, CPs, IMP strategies, etc. Furthermore, structurally the tweet begins with denying a famous figure in politics to shed light on this figure as a main one. Then the second or central stage the speaker talks about another figure similar to the first one with more details about them. Reaching to the last stage, the speaker summarizes the deeds of main figure to remind the audience about such a character.

- **Types**

According to content message, Trump uses both kinds of flaming the direct for Biden and the indirect for the woman and her husband in which he more exaggerates description and alludes to different things. The matter that makes him uses both, again, the straight and satirical forms of flaming style.

II. Analyzing Stage/The Pragma-stylistic Strategies

- **Theoretic SAs**

At the very beginning of the tweet the speaker Trump uses both assertive and expressive SAs. First, it is an assertive SA for he states and informs the audience that he a superficial acquaintance with Cindy McCain. Second, it is an expressive SA for he expresses his deep far feeling of irritation which is indicated by "I hardly know Cindy McCain…", revealing a state of denying.

In fact, all Americans know that at the beginning of Trump's presidency, Trump derogates the late Senator Cindy McCain who was a Navy pilot spent two more years in Vietnamese prison and died in 2018.

In the second utterance, the speaker Trump again employs an assertive, expressive and declarative SAs at the same time since he states his stance in believing that Biden is a lapdog of McCain. Describing him in such a way uncovers his feelings and attitude towards his opponents; that it, it is an expressive SA expressing his irritate dislike of them. Furthermore, this utterance is a declarative SA also for the speaker Trump declares his negative judgment towards both for the audience in a form of what is known as a reprimanding SA in order to make the audience adopt the same of his ideology in considering the opponents as being less power and domination and they can insult them the same way he does.

Then in his third utterance, he produces more evidences to justify his flamed style of the previous acts by using assertive SA again to affirms them that both figures specifically McCain has committed a lot of wars, blood and terrified the innocents for they do not have the traits and wisdom to control political issues. He shows their disqualification to be compared to his splendid qualifications particularly to VA accomplishment as he pretends. Reaching up at his final

utterance to an assertive and expressive SAs in which he informs and congratulates McCain for supporting Biden saying "Cindy can have Sleepy Joe!". That is, they are similar in their values and fail so they deserve to support each other.

- **CP**

In terms of CP, the speaker Trump violates the quality maxim at the very beginning of his tweet and in his first utterance because he admits what he believes to be false. By this violation he manifests the image of allusion and hyperbole, i.e., giving an insulted image then exaggerating the insulted humiliated image of the referee. In other words, he pretends that he has no acquaintance with the widow of the Senate McCain and he does not know anything about her more than being on a committee. By this he tries to accuse her of being the safe peaceful woman who has been attacked by the weak, foolish people.

Then, in his second utterance he violates the maxim of relation to transfer his talk to Biden rather than McCain. In this violation, he creates a metaphor to compare the relation between McCain and Biden to a dog or poppy and his shepherd. That is, Biden is foolish and has no desire to think about anything other than achieving what his shepherd requires of him, and he is fiercely loyal to that shepherd.

Moving to the third utterance, one recognizes that the speaker also violates relational maxim in order to go firing back at McCain to create an allusion refers to the achievements of McCain and his ones. To convince the audience, he portrays an image of wars, blood and death regarding the accomplishments of McCain. Even the VA health program is remained unpublished till his touches and this is actually a violation for the quality maxim as well because he knows very well that this is not true because VA is a health program founded by many veterans when they asked Obama to help them publishing it and it has been really started and

flourished from that time. By this latter violation, the speaker ironically mocks them and their ability to achieve things.

Finally in last two utterances, the speaker Trump continues violating the relation maxim. In "Never a fan of John" he talks about himself and how he does not bear the McCain's character. Then, he in his saying "Cindy can have Sleepy Joe" also he violates maxim relation as this last utterance has no relation to the immediate previous one. He does that in order to elevate himself from McCain and Biden when he makes such a comparison to tell the audience that they are not equal in all levels whether social or political that is why he violates the relation maxim to allude the audience into such comparable image between characters. Such kind of degrading them is so evident in his use of the nickname "Sleepy Joe" in which he violates the quality maxim so as to use a clear metaphor to admit that Biden is droning in achieving anything as if he were a sleepy. He always keeps mentioning this nickname to his rival to convince the audience that the latter is powerless and disqualified to be a president. Additionally, this violation by its metaphor represents sarcasm for he mocks that mentioned friendship. All the tweet, however, is sarcastic by violating manner maxim to confuse the audience about who is the failure, the follower, or the devil in this political process.

- **Imp Strategies**

In regard to impoliteness strategies, the first utterance is one of positive impoliteness strategies called (a.) "ignoring the other's presence". This is what happened when the speaker Trump highlights that he hardly recognize the social position of McCain's widow. He indirectly intends to say who is she to declare her support to Biden! The matter which reflects his ideology of suppression and dominating everything as if he were only the most powerful person on the world. Then, another positive imp strategy within this utterance that is (e.) "the use of inappropriate identity marker" where he uses the name without any forms of address such as saying Cindy McCain directly.

In his second utterance, the speaker Trump also uses more than one positive impoliteness strategy. The first one is (e.) "the use of inappropriate identity marker" in which he use the name immediately without a title "Joe Biden". The second one is (i.) "the use of a taboo language" in saying "McCain's lapdog". He feels that he has the right to employ such a language since he is the dominant figure upon all the people in general and the political in particular. Consequently, this utterance conveys two negative impolite strategies: (b.) "scorn or ridicule to emphasize your relative power" and (c.) "Invade others literally or metaphorically" to belittle Biden by omitting the latter's status and giving him the lapdog status. Worthy to mention that the first utterance comprises a negative impolite strategy (b.) called "scorn or ridicule to emphasize your relative power" in which the speaker Trump belittles Cindy McCain while he shows his suppression.

Just the same, the third utterance contains a positive impolite strategy called (g.) " seek disagreement" to make the audience observe the discrepancy between his achievements related to VA health program for veterans and the veteran McCain's achievements. He intends to show his abilities and suppression likewise. A similar situation occurs in the fourth utterance when he affirms that he never convince or agree with McCain. Such looking for disagreement for the sake of showing the speaker's intention of belittling, is one of negative impolite strategies known as (b.) " scorn or ridicule to emphasize your relative power". Nevertheless, it contains a form of a positive impolite strategy called (e.) "use inappropriate identity marker" saying the first name only "john" to affirm that the referent has no social status in comparison to his own.

Finally, the last utterance also comprises a number of positive imp strategy as (e.) "use inappropriate identity marker" to call her Cindy without any address term. For the same reason mentioned immediately. Again another one is called (j.) "the use of derogatory nomination" that is "sleepy Joe". The negative impolite strategy, on the other hand, is found in "Cindy can" which is (b.) "scorn or ridicule to emphasize your relative power". That is, he allows her (or by his will) to support

Biden as they represent nothing to him and to America. By such allowance he gives himself superiority and belittles others.

- **AT**

All the explicit and implicit ideologies expressed within the strategies mentioned above are best described through measuring the speaker's stances and his way of interacting with people like showing agreement, disagreement or bias to certain issues that usually reached by the interpersonal meaning.

All too often, the first utterance of this tweet contains a type of attitudes known as "affect" since the speaker Trump expresses his feeling regarding Cindy McCain which is both disinclination and dissatisfaction about her personality and her deeds. He condemns her speech in supporting Biden saying he hardly knows her. Moreover, he insults her more when he says that she has a committee after asking her husband. That is, he attacks her by using his ideology of racism since she is a woman, he degrades her status even beneath her husband. Accordingly, the mode of this attitude is inscribed and it is negative in its polarity.

The second utterance, anyway, conveys the speaker's attitude of "judgment" for he evaluates the character of Biden as a lapdog as being loyal for the evil and has no mind to achieve things. Therefore, the mode of this attitude is inscribed as the word "lapdog" is a taboo for a person with high political status as Biden. For sure the polarity of this judgment is a negative one for because the speaker Trump employs a very aggressive flamed style to achieve his ideology of being powerful and best of others by attacking both the social esteem and social sanction of his opponent. That is why he has destroyed the social sanction of Biden to damage hi veracity (truth) to the people.

In the same case, the third utterance include two types of "judgments". The first one is negative in its mode because it is related to McCain and Trump targets the social esteem by striking McCain's capacity and normality to take evil

decisions. The matter which also divests him from propriety which is the basics of McCain's social esteem likewise. The second judgment, which is positive in polarity, is inscribed because the speaker Trump evaluates and judges himself in order to make the audience observing the high difference in the social esteem and social rank of both opponents. Furthermore, he assures such discrepancy in his fourth utterance "Never a fan of John" admitting that they never being in agreement for their dissimilar values.

Then in last utterance "affect" is seen as a kind of his attitude that he reveals after clarifying the comparison and discrepancies. That is he feels satisfied that it is normal to come a figure like McCain to support a figure like Biden; he allows such companionship. This attitude of "affect" is evoked because it is implied even in its polarity. That is, it sounds positive since it is about satisfaction but it is indeed a negative one because this satisfaction is related to a negative judgment.

Now in terms of engagement, the second component of AT, it is so evident that the type of engagement in this tweet is monoglossic one because the speaker has vanished any elevated role for his opponents. Therefore, he vanished their voice and opinions through degrading them. This is his usual ideology in marginalizing what he dissatisfied with.

Graduation, that refers to the scale of flaming style, it is evident that the utterances are fully intensified with flaming without any hedging for decreasing the attack reflected in stances.

III. Functional Stage

- **<u>Ideological Functions</u>**

As a result of the analysis and clarifying the speaker's real intentions, it is obvious that the speaker uses a flaming style while he aims to convince the audience. Such style ignites the referee and the people that are in disagreement with this idea because he finds himself the most dominant figure in the world that

has the right to admit whatever he wants. As a result, he aims to transfer his own ideologies to the audience by persuading them that he his only the wise powerful man who knows everything in the world.

Thus, the overall eminent ideologies in this tweet is radicalization as he ignores the others' social status and esteem. Also, marginalization specifically when he degrades and denies Snyder's political qualifications when he admits "and I let him know!". Indoctrination is embodied as well since he tries to convince the audience to believe in his dominance and be in recruitment for his party and thus elect him later on.

- **Critical Analysis**

Within the pragma-stylistic tools of analysis mentioned before a whole, implies the critical analysis for it adds more details on ideologies being used by the speaker and as following:

✓ **Power and ideology** are both explained when they are used implicitly by the speaker's utterances whether through the abovementioned SAs through asserting issues or expressing feelings as well as other strategies. That is, they are evident too in violating the maxims and impoliteness strategies and even in analyzing the speaker's single attitudes.

✓ **Critique** the part that means showing all ideologies from the very beginning at the first stage till the last one within this tweet.

✓ **Stance** which refers to the speaker's attitude towards the world and this is clarified through the appraisal theory. Moreover, it is embodied by the ideological functions for these functions represent the effects of the language being used by the speaker to achieve his intended aims upon the addressee(s) using his own way or style of speaking.

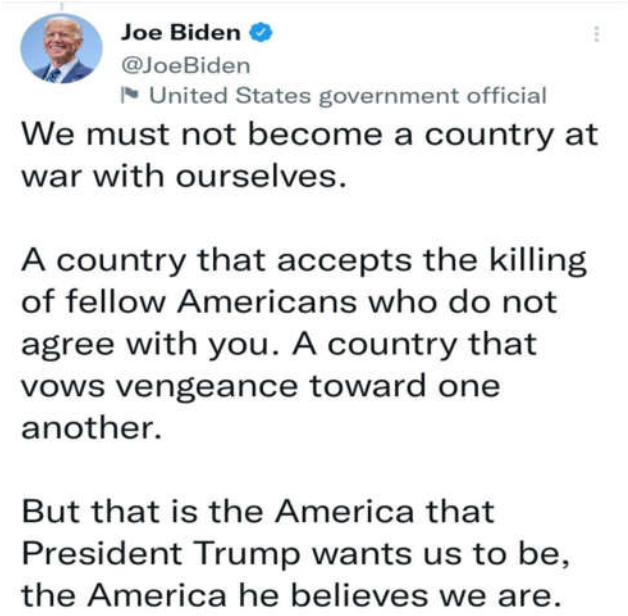
✓ **Reproduction**; the last rudiments of critical analysis is reproduction in which the researcher may suggest a counterstrategy that make people avoid flamed ideologies that may cause a quarrel or contribute to distributing hate among people. So if the speaker Trump resorts to mitigate his pragmatic utterances, he could be neutral as other politicians as Obama or even his competitor who flames only a situation or only Trump as a competitor. Rather he strives to control people by implanting his own ideologies.

Tweet (4) **added**

Joe Biden

2 Sep, 2020

We must not become a country at war with ourselves. A country that accepts the killing of fellow Americans who do not agree with you. A country that vows vengeance toward one another. But that is the America that President Trump wants us to be، the America he believes we are.



I. Identifying Stage

- **Context**

According to Hyme (1974), the situational background of this tweet is organized as follows:

Setting & Scene	1. Time is 2 Sep.2020, 08:15 a.m. 2. Place is the Washington. 3. In an attempt to highlight Trump's achievements through his duration of presidency, Biden aims to convince the audience about the qualification of the nominees.
Participants	The speaker: Biden The recipient: Trump and the audience
End	To persuade the audience about the bad beliefs and ideologies that Trump has in controlling America. The matter that involves to dismiss the latter from being a president.
Act sequence	Resorting to factual events happened at the time of speaking in America like street wars in Portland. Next is an indirect insults to reveal finally about Trump's way of ruling a country.
Key	To portray an image about the misery situations occurred in America during Trump's government.
Instruments	Direct, simple and indirect rhetorical language.
Norms	Defines what are the unacceptable things that occurred because of Trump.
Genre	Argumentative flamed text.

Figure ( ) : Contextual factors of tweet (4).

- **Criteria**

This tweet is a flamed argumentative one for its firing language that is full of mocking the situation in America through these two months before the election day. This mocking is a clear insult for Trump who makes and accepts this situation of bloods, killings and revenge. This is explicitly indicated by utterances as "a country at war with ourselves", "a country that vows vengeance toward one

another", and followed by " that is the America that president Trump wants us to be".

- **Argumentative appeals**

As argumentative text, however, the speaker usually resorts to different modes of persuasion: ethos, logos, and pathos but with high emphasis on (logos and pathos) in particular to convince the audience about his stances. These modes are employed through all the pragma-stylistic tools like SAs, CPs, IMP strategies, etc.

Furthermore, structurally the tweet begins with both logos and pathos resorting first to rationality when he assures that they must live in peace. the logic which convince their passion at the same time. Then he develops the same idea with the same logos and pathos. Reaching to the last stage of the tweet, the speaker summarizes the bad situation and directly refers to Trump's responsibility for that miserable situation.

- **Types**

Flaming, here, according to the meaning of all the tweet is indirect one since the speaker is not blaming Trump from the very beginning. It seems to lament the situation then lastly he says that Trump is responsible for that. Accordingly different rhetorical devices are used with the simple ones, so it is satirical and straight according to style.

II. Analyzing Stage/ The Pragma-stylistic Tools

- **Theoretic SAs**

To make his speech logical and wanted, Biden starts the tweet by mentioning a great event that the people have witnessed before. Therefore, he uses an assertive speech act to inform the audience with that event which death and streets

murdering. Also, this utterance is regarded as an expressive SA since the speaker is expressing his bitterness at that time for that great events.

His second utterance contains an expressive SA in which he expresses his implicit reproach and for Trump as he sees the latter igniting crisis in the country because of much killing either for racist reasons such as assaulting the Black Americans, or barbaric uncivil reasons like killing those in disagreement thoughts. This is also regarded as assertive SA because the speaker Biden affirms the audience about his stance in order to convince them and to make them think of Trump the way he intends.

Concurrently, assertive, declarative reprimanded and expressive SAs are altogether manifested in the third utterance. Through these acts the speaker declares that the president intentionally manage such bloody situations in the country as part of his plans and ideologies.

- **CP**

In regard to CP, one observes that at the very beginning of his utterance the speaker Biden violates manner maxim in order to create a kind of simple ambiguity that raises curiosity to the subsequent utterances. This violation gives allusion to different events happened lately the matter that makes people ask how should we avoid wars with ourselves?

Brilliantly, the second utterance attracts the audience passion and answer that violation by using a sarcastic description generated by violating the quantity maxim to produce more information than needed. Thus, the speaker insults Trump, as the next utterance states, by mocking the situation showing that the life in America is based on killing for non-sense reasons just to satisfy Trump's wants.

Significantly the last utterance contains a violation for the quality and quantity maxims since the speaker says what he believes to be false to make irony regarding

his opponent. For example, he ironically says "President Trump" while insults and degrades him to a criminal status rather than a president.

- **Imp Strategies**

Relying on the context, the speaker intends to insult and belittles Trump but he does not mention him at the beginning of his tweet. This reflects an aggressive impolite attitude. Significantly it is the use of positive Imp strategy known as (b.) "Exclude the other from an activity". Through this strategy, the speaker Biden mentions bad miserable situation in the history of America and he goes on expanding the situation in his second utterance. That is, he again abandons Trump from being an American citizen nor an American qualified political person. Hence, this implies the same positive Imp strategy known as (b.) "Exclude the other from an activity".

Following that the third utterance accuses Trump in being the fire for all that bloody situation. Admitting such a danger topic is one of the positive Imp strategy known as (g.) "Seek disagreement or select a sensitive topic". Normally such a topic ignites the argument for the speaker exploiting both the logos and pathos to show the difference between him and his opponent.

On the other hand, in terms of negative Imp strategies, it is evident that a strategy called (b.) "Condescend, scorn or ridicule or show your relative power" has been used in the first two utterances of the tweet. It persuades the audience that how Trump is belittled for his bloody policy that turned America into a forest that maintains only the strong and the barbers.

Notably, the last utterance represents the use of two negative Imp strategies: (b.) "Condescend, scorn or ridicule or show your relative power" and (c.) "Invade others space-literally or metaphorically". This is apparent with the aid of context that has been elucidated above to show the speaker's power upon the president and his ethnicity of speaking.

- **AT**

Relying on the context and highlighting the inter textual factors, one understands the way of making negotiating meaning and its implied ideologies through the AT. It highlights the ideologies that speaker inserts in his stances and way of evaluating things. Accordingly, at the very beginning of the first utterance, the speaker Biden reveals a type of attitude known as "affect" in which he explains his own feelings towards things. The mode of this type is inscribed for it contains a direct appeal. The polarity of this type is negative as he refers to his feelings. In other words, the "affect", here, refers to his dissatisfaction regarding the local struggles inside American cities. Through this utterance, he implies his power of recognizing things and call for reforms. Also, this utterance carries another kind of attitudes called "appreciation" that is negative as he evaluates the situation in general according to some events happened in Portland and other cities.

In his second utterance, he continues the same kinds of attitude: "affect"; its mode inscribed and it polarity is negative because the speaker Biden expresses his feelings of dissatisfactions against the events that terrified the people at that time. Similarly, he expresses another attitude as he evaluates the situation and Of course the "appreciation" is negative; its sort is "valuation". That is, the speaker evaluates the general conditions occurred through Trumps' presidency as a bloody and disaster to stimulate the audience not to elect him again.

Importantly, the last utterance unravels two attitudes : "affect" and "judgment" which both are negative and inscribed. Affect reveals the speaker's negative emotions of dissatisfaction or acceptance for what happens. The case with judgment is negative evaluation to Trumps attitudes. He attacks the social esteem for Trump particularly "capacity" to show the latter is unable to control the world.

As for engagement, all utterances reflect a type of engagement called "monoglossic". It refers to one voice only that dominates all other's voices or

opinions. Consequently, Biden presents power and domination upon all other people even when this may ignite them.

III. Functional Stage

- **Ideological Functions**

Radicalization is the first function can be recognized easily by this tweet for the speaker mocks the leadership of Trump and mocks the events. Thus, the second function is marginalization because he belittles Trump by highlighting the bad role of Trump in dealing with the crisis and encouraging people to live under the spheres of racism.

- **Critical Analysis**

Within the pragma-stylistic tools of analysis mentioned before a whole, implies the critical analysis for it adds more details on ideologies being used by the speaker and as following:

✓ **Power and ideology** are both explained when they are used implicitly by the speaker's utterances whether through the abovementioned SAs through asserting issues or expressing feelings as well as other strategies. That is, they are evident too in violating the maxims and impoliteness strategies and even in analyzing the speaker's single attitudes.

✓ **Critique** the part that means showing all ideologies from the very beginning at the first stage till the last one within this tweet.

✓ **Stance** which refers to the speaker's attitude towards the world and this is clarified through the appraisal theory. Moreover, it is embodied by the ideological functions for these functions represent the effects of the language being used by the speaker to achieve his intended aims upon the addressee(s) using his own way or style of speaking.

✓ **Reproduction**; the last rudiments of critical analysis is reproduction in which the researcher may suggest a counterstrategy that make people avoid flamed ideologies that may cause a quarrel or contribute to distributing hate among people. So if the speaker Trump resorts to mitigate his pragmatic utterances, he could be neutral as other politicians as Obama or even his competitor who flames only a situation or only Trump as a competitor. Rather he strives to control people by implanting his own ideologies.

Tweet (5)

Joe Biden

26 Sep, 2020

When Ebola hit, President Obama and I took swift action and successfully contained the virus. After COVID-19 hit, President Trump lied to the American people and said it would miraculously "disappear". Now, over 200,000 lives have been cut short. It's a national tragedy.

I. Identifying Stage

- **Context**

According to Hyme (1974), the situational background of this tweet is organized as follows:

Setting & Scene	1. Time is 26 Sep.2020, 11:15 a.m. 2. Place is the Washington. 3. In an attempt to highlight Trump's achievements through his duration of presidency, Biden aims to convince the audience about the qualification of the nominees.
Participants	The speaker: Biden The recipient: Trump and the audience
End	To persuade the audience about the positive and negative issues of the nominees.
Act sequence	Mentioning discrepant facts about the rival's achievements to produces a very clear image of comparison.
Key	To make a kind of implied comparison that reveals things to the audience.
Instruments	Direct, simple and indirect rhetorical language.
Norms	Defines what are the unacceptable things and what is the true.
Genre	Argumentative flamed text.

Figure ( ) : Contextual factors of tweet (5).

- **Criteria**

This tweet is a flamed argumentative one for its firing language that is full of aggression which attack clearly Trump as he is Biden's opponent and rival. This is explicitly indicated by utterances as "President Trump lied" while implicitly indicated by explain how successful the previous presidency in comparison to the current one which is "a national tragedy".

- **Argumentative appeals**

As argumentative text, however, the speaker usually resorts to different modes of persuasion: ethos, logos, and pathos but with high emphasis on (logos and pathos) in particular to convince the audience about his stances. These modes are employed through all the pragma-stylistic tools like SAs, CPs, IMP strategies, etc. Furthermore, structurally the tweet begins with an event in which he praise himself and the previous presidency as he has been part of it. Then the second move to talk about Trump in an attempt to compare the differ in their achievements. Reaching to the last stage, the speaker Biden summarizes the hurt behind the Trump's decisions to appeal to pathos and finally attack him.

- **Types**

Flaming, here, is indirect one for it is based on parallel analogy rather than mentioning directly that Trump is so and so. Hence, stylistically it is satirical one filled with rhetorical language that successfully affects the audience.

II. Analyzing Stage/The Pragma-stylistic Tools

- **<u>Theoretic SAs</u>**

To make his speech logical and wanted, Biden starts the tweet by mentioning a great event that the people have witnessed before. Therefore, he uses an assertive speech act to inform the audience with that event which is taking fast wise decisions to get rid of the virus. Also, this utterance is regarded as an expressive SA since the speaker is expressing his happiness at that time for that great event.

His second utterance contains an expressive SA in which he expresses his reproach and blame for Trump as he sees the latter unserious in his treating Covid-19 crisis. This is also regarded as assertive SA because the speaker Biden informs the audience about his stance in order to convince them and to make them think of Trump just like him. Within this utterance he uses a commissive SA to be indicated

by Trump's utterance. That is, he puts Trump's intention and behavior in a form of promise to approve that he has done nothing with Covid-19.

The proof and assurance are introduced in the third utterance which declares numbers to be facts and real belief as a result of detection in this matter. So it a declarative SA that implies a negative judgment about Trump's behavior. Consequently, the last utterance indicated a declarative SA that implicitly expresses a reprimanding act for the Trump's fail with Covid-19.

- **CP**

In regard to CP, one observes that at the very beginning of his utterance the speaker Biden violates both the relation maxim and the quantity maxim. The relational violation has occurred because the speaker Biden starts his utterance in a structure parallel to what he wants to say and raise later on. Factually, the speaker's focal intention is to talk about Trump and ask about the latter's promises and achievements regarding Covid-19, while he produces a foundation irrelevant to Trump. Therefore, he gives a clear comparison from such violation in a parallel image a kind of rhetorical question to attract the audience's attention through a logical persuasion. As he gives detailed information comprises even "President Obama" who was lovely to American people, the speaker awakes the audience to such companion between him and Obama to get the same love. For this reason this utterance is a quantity violation that alludes two opposite polarities among these figures.

The second utterance, on the other hand, contains a violation for the quality maxim in which the speaker Biden says what he believes to be false to make irony regarding his opponent. For example, he ironically says "President Trump" just like its previous parallel style when he mentioned "President Obama". The difference between the two "president", however, is that the second one, for Trump, is ironical for he mentions "lied to the American people" which is a direct insult or flame.

Similarly, within this second utterance, he continues to talk about Trump's reaction towards Covid-19. He mocks the latter's promise "it would miraculously "disappear"" as he puts "disappear" between inverted commas to highlight this word and introduce irony in his next utterance. That is, in the fourth utterance, he violates the relation maxim to say after "disappear" that the reverse is happened when more than 200,000 people have suffered and get shorter life.

Reaching up the last utterance, the speaker Biden summarizes his opponent's attitude indirectly by violating the relation maxim, again, to mock all of his lying and fake promises. This is evident when he says "It's a national tragedy" which alludes the hidden attack.

- **Imp Strategies**

In regard to Imp strategies, the first utterance comprises a positive Imp strategy known as (b.) "Exclude the other from an activity". Through this strategy, the speaker Biden mentions a great achievement in the history of America and this achievement is done by as he said "…President Obama and I". That is, he abandons Trump from such an event in order to show his suppression and priority in the domain of politics and hence convince the audience in his qualification for the election more than his opponent.

On the other hand, his second utterance contains both positive and negative Imp strategies. The positive one is known as (g.) "Seek disagreement or select a sensitive topic" and the speaker Biden has chosen Covid-19 to be that sensitive topic. Such a topic ignites the argument for the speaker Biden exploiting both the logos and pathos to show the difference between him and his opponent as explained above within the CP. Another positive Imp strategy is called (i.) "Use taboo language or swear, be abusive, express strong views opposed to H's". This one is indicated by utterances like "lied" and "miraculously "disappeared" which reflects that the speaker has more power and social status upon the referee. Overall, a negative Imp strategy is employed like wise and it is known as (b.) "Condescend,

scorn or ridicule or show your relative power". It persuades the audience that how Trump is belittled for his fake promises. The matter which has been continued for the third and fourth utterance to add more proofs and persuasion to the audience.

All in all, the first two utterances together represent a kind of negative Imp strategy (c.) named "Invade others space-literally or metaphorically". This is achieved by making a comparison in equal, parallel structure to shed light on the big difference in power and superiority.

- **AT**

Depending on the context and highlighting the inter textual factors, one understands the way of making negotiating meaning and its implied ideologies through the AT. It highlights the ideologies that speaker inserts in his stances and way of evaluating things. Accordingly, at the very beginning of the first utterance, the speaker Biden reveals a type of attitude known as "affect" in which he explains his own feelings towards things. The mode of this type is inscribed for it contains a direct appeal. The polarity of this type is positive as he refers to his feelings. In other words, the "affect", here, refers to his satisfaction in achieving success when it is needed as a reaction and behavior of a previous disease. Through this success, he implies his power and wise political experience.

In his second utterance, he shows a type of attitude called "judgment"; its mode inscribed and it polarity is negative because the speaker Biden judges Trump as a lair. Therefore, he attacks the social sanction for Trump since he displays the latter's veracity specifically dishonest in his promises to the American people. Then, another negative judgment by Biden is given within this utterance together with the subsequent one. This judgment attacks the social esteem for Trump particularly "capacity" to show the latter's inability to manage the crises.

After all, in the last utterance, the speaker Biden evaluate things and situation. Therefore, such type of attitude is called "appreciation"; it is negative in

polarity and inscribed in mode since it is directly described as "a national tragedy". Such "appreciation" is of the type of "valuation". That is, the speaker Biden evaluates the general situation under Trumps' presidency as a disaster and tragedy to stimulate the audience not to elect him again.

As for engagement, all utterances reflect a type of engagement called "monoglossic". It refers to one voice only that dominates all other's voices or opinions. That is why the speaker has praised the presidency of Obama for he was part of it, then, talked with a kind of evidence in order not to allow any other engagement with idea or doubt but his own stances or attitudes. In this way, Biden presents power and domination upon all other people even when this may ignite them.

In terms of graduation, however, the speaker Biden strengthens his attitude by words like "miraculously", "over 200,000 lives", and "tragedy" through which he exaggerates the state that he wants to assure.

III. Functional Stage

- **Ideological Function**

Radicalization is the first function can be recognized easily by this tweet for the speaker Biden produces a great comparison between two different situations that clearly mocks the current one. Accordingly the second function is marginalization because the comparison he highlights the bad role of Trump in dealing with the crisis to convince the audience with the latter's zero role. Therefore, the third function is indoctrination where when treating a person as insignificant simultaneously involves tuning to another part. This is evidently mentioned at the very beginning of the tweet when the speaker says "me and President Obama.."

- **Critical Analysis**

Within the pragma-stylistic tools of analysis mentioned before a whole, implies the critical analysis for it adds more details on ideologies being used by the speaker and as following:

✓ **Power and ideology** are both explained when they are used implicitly by the speaker's utterances whether through the abovementioned SAs through asserting issues or expressing feelings as well as other strategies. That is, they are evident too in violating the maxims and impoliteness strategies and even in analyzing the speaker's single attitudes.

✓ **Critique** the part that means showing all ideologies from the very beginning at the first stage till the last one within this tweet.

✓ **Stance** which refers to the speaker's attitude towards the world and this is clarified through the appraisal theory. Moreover, it is embodied by the ideological functions for these functions represent the effects of the language being used by the speaker to achieve his intended aims upon the addressee(s) using his own way or style of speaking.

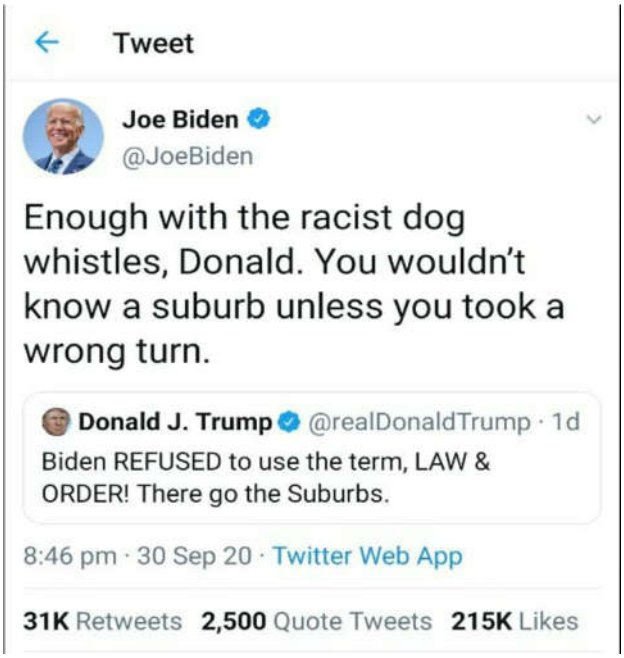
✓ **Reproduction**; the last rudiments of critical analysis is reproduction in which the researcher may suggest a counterstrategy that make people avoid flamed ideologies that may cause a quarrel or contribute to distributing hate among people. So if the speaker Trump resorts to mitigate his pragmatic utterances, he could be neutral as other politicians as Obama or even his competitor who flames only a situation or only Trump as a competitor. Rather he strives to control people by implanting his own ideologies.

Tweet (6)

Joe Biden

30 Sep, 2020.

Enough with the racist dog whistles, Donald. You wouldn't know a suburb unless you took a wrong turn.



I. Identifying Stage

- **Context**

Relying on Hyme's model (1974), the situational background of this tweet is organized as follows:99

Setting & Scene	1. Time is 30 Sep.2020, 08:46 p.m. 2. Place is the Washington. 3. In the midst of the upheaval in cities of America, Trump has tried to spread his "law and order" message to the suburbs, warning them that when he wins the elections, he will control everything even beyond the cities. This is done in a tweet. Accordingly, Biden's tweet comes as a firing back for Trump's tweet regarding the "suburbs" in particular.
Participants	The speaker: Biden The recipient: Trump and the audience

End	To persuade the audience about the negative ideology of racism in Trump and hence to clarify who's better than him.
Act sequence	Mentioning metaphor as a kind of popular aphorism to produces a very clear image of Trump's reality.
Key	To make a kind of comparison that reveals things to the audience.
Instruments	Direct, simple and indirect rhetorical language.
Norms	Defines what are the unacceptable things and what is the true.
Genre	Argumentative flamed text.

Table ( ) : Contextual factors of tweet (6).

- **Criteria**

Since the tweet is full of opposing and antipathy, that are forms of hostility as well as being criticizing and showing domination that are parts of aggressive language, so the tweet is a flamed argumentative one. This is apparently indicated in utterances like "racist dog whistles", "You wouldn't know", "unless you took a wrong turn".

- **Argumentative appeals**

Through the tweet, the speaker exploits various modes of persuasion: ethos when the speaker resorts to a figure of speech to disapprove a characteristic of Trump. Following that he takes the aid of logos to teach Trump how to recognize things. These are used in clear economic speech that is achieved too much and affected the audience about his own stances. As usual, these modes are employed through all the pragma-stylistic tools like SAs, CPs, IMP strategies, etc.

Additionally, the tweet first stage begins with an explicit insult when returning to the context of American opponents. The insult, however, states that the main topic of the tweet is` Trump and his deeds. Then, the second stage of the tweet talks about Trump's stance and attitude in order to degrade him and convince the

audience. Reaching to the last stage, it is implied within the second one where the speaker Biden ends the utterance with accusing him with another insult.

- **Types**

The type of flaming, here, is direct since it is put forward to address Trump directly and the audience notice the speech and the message. Though it is a direct flaming but in term of style, flaming is both straight and satirical for using a rhetorical language to say more through short utterances and convince the audience.

II. Analyzing Stage/ The Pragma-Stylistic Strategies

- **Theoretic SAs**

Regarding the use of SAs, it is evident that from the very beginning of the first utterance, the speaker Biden employs two types of SAs. The first one is directive where he gives an order to make the world fits the words so he orders his opponent Trump to stop being "the racist dog whistles". The second SA that implied within the directive is an expressive SA in which the speaker Biden expresses his feelings rather than fitting words and world. This feeling of disdain is implied and reflected in the way of ordering "Enough with racist dog whistles, Donald.".

The same note is observed in the second utterance that comprises multiple SAs likewise. The first one is assertive where the speaker Biden states an information directed to Trump but it can be implicitly directed to the audience to show his opinion regarding Trump's last reaction. This is also represent another implied SA which is a commissive since it carries the intention of the speaker to do something which is now may be offering a way to Trump to recognize the suburb. One may again recognize a third SA within this same utterance. It is declarative that is used to announce a reprimanding as the context highlights the speaker's adverse accusation for Trump.

- **CP**

In the realm of CP, it is noticeable that violation for the quantity maxim is occurred intentionally in the first utterance through the use of an American aphorism "dog whistles". This violation produces a metaphor, personification and a hyperbole. By personification, he eliminates the level of a dog into the status of human being by describing it as racist. At the same time, through this personification the speaker Biden flames the referent person Trump a great insult metaphor. Factually, this metaphor is to compare Trump into an aphorism which is famous in America. It refers to dogs when they communicate to each other by certain whistles that cannot be heard by humans or any other entities rather than dogs. So that, the speaker Biden compares Trump to those dogs because he produces racist utterances that cannot be understood or recognized by all American people just by those who know him and his ideologies very well.

Sure enough, the violation of quantity in the first utterance also represents a hyperbole as the speaker exaggerates the description of Trump's racism to reach that insulting image which flames the opponents.

However, on the face of the second utterance, two violations are recognized. The first one is apparently violating the relational maxim because the speaker Biden talks about the suburbs and alludes to them directly rather than racism. The second violation is manner because saying "You wouldn't know a suburb unless you took a wrong turn" has two implied meanings within that context. The first one is that he accuses Trump of being stupid for the latter could not recognize that a certain place is a suburb or the city itself. So, by that violation the speaker rhetorically portraits an allusion about Trump's stupidity. The second meaning is that he blames Trump for being racist whereas all American cities are united to the extent that he cannot recognize the difference. Overall, the speaker Biden rejects the ideology of racism and this tweet exploits the situation to rebuke and humiliate Trump's racism and thus such violation (manner violation) gives the hyperbole of

describing that racism. This is because the latter wants to impose the policy of "low and order" only for the suburbs where the black people live in.

- **Imp Strategies**

In terms of Imp strategies, it is obvious that the first utterance takes together positive and negative ones. The utterance starts the first negative Imp strategy named (b.) "Condescend, scorn or ridicule" or "emphasize your relative power". That is why the speaker Biden does not only give an order but also gives sever insult by using another negative Imp strategy called (c.) "invade others literally or metaphorically". Consequently, he uses a metaphor to liken and compare Trump's ideology into a "racist dog whistles". These negative strategies belittle Trump and emphasize the powerful status of Biden. Moreover, he uses also a positive Imp strategy named (e.) "use inappropriate identity marker" through which the speaker Biden employs the nickname "Donald" without the last name or any honorific terms.

The second utterance, however, again belittles Trump as the speaker Biden uses a negative Imp strategy known as (b.) "Condescend, scorn or ridicule" or "emphasize your relative power" in which he teaches Trump that suburbs are equal to cities but the latter is so idiot to distinguishing them by colors. This utterance also implies a positive Imp strategy called (g.) "seeking disagreement" where both are in disagreement stances each tries to show that he is more power than the other.

- **AT**

By analyzing the interpersonal meaning in terms of context and views or stances of evaluation, it is time now to evaluate the speaker's stances and assure his implied ideologies. Thus, in the first utterance, one finds two types of attitude: "affect" and "judgment". The "affect" represents the speakers feelings towards people; that is, Biden's feeling towards Trump and the latter's ideology of racism. This "affect" or feeling reflects both dis-satisfaction and insecurity and he

announces these values of feelings in order to show the audience his relative power. He convinces them of what he feels according to his wisdom and political experience. Thus, the mode of this affect is inscribed specifically in "racist" and it is negative in it polarity showing the feeling with disdain by mentioning a mean aphorism and using the nickname Donald.

The second type of attitude, within this utterance, is "judgment" which is also inscribed in its mode and negative in polarity. That is, the speaker Biden judges Trump as being a pestiferous racist who inflames people by ranking them according to their colors. By such judgment he attacks the social esteem of Trump through insulting the latter's normality to show him as being illogical in his attitudes.

In regard to engagement it is monoglossic because the speaker does not allow any probability for other views. He speaks with assertion and confidence to convince all the people.

Similarly, no force or focus is recognized within the graduation part for the same reason which is said in one tone of affirmative single view.

III. Functional Stage

Ideological Functions

Two basic functions are embodied by this tweet, they are radicalization and indoctrination. Because the speaker Biden insults Trump, mocks him, and calls him racist dog. This usually assembles the audience to indoctrinate them to his party.

- **Critical Analysis**

Within the pragma-stylistic tools of analysis mentioned before a whole, implies the critical analysis for it adds more details on ideologies being used by the speaker and as following:

✓ **Power and ideology** are both explained when they are used implicitly by the speaker's utterances whether through the abovementioned SAs through asserting issues or expressing feelings as well as other strategies. That is, they are evident too in violating the maxims and impoliteness strategies and even in analyzing the speaker's single attitudes.

✓ **Critique** the part that means showing all ideologies from the very beginning at the first stage till the last one within this tweet.

✓ **Stance** which refers to the speaker's attitude towards the world and this is clarified through the appraisal theory. Moreover, it is embodied by the ideological functions for these functions represent the effects of the language being used by the speaker to achieve his intended aims upon the addressee(s) using his own way or style of speaking.

✓ **Reproduction**; the last rudiments of critical analysis is reproduction in which the researcher may suggest a counterstrategy that make people avoid flamed ideologies that may cause a quarrel or contribute to distributing hate among people. So if the speaker Biden resorts to mitigate his pragmatic utterances, he could be neutral.

Tweet (7)

Donald J. Trump

08 Oct. 2020

Obama, Biden, Crooked Hillary and many others got caught in a Treasonous Act of Spying and Government Overview, a Criminal Act. How is Biden now allowed to run for President?

I. Identifying Stage

- **Context**

According to Hyme (1974), the situational background of this tweet is ordered as follows:

Setting & Scene	1. Time is 08 Oct.2020, 3:15 a.m. 2. Place is the white house. 3. The speaker Trump refers and usually describes his rivals to the audience to show that he has the power to decide who deserves to be his rival and whose not.
Participants	The speaker: Trump The recipient: Biden, Obama and Hillary Clinton.
End	To fire his opponents and convince the audience not to support or elect any of them.
Act sequence	Mentioning discrepant fallacies to portrait a kind of image about his opponent in the mind of the audience.
Key	Using flaming and arguing style that damage and insult the refereed characters.

Instruments	Direct, simple and indirect rhetorical language.
Norms	Defines what are the criminal forbidden things that are part of Biden's attitudes together with his eminent supporting figures.
Genre	Argumentative flamed text.

Figure ( ) : Contextual factors of tweet (7).

- **Criteria**

As the language of this tweet is full of accusation and aggression, that are forms of insulting and disagreement as well as being power abuse, so the tweet is a flamed argumentative one. This is apparently indicated in utterances like "Crooked Hillary", "Biden", "got caught in a Treasonous Act of Spying and Government Overthrow", "a Criminal Act".

- **Argumentative Appeals**

By these utterances, the speaker employs various modes of persuasion: ethos, by mentioning real names and situations though exaggerated, and pathos by raising their sympathy to be convinced with scenes of guilt and crimes without going to logos as there is on reasoning or evidence. All these modes are represented within all the pragma-stylistic tools like SAs, CPs, IMP strategies, etc.

Structurally, the tweet first stage begins with an explicit insult when returning to the context of American political nominees. The whole tweet consists of two utterances. The first aggressive one displays the main topic of the tweet as a first stage besides its development as a second stage. Then, the last third stage of the tweet in which the speaker Trump summarizes the result of what he has mentioned first, and this result also implies his own purpose(s).

- **Types**

Flaming, here, is direct for referring to clear specific people and attack them, but according to style, it is satirical one having a number of rhetorical arrangements and figures of speech to convince the audience more.

II. Analyzing Stage/ Pragma-Stylistic Strategies

- **Theoretic SA**

In fact, three types of SAs are utilized within the first utterance: assertive, expressive, and declarative. It is an assertive because the speaker states to the audience an information that mirrors the world truthfully through the words. He intends to convince them about what he believes. He believes that all of his opponents are in war against him and all the country.

The second SA, expressed, here, is expressive one as it is indicated by expressing feelings of hate, anger, and annoyance. All these feelings are reflected in not only accusing those political people but also giving the assurance as if they were really caught and prosecuted. Though the speaker states in information with expressing his feeling through assertive and expressive SAs, the third SA within this same utterance is declarative. It is so since the speaker Trump has an institutional role to declare not a real act. Moreover, since declaration is about a negative judgment, so it implies a reprimanded act.

Considering the second utterance, it comprises a commisive SA where the speaker Trump offers forbidding Biden from any political nomination specially the coming elections.

- **CP**

As far as the CP is concerned, the speaker intentionally violates the quality and quantity maxim through his first utterance and tell them what he believes to be false with extra details to exploit the audiences' pathos and attract their attention. Thus, he gives a hyperbole to convince the audience rather than just telling them that Biden and the previous political figures whom he believes are criminal. He

talks with a superior power and use past tense to allude the audience that he is only the most powerful man who orders others and immediately they respond to him. That is, he tells that the old political people who support Biden are full of hypocrisy, unreliability, and betrayal. That is why they have been arrested.

It is worthy to mention also that the speaker, Trump, is mocking and publicly presents his ideology of racism against women. This is reflected when he brands her as "Crooked Hillary", that belittles women, while he is not branding Biden and call him "Sleepy Joe" as usual. He does that by violating the quality maxim to create such a metaphor that compares Hillary to a cheating stooped woman.

Then, in his last utterance, the speaker Trump intentionally continues in his violation for the quality maxim in order to generate a rhetorical question. By such a question he does not need any answer but to make the audience believe him and reach the same conclusion which is preventing Biden from the election at all.

- **Imp Strategies**

In terms of flamed impolite strategies, various positive and negative strategies are found within the first and second utterance. Three positive strategies are represented by the first one which is known as (b.) "exclude the other from an activity". Through this, the speaker Trump suppresses all the achievements of the former President Obama, former Prime Minister Hillary, and Biden a former vice president of Obama. Furthermore, he accuses them of being betrayal and trouble makers and this is another positive Imp strategy (g.) "seek disagreement or select a sensitive topic". By using it the speaker reveals his power and superiority that suppress others. Combining to these, a third positive Imp strategy is likewise employed when he directly mentions the names of those political people without any reference to their terms of address. Such a strategy is called (e.) "use inappropriate identity markers".

Within the same circle and by capitalizing the name of the crime of their accusation is regarded as one of the negative Imp strategy called (a.) "frighten or instill a belief that action determine to the other". That is, the speaker Trump unravels his ability and power to belittle others publicly or even when there is no evidence.

The second utterance, however, contains both negative and positive Imp strategies. The positive ones are named: (b.) "exclude the other from an activity" in which the speaker Trump not only isolates Biden from the right taking chance of elections, but also he aims to prevent him. Another positive Imp strategy is called (e.) " the use of inappropriate identity marker" where the name Biden is used without any honorific or address terms.

Emphasizing the speaker's proclaims, the speaker uses a negative Imp strategy called (b.) "condensed, scorn, or ridicule" or "emphasize your relative power". By this strategy, the speaker Trump belittles Biden when he speaks as a powerful person who rebukes the latter and treats him as a criminal that has the lowest social status and must be arrested.

- **AT**

Analyzing the interpersonal meaning in terms of context reveals the speaker's stances and his implied ideologies in judging or evaluating things. Thus, in the first utterance, one finds two types of negative "judgments": the first one is general for three political characters: Obama, Biden and Hillary, while the second one is specific for Hillary in particular. The first negative judgment is inscribed in its mode to directly strike the social esteem for those characters. That is, the speaker aims to rebuke the "capacity" or their ability in controlling the political issues of the country and the world by judging them as being betrayal and demagogic. This is apparently indicated by utterances like "caught in a Treasonous Act of Spying and Government Overthrow" in which the speaker Trump capitalizes these negative utterances of betrayal to reflect his flame of anger to

reach the audience and affect them the same way of his feeling. Accordingly, another type of the speaker's attitude is implied within this attitude of negative judgment. This type is known as "affect" that is evoked or implied as mentioned before a while and it is negative in polarity for the speaker expresses his insecurity.

However, the second negative judgment is specific directed to Hillary to give her a particular negative nickname. The matter which reflects his own ideology of racism as he against the women in general and Mrs. Clinton in particular. Such negative judgment is inscribed in its mode found in "Crooked Hilary". Through this, he breaks her tenacity to destroy he social esteem to say that she is unreliable and this is stable in her like her name.

Furthermore, another type of attitude is given not only for those characters but also to whole situation of their election. Such attitude is known as "appreciation" in which he evaluates the situation as a "Criminal Act" that is totally not feasible to America. It is a negative appreciation reflects the speaker's reaction against their decision for elections to show how repulsive it is.

As a result of stating and evaluating the characters and their decision, the speaker Trump raises a question that assures his first negative judgment for Biden as well as showing his attitude of "affect" once again. Also it is negative in polarity but it is evoked indicated by the pervious utterances and evaluations. It shows his feelings of "dissatisfaction" to come such a bad person as Biden and be simply his rival.

In terms of engagement, the whole tweet is monoglossic one reflects only one voice which is, of course, the speaker's voice denying all others' stances or their political history because he finds himself as the only dominant powerful person with only right stance.

In terms of graduation, the speaker evidently speaks with confident and one strong worthy to indicate strong power and domination.

III. Functional Stage

- **Ideological functions**

Whole the tweet, factually, pinpoints two main functions: radicalization and indoctrination through them he insult and accuse them for being spy and unqualified for leading the country. Accordingly he indoctrinate the audience to be convinced by him and his party.

- **Critical Analysis**

Within the pragma-stylistic tools of analysis mentioned before a whole, implies the critical analysis for it adds more details on ideologies being used by the speaker and as following:

✓ **Power and ideology** are both explained when they are used implicitly by the speaker's utterances whether through the abovementioned SAs through asserting issues or expressing feelings as well as other strategies. That is, they are evident too in violating the maxims and impoliteness strategies and even in analyzing the speaker's single attitudes.

✓ **Critique** the part that means showing all ideologies from the very beginning at the first stage till the last one within this tweet.

✓ **Stance** which refers to the speaker's attitude towards the world and this is clarified through the appraisal theory. Moreover, it is embodied by the ideological functions for these functions represent the effects of the language being used by the speaker to achieve his intended aims upon the addressee(s) using his own way or style of speaking.

✓ **Reproduction**; the last rudiments of critical analysis is reproduction in which the researcher may suggest a counterstrategy that make people avoid flamed ideologies that may cause a quarrel or contribute to distributing hate among people.

So if the speaker Biden resorts to mitigate his pragmatic utterances, he could be neutral.

Tweet (8)

Donald J. Trump

12 Oct. 2020

The Fake News, @CNN, MSDNC, the failing @nytimes, and the rest, are working overtime spewing every lie in the book to make sure they can demean and disparage, at the highest level possible, to try and win an election for a man who is totally unqualified to be your President, S.J.

I. Identifying Stage

- **Context**

According to Hyme (1974), the situational background of this tweet is ordered as follows:

Setting & Scene	1. Time is 12 Oct.2020, 1:24 a.m. 2. Place is the white house.

	3. The speaker Trump attacks news channels to insult them and diminish the power of his rival as they support the latter.
Participants	The speaker: Trump The recipient: group of news channels and his rival Biden.
End	To fire back what news channels declared about the policy of Trump and Biden. And to disparaging them to be disrespected by the audience and American people.
Act sequence	First clarifying how bad the morals of these channels then clarifying that they support Biden for they already have bad morals.
Key	Using flaming and arguing style that humiliate and insult the intended channels and people.
Instruments	Direct, simple and indirect rhetorical language.
Norms	Defining what are the bad activities that are part of these famous political channels' that share with Biden's attitudes.
Genre	Argumentative flamed text.

Table ( ) : Contextual factors of tweet (8).

- **Criteria**

Since the language of this tweet is full of accusation and provocative ignoble utterances, that are forms of insulting, so the tweet is a flamed argumentative one. This is evidently embodied in utterances like "spewing every lie", "can demean and disparage", "to win an election for a man who is totally unqualified…", "S.J." .

- **Argumentative Appeals**

This flamed argumentative tweet reveals how the speaker resorts to various modes of persuasion gradually: first, exploiting ethos, by mentioning the news and their nature which is mostly lying upon people. Second, exploiting pathos, he

explains how these are injustice and oppressive with him. All these modes of persuasion are expressed within all the pragma-stylistic tools like SAs, CPs, IMP strategies, etc.

Structurally, the tweet is explicitly presented in one utterance but implicitly it is divided into three stages. The first stage begins with an explicit capitalized insulted utterance "The Fake News" and numerating theses news channels. In the second stage, he describes their eminent jobs which is lying and falsifying facts. The final third stage summarizes their aim which is to make the elections go to unqualified person who is Sleepy Joe.

- **Types**

Flaming here is direct since the speaker pinpoints the addressee that are Biden and the channel news directly and starts to flame them. At the same time the language being used is both simple and satirical to affect the audience more and persuade them.

II. Analyzing Stage/ Pragma-Stylistic Strategies

- **Theoretic SA**

A number of different SAs are used in this tweet from the very beginning till the end of the utterance, the speaker uses an assertive SA in which he states his own believes. He tells the audience that there are certain news channels that their aim is just to cheat and fabricate facts in order to crush the vivid issues of Trump and eliminate issues related to another party to support his rival Biden. By such statement the speaker tries to fit the words to the world to affect the audience and convince them.

Likewise, the speaker devotes expressive SA to attract the audiences' pathos when he condemns the principles of these news channels. He denounces their sins by clarifying that they have their excuses in doing so since they support and espouses Biden's election.

Through all his explanation to state the nature of the channels and through expressing his feelings when stating that, the speaker adds a declarative SA as he finds himself as the most powerful person so he declares not only states the nature of these channels. That is, he announces these news channels as being untruthful and biased for his rival, therefore he reprimands them and falsifies their news.

- **CP**

At the very beginning of the first stage, the speaker Trump intentionally violates the quantity maxim as he gives much details just to describe the news channels as "failing" and give them the nick name "Fake News". This name reveals a violation for manner maxim since the name is not obvious specially when he says " and the rest". By such flamed description and nick names he mocks these channels and ignites them for such insult as he degrades their other roles and programs by such image of sarcasm. Often, he has used to use them as part of his strategy in campaigns and as part of his superior identity.

Later, in the second stage of this utterance, he continues mocking them by violating the quantity and quality maxims to produce a hyperbolic details. Such as saying that they work extra time just to fabricate facts and to make sure that they are perfect and professional in their humiliating to him and his deeds.

In the last stage of the utterance, the speaker Trump again violates quantity and quality maxims as well as the relation maxim to reach at insulting his rival Biden by giving an allusion and metaphor. That is, he accuses them as working for making unqualified person win the election. He again used his metaphor to make the nick name "Sleepy Joe" but this time he abbreviated it into S.J. to flame and mock them more.

- **Imp Strategies**

In terms of flamed impolite strategies, various positive and negative ones are employed within the utterance. The various positive strategies are used to

suppress the referee among them is the (e.) "use inappropriate identity marker" to call them "Fake News" and the "failing @ nytimes". Another one is known as (g.) "seeking disagreement or select a sensitive topic" through which the speaker Trump finds himself as a superior powerful person in country that easily make him admit things directly to the public even if they are sever or forbidden ones that may cause a quarrel in reality. Also, he ridicules them when he says "to make sure they can demean and disparage at the highest level possible". This contains both: a positive Imp strategy named (h.) "make others feel uncomfortable" and another one named (i.) "express strong views opposed to the H's". Another positive strategy is used as (j.) "use derogatory nomination" in which the speaker not only calls his rival as Sleepy Joe, but also he has abbreviated it into S.J., to insult and degrade the latter more and confirm that all American people know him as Sleepy Joe so there is no need to say the famous nick name each time.

On the other hand, negative Imp strategies are widely exploited in this utterance to indicate the flame style of the speaker by belittling the referees and showing his powerful domination upon them and others. The first ones, however, are recognized in the first and second stages of the tweet. They are known as: (b.) "condescend, scorn or emphasize your relative power" and (c.) " invade others literally or metaphorically". By these strategies the speaker Trump deny the social status, emotional and legal reactions of the intended referee to convince the audience about his power whether in his owner of government or his rational. Similarly, in the last stage of the utterance the speaker uses negative Imp strategies one of them is known as (a.) "Threaten or Frighten" which shows the speaker has the ability to produce and control undesirable topics or insults for other for he is more power than them as it is his usual ideology. Another one is called (c.) "invade others literally or metaphorically" through which the speaker" digs deeper in criticizing them to justify that all their dishonor and disrespect in transforming news is because they have a support and loyalty for a person who does not deserve to be a president.

- **AT**

Resorting to the way of using style through interpersonal meaning, the context clearly reveals the speaker's style and stances or attitudes of evaluating the world around him. Accordingly, at the very beginning of his first utterance in the first stage, the speaker Trump gives a type of attitude called "appreciation" and "judgment". Appreciation is given for them as technical channels and judgment for the workers in general in these channels.

Regarding the attitude of judgment, the speaker Trump judges a group of workers indirectly who works in these channel news. The judging is negative in polarity and evoked in its mode indicated by "Fake News", "the failing @nytime" in their context. The type of this judgment appeals to their social sanction particularly to their "veracity" by admitting and pinpointing that such channels are deceitful. Then, in the second stage of the tweet he continues his negative judgment to appeal also for the social sanction but this time for the "propriety" of the channels. That is, he describes them as being immoral, arrogant and corrupt for they focus only on the lying and the short comes of others. Likewise, within the third stage the speaker goes on the same attitude which is a negative judgment but this time it targets the social esteem of these channels and it appeals their "tenacity". Hence, the speaker tells the audience that the workers in these channels are unfaithful for they put their loyalty only to one person who is unqualified to be his rival.

On the other hand, all the utterance represents another kind of attitude goes alongside that of the judgment one. It is "appreciation" as mentioned before a while because the speaker evaluates things related to people and these things are the channels as TV shows. Of course this attitude is negative in its polarity since it reflects the speaker's ideology of controlling every single detail of the elections as a powerful person who dominates all people. Such appreciation is a kind of reaction against them as he feels they are grabbing his goals.

In terms of engagement, it is obvious that the speaker denies any other voices that is why the type of this engagement is monoglossic.

Graduation, by contrast, refers that the speech is forced and intensified by the affirmative statements with the utterance "totally". It is also sharpened for it never refers to doubt or probability.

III. Functional Stage

- **Ideological Functions**

As a consequent for what has been analyzed by the pragma-stylistic tools, one finds easily that the whole tweet embodies certain ideological functions in the mind of the audience. First, it reflects the radicalization function that is mirrored in his mocking of these channels and insulting them. Then the speaker groups them into a specific party which that of his rival and this is another ideological function to the tweet known as indoctrination.

- **Critical Analysis**

All what have been analyzed is done by the critical eye which takes into consideration all the rudiments of the critical analysis like:

✓ **Power and ideology** are both highlighted from the very beginning of the tweet when the speaker feels that he has the right to criticize in mocking or insulting. Also they are expressed when he neglect using any terms of address as well as in using harsh speech and affirming it.

✓ **Critique** the part that means to show in detail the hidden ideologies by analyzing and explaining the speech by different tools. Accordingly, it has been achieved from the very beginning of the analysis to the end of the tweet.

✓ **Stance** refers to the speaker's attitude which is highlighted in detail through the appraisal theory. It has been clarified how the speaker evaluates things

according to his own beliefs and ideologies specially those which belittles others and humiliate those who are in disagreement with him.

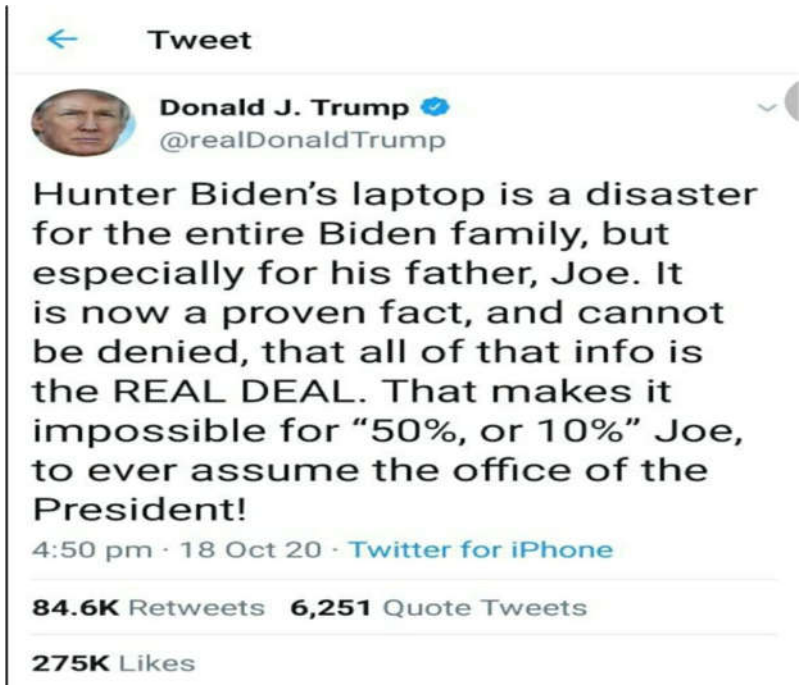
✓ **Reproduction**; the last rudiment of critical analysis is reproduction in which the researcher may suggest a counterstrategy that make people avoid flamed ideologies which may cause a quarrel or contribute to distributing hate among people. So if the speaker Trump resorts to mitigate his use of utterances, like asserting statements and describing firmly, he could be neutral without sharp or harsh style. Rather he strives to control people by implanting his own ideologies.

Tweet (9)

Donald J. Trump

18 Oct. 2020

Hunter Biden's laptop is a disaster for the entire Biden family, but especially for his father, Joe. It is now a proven fact, and cannot be denied, that all of that info is the REAL DEAL. That makes it impossible for "50%, or 10%" Joe, to ever assume the office of the President!



I. Identifying Stage

- **The Context**

According to Hyme (1974), the situational background of this tweet is ordered as follows:

Setting & Scene	1. Time is 18 Oct.2020, 04:50 p.m. 2. Place is the white house. 3. The speaker Trump attacks Biden and his family indirectly by referring to a scandal as he refers to in other tweets.
Participants	The speaker: Trump The recipient: his rival Biden and the audience.
End	To convince the audience and American people to not elect his rival Biden as the latter is not an honest and unqualified .
Act sequence	First referring to Biden's son "Hunter" and their carelessness in not putting top security to their secrets in the latter's laptop. Then reaching up to Biden to humiliate him.
Key	Using flaming and arguing style that belittles and insult the Biden and his family.
Instruments	Direct, simple and indirect rhetorical language.
Norms	Referring to scandal and negative activities done by Biden's son.
Genre	Argumentative flamed text.

Table ( ) : Contextual factors of tweet (9).

- **Criteria**

As the language of this tweet is full of harsh words in their linguistic and situational context to insult the intended person. So the tweet is a flamed argumentative one. This is evidently embodied in utterances like "disaster for the entire family", "a proven fact", "the REAL DEAL". Although such utterances are

not taboo to flame and provoke the intended person, but they actually cause an intensified flame and provocation. This is because they reveal facts that gloats the speaker and weaken the intended person in his race in these political elections.

- **Persuasive Arguments**

Accordingly and in order to persuasion the audience, the speaker resorts in his first utterance to ethos to attract their attention and satisfy the audience that something serious is happened . Then he appeals to logos in all three utterances to refer to proofs and deals as reasoning. He intends to affect them by both these modes of persuasion that are reflected and expressed by all the pragma-stylistic tools like SAs, CPs, IMP strategies, etc.

Structurally, the tweet is explicitly divided into three utterances, each one represents a stage. The first stage begins with an explicit capitalized name to indicate that this is the main topic of the Tweet which is Biden's son scandal . In the second stage, he develops the topic by spotting light on a proof for all the American people as logos for Biden's disqualification for presidency. The final third stage summarizes the outcome and his aim which is to portrait Biden as a looser who does not deserve to be his rival.

II. Analyzing Stage/ Pragma-Stylistic Strategies

- **Theoretic SA**

The first SA used by the speaker Trump is an assertive one which is represented by the first utterance. By this act the speaker mirrors the world by words; that is, he states a topic which is stealing the information from Hunter's laptop who is Biden's second son. Therefore, he clarifies to the audience that an important issue is very important for it is dangerous in getting secrets or personal things. Beside this act, another SA is exploited within the same utterance. It is an expressive SA in which the speaker pretends to reflect his feeling of sorrow and

pity for such an event but soon he develops the topic to say "but specially for his father, Joe". Such saying simply reveals his real feelings of comfort and gloating.

His second utterance carries a number of different SAs, they are: assertive, expressive and declarative. The assertive SA is reflected when he assures to the audience that the information steeled are real so everybody now known the stupidity of Biden and his family. At the same time, this assertive SA is an expressive one since it reflects the speaker's feeling of satisfaction for this time he speaks with an evidence rather than only accusing and insulting. At the last part of the utterance he capitalizes that those information are "the REAL DEAL". Thus, this utterance represents a declarative SA where the speaker flames the proof as a reprimanded act and it contains also a commissive SA because the speaker offers the audience to take these facts that are found on the email of Hunter Biden seriously.

Moving to the last utterance, it is found that there is a continuation for using assertive SA. Through this kind of act the speaker asserts that as a result of the evidence that have been seen by all American people, Biden has no chance to run for elections. This also implies an expressive SA for the speaker is expressing his optimistic feeling that he presents it with confidence to convince his audience.

- **CP**

For more succeeded communicating ideas or ideologies, it is best to reach at the intended meanings via the intended style. Thus, the first utterance has an intended violation for the quantity maxim because the speaker does not attract the attention to the main topic but also elaborate on it. In this violation he uses a hyperbole by a metaphoric word to exaggerate the badness of the situation. He uses the metaphoric word "disaster" which usually refers to a sudden unexpected event. Such a word based on events related to nature like floods or earthquakes since they are dangerous and unexpected. However, it can be used metaphorically in contexts out of nature to refer to events that are dangerous and unexpected mostly because

of carelessness negligence. Accordingly, he uses the metaphor to compare the emails steeling to a disaster that has been occurred because stupidity and carelessness as well as incoherent relations among the members of Joe Biden's family. Notwithstanding that the part of the utterance "a disaster for the entire Biden family" is an irony for it not a real consolation. This is reflected in quantity violation of the utterance "but especially for his father, Joe" which ignites the referee Joe Biden because both the speaker Trump and Joe Biden are in the same context which is racing in elections.

In his second utterance, the speaker violates the relational maxim because he moves from talking about the disaster that occurred to all Biden's family into talking about a proof and fact related to Biden as a political person. He attracts the audience's attention into focusing on the content of the disaster; that is, the emails that have been stolen and revealed issues like drug abuse and having a job in Korean company. Consequently, this violation creates an allusion to a conspiracy and betrayal in the mind of the audience and that is why he capitalizes the utterance "that info is the RAEL DEAL.".

In the third utterance, the speaker moves to talk about Biden's rights and chances to win the elections and this is violation for both quality and relation maxims. This generates a hyperbole for all the situation as the speaker exaggerates the enormity, truthfulness of the emails and their consequent results.

- **Imp Strategies**

Since it is not necessary to use taboo utterances in order to insult and flame the addressee, it is obvious that some utterances are harsh and flaming in their performance in contexts. That is why it is time now to uncover these impolite manners that flame the intended people.

Three positive Imp strategies are used within the first utterance. The first one is known as (g.) " Seek disagreement or select a sensitive topic" where the speaker

Trump uses and reveals to the public a very sensitive and embarrassing topic, i.e., stealing the laptop of Hunter. Another positive strategy is known as (h.) "make other feels uncomfortable" for the speaker seems ironically consulates Biden and his family. The last positive strategy within the first utterance is known as (e.) "use inappropriate identity markers" in which the speaker uses the nickname "Joe" only without any terms of address to show disrespect.

The second utterance also contains two positive Imp strategies: the first one called (h.) "make others feel uncomfortable" because the speaker explicitly takes the embarrassed disaster as a weapon and a proof against Biden. That is why the second strategy is called (b.) "Exclude the other from an activity" where the speaker excluded Biden and his family as well as their feelings or reactions and highlighting the proof and its danger.

Within the same realm, the last utterance comprises two strategies mentioned in the above previous utterances. The first one is named (h.) "make others feel uncomfortable" in which the speaker talks about the low percentages of winning the elections. As a result, this utterance implies another strategy named (g.) "seek disagreement or select a sensitive topic" since this is a very sensitive topic that ignites Biden and his followers. In all the above mentioned positive strategies, the speaker targets the positive face of the intended person Biden where he attacks his publicity and suppress it.

On the other hand, the speaker aims to attack Biden's negative face too via different negative Imp strategies. Accordingly, the first utterance comprises a strategy called (a.) "threaten or frighten" in which the speaker presents a topic that is dangerous for the referee (intended person) publicly since he sees himself as having the right as a powerful person to deal with such topics.

In regard to the second utterance, the speaker uses another negative imp strategy called (b.) "condescend, scorn or ridicule". In it, he mocks Biden's disaster

and be happy for it is a proof for the latter's mistakes. As a result, he belittles Biden publicly and orders people to take it seriously.

Finally, the negative Imp strategy employed in the last utterance is known as (c.) "invade others literally or metaphorically" in which the speaker assures the facts of the disaster and talks about their consequences or effects upon the future of Biden with elections. Thus he insults the latter when he prevents him from taking the attempt.

- **AT**

In order to find out how the speaker Trump evaluates the world around him, i.e., his ideologies specifically in this tweet, it is better to analyze the interpersonal meaning of each utterance in it context. So in the first utterance, there is a kind of attitude called "appreciation" because the speaker evaluates a specific event. The polarity of this attitude is negative and it is inscribed in its mode indicated by "a disaster for the entire family, but especially for his father, Joe". This appreciation comes as a result of a reaction because it is important to the speaker and pleases him and also a result for its value that the speaker finds it prosaic and may affect the audience.

His second utterance represents also the same kind of attitude which is "appreciation" since the speaker continues talking about that event with more details. This appreciation is also negative and inscribed indicated by the utterance "the REAL DEAL" which he used to refer to facts, problems and great issues concern to the American lives. So the kind of this appreciation is "valuation" in order to tell the audience that this event is worthwhile because it is a black point and catastrophe in the history of Biden's family and America must not be cheated by Biden.

The same attitude of appreciation with its same kinds are repeated in the last utterance. As a result of such valuation, one obviously recognized another kind of

attitude implied or evoked within this one; it is "affect". That is, the speaker expresses his feeling of happiness and gloating because he finds that this event is an obstacle that prevent his rival from winning the elections.

In terms of engagement, for sure the speaker denies any opinion with an alternative view, accordingly it is known as monoglossic engagement.

As for graduation, the scaling value in terms of force and focus, one finds that the whole tweet is forced and its focus is only sharp for it does not contain any reference for meanings of soft ones like modal verbs or probability indications.

III. Functional Stage

- **Ideological Functions**

As a result of what has been mentioned above, it is obvious that the speaker uses a flaming style in portraying his stances or attitudes to evaluate everything in the world and persuade others by these stances. Thus, the overall eminent ideologies in this tweet is radicalization as he ignores the others' social status and esteem and completely mocks their pain. Indoctrination is implied too for he aims to prevent Biden to elect himself and thus insult not only Biden but also the entire opposite party.

- **The Critical Analysis**

To highlight a panoramic critical view, all elements of critical analysis: ideology, power, stance, critique and reproduction are briefly summarized through the whole three stages of analysis as clarified below:

✓ **Power and ideology** are both employed by the speaker from the very beginning of the tweet when he regards the event as a disaster and he ironically react against it. Also they are expressed when he neglect using any terms of address as well as in affirming his speech and generalizing it.

✓ **Critique** the part that means to show in detail the hidden ideologies by analyzing and explaining the speech on different levels. Accordingly, it has been achieved from the very beginning of the analysis.

✓ **Stance** refers to the speaker's attitude which is highlighted in detail through the appraisal theory. It has been clarified how the speaker evaluates things according to his own beliefs and ideologies specially those which belittles others and humiliate those who are in disagreement with him.

✓ **Reproduction**; the last rudiment of critical analysis is reproduction in which the researcher may suggest a counterstrategy that make people avoid flamed ideologies which may cause a quarrel or contribute to distributing hate among people. So if the speaker Trump resorts to mitigate his pragmatic utterances, like asserting statements and describing firmly, he could be neutral without sharp or harsh style. Rather he strives to control people by implanting his own ideologies.

Tweet (10)

Joe Biden

20 Oct. 2020

Mr. President, the people are tired. They're tired of your lies about this virus. They're tired of watching more Americans die, and more people lose their jobs because you refuse to take this pandemic seriously.

I. Identifying Stage

- **The Context**

According to Hyme (1974), the situational background of this tweet is ordered as follows:

Setting & Scene	1. Time is 20 Oct.2020, 08:04 p.m. 2. Place is the U.S. 3. The speaker Biden attacks Trump and his managements with crises by referring to the current pandemic
Participants	The speaker: Biden The recipient: his rival Trump and the audience.
End	To convince the audience and American people to not elect his rival Trump as the latter is not an honest and unqualified president.
Act sequence	First referring to time that passes faster in regard to the number of people who die as a result of Trump's carelessness towards this virus.
Key	Using flaming and arguing style that belittles and insult the

	opponent Trump.
Instruments	Direct, simple and indirect rhetorical language.
Norms	Referring to a short come and negative reactions done by Trump and his policy.
Genre	Argumentative flamed text.

Figure ( ) : Contextual factors of tweet (10).

- **Criteria**

As the language of this tweet is full of sever words in the linguistic and situational context to deprecate the intended person. So the tweet is a flamed argumentative one. This is evidently embodied implicitly and explicitly in utterances like "They're tired of your lies", "more Americans die..", "because you refuse to take this pandemic seriously". Although such utterances are not swear or taboo and preceded by address terms, but they actually cause an intensified flame and in their context. This is because they reveal facts that supports the speaker and weaken the intended person through the race of these political elections.

- **Persuasive Arguments**

Accordingly and in order to persuade the audience, the speaker resorts in his first utterance to pathos to attract the attention of the audience and their sympathy to support him after satisfying them and that is why he starts talking with the people's tongue and feelings. Then he appeals to ethos in his second utterance to refer to proofs and deals. Lastly, he resorts to logos appealing to reasons to affect them by all these modes of persuasion that are reflected and expressed by pragma-stylistic tools such as SAs, CPs, IMP strategies, etc.

Structurally, the tweet is explicitly divided into three utterances, each one represents a stage. The first stage begins with an explicit capitalized address terms to indicate that this is the main topic of the Tweet is "Trump" putting people's suffering in advance as pathos that acquire their supports and flames Trump. In the

second stage, he develops the topic by shedding light on a case for all the American people which is being tired of Corona virus reflecting a reality as ethos to reflect his morality in taking a responsibility of the audience. The final third stage summarizes the outcome and his aim which is to portrait the president as a looser who does not deserve to be a president for U.S. for the second state arriving to this by logos as reasons appeared gradually.

- **Types**

Flaming, here, is indirect because the speaker begins his message with a respected address term with saying what people in America are suffering from. Though the style seems straight for specific utterances but factually it is full of satirical rhetorical language that attracts the attention.

II. Analyzing Stage/ Pragma-Stylistic Strategies

- **Theoretic SA**

In his first utterance, the speaker Biden uses more than one SA at the same time and in the same utterance. The first one is an assertive SA in which he assures his piece of information, using words to mirror the state of American people at the present moment where the president of U.S. is Trump to evidently be their honest tongue that expresses their complaint. The case which also reflects an expressive SA since it reveals the people's feeling of being desperate as a result of the large number of people who die every day. Similarly, it is seen as a declarative SA and a reprimanded one for the speaker judges the situation as being a catastrophe to blame and criticize the policy of the president. Such declaration and reprimanding continues evidently in his second and third utterances.

Consequently he directly explains why people are tired to convince both; the president and the audience when he talks about the president in such a flamed way to prove the badness in serious issues and humiliate the latter by such a declarative reprimanded SAs. This is clear by listing the issues that make the people tired in

the second and third utterances to rebuke the president. These issues are "your lies", "watching more Americans die", "more people lose their jobs", "you refuse to take the pandemic seriously".

- **CP**

In terms of Grice's maxims, the flame style is seen from the very beginning of the first utterance "Mr. President, the people are tired". This utterance is a violation for the relation maxim since the speaker Biden has no such political formal status as being the spokesman of the American people. That is, he intends to insult the referee person "Trump" by considering him as a stupid and simple minded person who does not recognize what happens to his people. Accordingly, such a violation creates the ironic style in which the speaker uses "Mr. President" as an honorific form to address him while immediately it is followed by an aggressive insult which is "the people are tired". Likewise, the utterance represents a violation for the manner maxim as the term "tired" has no accurate and clear indication. The matter which affirms the insult and the ironic image for the president Trump.

In his second utterance, the speaker starts to explain the utterance "tired" to show how he is right and has enough power to insult the president not only without any fear or excuse but also by attacking and awakening him. This is done by violating the quality maxim and giving the meaning by the rhetoric of allusion since the speaker lacks the evidence for his saying relying only on the general global situation which is being terrified by the virus.

As for the third utterance, the speaker keeps increasing the bad issues that make the people tired. So he violate the quantity maxim this time for he gives more details than involved to exaggerate the blaming by exploiting the pathos and egos modes of persuasion. That is, his violation generates the hyperbolic image of portraying the gloomy effect of being psychologically and economically tired. Such image creates the aggression and evilness of the president Trump.

- **Imp Strategies**

Since it is not necessary to utilize banned terms in order to offend and burn the addressee, it is obvious that some utterances are harsh and scorching in their delivery in circumstances. As a result, it is now vital to disclose these obnoxious actions that infuriate the intended person through both positive and negative Imp strategies.

The positive Imp strategies are found in all the three utterances. The first utterance comprises two forms of positive ones; they are (b.) "exclude the other from an activity" in which the speaker accuses the president of being unaware of what is going on the American country and its residences. The second one is named (g.) "seek disagreement or select a sensitive topic" where the speaker intentionally choose the president's achievements to tackle. The matter that reflects the speaker's power that suppress the referee person "president Trump".

Then comes the second utterance to reflect a positive Imp strategy known as (i.) "use taboo language or express strong views opposed to H's" in which the speaker Biden describes Trump as a liar specially about Corona virus. Furthermore, the third utterance again contains the positive Imp strategy called (g.) "seek disagreement or selecting a sensitive topic". Through it the speaker verbose the matters of lying adds more unwanted utterances like "lose their jobs" to accuse the president as being careless regarding the fateful case which is the pandemic.

Amazingly the same utterances comprise negative Imp strategies used rhetorically to indicate a multiple effect as belittling and suppressing at the same time. The first and utterances implies a negative strategy called (b.) "condescend, scorn or ridicule" since the speaker , first, mocks the president and belittles him by presenting him as a stupid man who does not know the state of American people. Second he accuses him of being a lair who does not care to the large number of people dying every day.

Then in his last utterance, he employs a negative Imp strategy called (c.) "invade others literally or metaphorically" by which the speaker cancels any role to the president and confirms that the latter intentionally makes the people lose their jobs and lay aside any attempt to stop the virus.

- **AT**

Now it is best to dig deeper in the interpersonal meaning of each utterance in its context in order to determine how the speaker Biden sees the world around him, i.e., his ideologies and stances in evaluating things around him specifically in this tweet. In regard to the first utterance, there is a kind of attitude called "affect" in which the speaker Biden reflects his feeling and sympathy towards the American people. It implies the feeling of reflecting insecurity that the people live in through the virus and how he feels the unlike the president Trump. The type of this affect is negative and it is inscribed in its mode indicated by the word "tired".

Similarly, the second utterance expresses two types attitude "affect" and "judgment" which both are negative and inscribed clarified by words as "tired" and "your lies". That is, the speaker again assures his sympathy towards the people to show how he sensitive though it is not his duty for the time being. Also, it implies a negative judgment to the president Trump. Such judgment concerns both the social esteem and the social sanction of the referee person "Trump". Within the social esteem, the speaker aims to attack the referee's capacity in order to tell the audience that the president is not a qualified person for his mission since he does not know how his people feel. Likewise, in social sanction the speaker strikes the veracity of the referee "Trump" to convince them that he is a lair since he does not find the right cure for the virus. The third utterance, however, also contains both types of attitude "affect" and "judgment" just like the previous utterance. That is, both are negative and have exactly the same appeal.

Considering the component of engagement, it is evident that the speaker talk confidently and powerfully ignoring any other opinions or probabilities. Accordingly this tweet is a monoglossic in its voice or stance.

Regarding the graduation, no hedges, no terms of degree of possibility for the reverse is found. So no graduation is noticed within this tweet.

III. Functional Stage

- **Ideological Functions**

In consequent of what has been mentioned above, it is obvious that the speaker uses a flaming style in portraying his stances or attitudes to evaluate things in the world and persuade others by his own stances. Thus, the overall eminent ideologies in this tweet is radicalization as he ignores the others' social status and esteem specially for Trump as a president. He entirely mocks his leadership and accuses him of being intentionally irresponsible. Indoctrination is implied too for he aims to prevent Trump to elect himself for the second state and thus belittles and weaken not only Trump but also the whole opposite party.

- **The Critical Analysis**

To highlight a panoramic critical view, all elements of critical analysis like: ideology, power, stance, critique and reproduction, though they are analyzed from the very beginning of the current analysis, are briefly summarized as clarified below:

✓ **Power and ideology** are both utilized by the speaker from the very beginning of the tweet when he regards the president as unqualified man. Moreover, they are expressed when he intentionally uses the honorific address term "Mr. President" with accusing, judging and suing as if he has more power and social status than the presidency status. Also, they are reflected by affirming and generalizing his speech.

✓ **Critique** the part that means to show in detail the hidden ideologies by analyzing and explaining the speech on different levels. Accordingly, and as usual it has been achieved from the very beginning of the analysis.

✓ **Stance** refers to the speaker's attitude which is highlighted in detail through the appraisal theory. It has been clarified how the speaker evaluates things according to his own beliefs and ideologies specially those which belittles others and humiliate those who are in disagreement with him.

✓ **Reproduction**; the last rudiment of critical analysis is reproduction in which the researcher may suggest a counterstrategy that make people avoid flamed ideologies which may cause a quarrel or contribute to distributing hate among people. So if the speaker Biden resorts to mitigate his pragmatic utterances, like asserting statements and describing firmly, or talks in another context out of tension, he could be neutral without flamed or harsh style. Rather he strives to control people by implanting his own ideologies.

Tweet (11)

Joe Biden

20 Oct. 2020

Yesterday, @real Donald Trump decided to attack Dr. Fauci once again, calling him a ‘disaster’ and public health experts ‘idiots.’ Meanwhile, he still has no plan to beat this virus.

I. Identifying Stage

- **The Context**

According to Hyme (1974), the situational background of this tweet is ordered as follows:

Setting & Scene	1. Time is 12 Oct.2020, 8:04 P.m. 2. Place is the U.S. 3. The speaker Biden attacks Trump's attitude to insult him and diminish the power of his rival and the latter's followers.
Participants	The speaker: Biden The recipient: Trump and the audience.
End	To fire back what Trump used to declare about Dr. Fauci And to reveal things to be disrespected by the audience and American people.
Act sequence	First clarifying how bad the morals of Trump then clarifying that the latter has no future plans.
Key	Using flaming and arguing style that humiliate and insult the intended referee "Trump".
Instruments	Direct, simple and indirect rhetorical language.
Norms	Defining what are the bad activities that are part of Trump's attitudes.
Genre	Argumentative flamed text.

Figure ( ) : Contextual factors of tweet (11).

- **Criteria**

As the language of this tweet is full of accusation and provocative aggressive utterances, that are forms of insulting, so the tweet is a flamed argumentative one. This is evidently embodied in utterances like the reference to Trump's account as a

hash tag instead of mentioning the name with an address term "@realDonaldTrump", "disaster", "idiots".

- **Argumentative Appeals**

Through the tweet, the speaker resorts to various modes of persuasion gradually: first, exploiting logos, he sheds light on the sequential order of Trump's description to science and scientists as unacceptable thing. Second, exploiting ethos, he explains how these are real attack and immoral attitude as it is logically unfair and shocking . Notably, he insults his rival by disqualifying him as being a real looser person who lies most of the time. All these modes of persuasion are expressed within all the pragma-stylistic tools like SAs, CPs, IMP strategies, and the rest.

Structurally, the tweet is explicitly presented in two utterances but implicitly it is divided into three stages. The first stage begins with an explicit hash tag instead of the mentioning the name the matter that degrade more the referee Trump. In the second stage, he describes in detail how the referee disrespect people and falsifying facts. The final third stage ends the intended message by summarizing a fact which is the referee has neither no plan nor care for the future health of America.

- **Types**

From the first glance, one notice that flaming, here, is indirect because the speaker seems just transforming what Trump has done previously in regard to scientists but actually he belittles and mocks him. Accordingly the language here is satirical rhetorical one.

II. Analyzing Stage/ Pragma-Stylistic Strategies

- **<u>Theoretic SA</u>**

A number of different SAs are used in this tweet. The first utterance comprise an assertive SA in which the speaker confidently reveals a reaction of his

rival and documents it with a date "yesterday". This is factually convince the audience more about the speaker's intended message as he talks logically with a proof. Also, it has been seen as a declarative SA that implies a reprimanding for his rival. That is , Dr. Fauci is the eminent doctor in U.S. who ordered to stop travelling with China and that people have to wear masks. Therefore, such a doctor deserves to be respected while Trump insults the publicly and that is why the speaker Biden aims to make the people aware of such an attitude. Additionally, the utterance reflects an expressive SA since the speaker speaks with a proof, so he expresses his bitterness of such a theme.

In his second utterance, on the other hand, the speaker uses assertive SA and declarative reprimanded one likewise. Assertive for he assures that the referee Trump has no plan to deal with the virus since he does not care about it. He blames him for not taking the advice of the specialist people though he has no idea to get rid of it.

- **CP**

As for the CP, the speaker intentionally violates both the quantity and relation maxims from the very beginning of this first utterance. Since he gives more and accurate information than is required like "yesterday", "decided to attack", "once again", so he violates the quantity maxim. By this violation he attracts the pathos and logos of the audience and create the image of hyperbole for the referee's bad attitude toward the scientists.

On the other hand, the speaker violates the relation maxim since he supposed to talk about one of his achievements as he started to visit many American states and cities as part of his campaign. The matter which is indicated by the context and "yesterday" to be followed by a talk about Trump. Importantly, such violation produces an allusion for the great seriousness of the message that the speaker intends to convince the audience. Likewise, it gives a metaphor for comparing Trump to a monster who attacks the good people like doctors and scientists.

In the second utterance, the speaker violates the quality and manner maxims for he tells what he believes to be false since the virus is new and nobody knows how to deal with it. Also, there is a kind of ambiguity whether Trump intentionally kills the people or he does not know how to put a plan. Such violation reflects how the speaker mocks the referee Trump producing sarcasm in a simple way as a person with great power and domination.

- **Imp Strategies**

It is time now to uncover the way of using utterances in their context to show how they works to flame the opponent figures and what ideology they indicate. Accordingly, different positive and negative Imp strategies are used within this tweet. Thus, the first utterance has a positive Imp strategy called (g.) "seeking disagreement or select a sensitive topic" in which the speaker Biden show his dominant power and fearlessness to talk about such sensitive issue which is criticizing the president of U.S. in a mocking way.

Also, another positive Imp strategy is found within the same utterance. It is called (e.) "the use of inappropriate identity marker" in which the speaker does not mention one of the address terms with the president's name but he is content with only the hash tag to be the indication for Trump. This usually suppress the referee and insult him. The same strategy is used in his second utterance when the speaker use "he has no plan" instead of mentioning the referee's name with an address term.

On the same note, a negative Imp strategy is found in the first utterance. It is called (b.) "scorn, condemn, or ridicule to emphasize your relative power". That is, as stated before a while the speaker challenges all levels of social status and uses flamed style to prove his power and domination and that is why he mocks the deeds of the current president to belittle him and convince the audience to avoid re-electing the referee Trump.

The second utterance, however, includes another negative Imp strategy called (c.) "invade others literally or metaphorically". That is, the speaker speaks confidently about the referee Trump as if he were him. He declares no plan is available between Trump's hands regarding the virus in order to convince the audience about the latter's fail and ignite them to protest against him and refuse him.

- **AT**

In order to understand how the speaker Biden perceives the world around him, i.e., his ideologies and stances in evaluating things around him precisely in this tweet, it is important to dig further into the interpersonal meaning of each utterance in its context. Thus, in his first utterance there is a kind of attitude called "judgment" since he evaluates a person who is the president of U.S. The judgment is inscribed in mode indicated by the utterances "decided to attack". It is negative in polarity because the speaker highlights that there is an attack for "Dr. Fausi" and "public health experts" in general to indicate there is no personal hatred between them. Giving this judgment usually valuates both the social sanction of Trump specifically his propriety or ethics. This is because the speaker portraits Trump as a monster who attacks the scientists in general and Dr. Fausi (the close follows up the virus) in particular. Also this judgment valuates the social esteem of the referee Trump to strike his normality and tell the audience that the latter is not qualified to be a president.

Similarly, the second utterance also contains the attitude of "judgment" which is again negative and inscribed. This time, the speaker assures that his referee Trump has no intention to find solution for Corona virus. Thus such judgment appeals to highlight the social esteem in order to strike the capacity of his rival then assures the latter's disqualification.

In terms of engagement or expressing others' voice or views, the tweet, here, is monolglossic; that is, the speaker expresses and affirms only his voice neglecting others.

Regarding the component of graduation is intensified with one sever flaming without the degree of force or focus.

III. Functional Stage

- **Ideological Functions**

In consequent of what has been mentioned above, it is obvious that the speaker uses a flaming style in portraying his stances or attitudes to evaluate things in the world and persuade others by his own stances. Thus, the overall eminent ideologies in this tweet is radicalization as he mocks the others' social status and esteem specially for Trump as a president. He entirely mocks his reactions and ways for dealing with issues around him and accuses him of being intentionally irresponsible. Indoctrination is implied too for he aims to prevent Trump to elect himself for the second state and thus belittles and weakens not only Trump but also the whole opposite party.

- **The Critical Analysis**

To summarize a panoramic critical view, all elements of critical analysis like: ideology, power, stance, critique and reproduction, though they are analyzed from the very beginning of the current analysis, are briefly summarized as clarified below:

✓ **Power and ideology** are both utilized by the speaker from the very beginning of the tweet when he presents the president as unqualified man. Moreover, they are expressed when he intentionally mocks him, and judging as if he has more power and social status than the presidency status. Also, they are reflected through the statements of his speech.

✓ **Critique** the section in which the hidden ideologies are revealed in detail by studying and analyzing the utterances on several levels. As a result, it is accomplished right at the start of the analysis.

✓ **Stance** refers to the speaker's attitude which is stated in detail through the appraisal theory as well as the previous ones. It has been clarified how the speaker evaluates things according to his own beliefs and ideologies specially those which belittle others and humiliate those who are in disagreement with him.

✓ **Reproduction**; the last rudiment of critical analysis is reproduction in which the researcher may propose a counter-strategy to make individuals avoid flaming ideologies that may generate a conflict or contribute to the spread of hate. So if the speaker Biden resorts to mitigate his pragmatic utterances, or avoids talking about sensitive topics and out of tension, he could be neutral without flamed or harsh style. Rather he strives to control people by implanting his own ideologies.

Tweet (12) **(added)**

Joe Biden

24 Oct. 2020 10.15 pm.

President Trump called India "filthy". It's not how you talk about friends- and it's not how you solve global challenges like climate change. @KamalaHarris and I deeply value our partnership-and will put respect back at the center of our foreign policy.

I. Identifying Stage

- **The Context**

According to Hyme (1974), the situational background of this tweet is ordered as follows:

Setting & Scene	1. Time is 24 Oct.2020, 10:15 P.m. 2. Place is the U.S. 3. The speaker Biden attacks Trump's attitude to insult and belittling him to diminish the latter's power.
Participants	The speaker: Biden The recipient: Trump and the audience.
End	To comment back on what Trump has announced regarding India exploiting the event and have a chance to defame Trump trying to win the race.
Act sequence	First clarifying how bad the morals of Trump and ironically refers to his policy together with mocking other policies of other problems. Finally then, he compares himself with Trump indirectly re-flaming the latter.
Key	Using insulting and arguing style that degrades and insults the intended referee "Trump".
Instruments	Direct, simple and indirect rhetorical language.
Norms	Defining what are the bad activities that are part of Trump's attitudes then show a comparison.
Genre	Argumentative flamed text.

Table ( ) : Contextual factors of tweet (12).

- **Criteria**

As the language of this tweet is full of accusation and provocative aggressive utterances, that are forms of insulting and hostility, so the tweet is a flamed argumentative one. This is evidently embodied in utterances like "filthy", "how you talk about friends…", "we will put respect back at the center of our foreign policy".

- **Argumentative appeals**

Through the tweet, the speaker resorts to various modes of persuasion gradually: first, exploiting logos, he spots light on utterance mentioned by Trump. Second, exploiting pathos, he gathers that logos to pathos to affect people's emotion when he adds fun by mocking the attitude. Third, exploiting ethos, he insults his rival by disqualifying him as proven a real looser person who does immoral things instead of solving real problems. All these modes of persuasion are expressed within all the pragma-stylistic tools like SAs, CPs, IMP strategies, and the rest.

These appeals are distributed in the tweet's structure properly. The tweet is explicitly presented in three utterances but implicitly divided into three stages. The first stage begins with an explicit reference to Trump and what he has done to be the topic. In the second stage, he describes in detail how his rival insults neighbors and friends such as India. Then comes the final third stage that ends the intended message by implicit comparison.

- **Types**

Indirect flaming for it is not including an aggressive attack for the name directly but by a reference for an event the giving moral lesson. So apparently the language has a rhetorical satirical style.

II. Analyzing Stage

- **<u>Theoretic SAs</u>**

A number of different SAs are used in this tweet. The first utterance comprise an declarative SA in which the speaker confidently declares a statement given by his rival Trump in a previous past time. This is factually convince the audience more about the speaker's intended message as he talks logically with a proof. More importantly, this normal act implies an expressive SA which is clarified by the next subsequent utterances. Through this expressive act, he express his feeling of annoyance which is covered by the mocking feeling expresses in this statement.

In his second utterance, the speaker employs three kinds of SAs: assertive and declarative reprimanded and expressive one. These acts are represented when he assures to the audience and Trump that describing a country with a taboo word is neither correct nor an accepted behavior. Then he reprimands him indirectly by admitting that Trump must solve global problems rather than being racist or insulting others. The issue that uncovers the speakers feeling of mocking of his rival Trump. The speaker Biden aims to make the people aware of such weak attitude that is not suitable to a wise president.

Finally, in his last utterance, the speaker uses assertive SA and expressive again. Assertive for he assures that he and his partner work hardly to save America and the world and affirms they are worthy for that mission. Then, he expresses feeling of insulting and mocking again when he says that the top of his priorities is to treat the world with respect unlike Trump.

- **CP**

As for the CP, from the very beginning of this first utterance the speaker intentionally violates the manner maxim for it is not obvious what is behind an utterance like "filthy" said previously by Trump. This violation results in an irony for he gives the respected address term "President" then he attacks him in a sarcastic style within the first part of the second utterance. Following that he immediately violates the relation maxim to enlarge the insult and mention irrelevant thing to his taboo expression "filthy". He mentions "solve global

challenges like climate change". Such sarcasm deepens the insults towards Trump as he tells that using taboo expressions and racism as everyone know about Trump is not only immoral attitude but also it does not solve real problems among which the climate change.

Another violation for the relation maxim is made, again, in the last utterance where the speaker mentions, after Trump's attitude, that he and Kamala Harris are in agreement to seek the best for America. This violation gives an allusion for a comparison between them and Trump because criticizing is made towards Trump at the first two utterances. Next, the speaker violates manner maxim when he assures that "respect" is the most prominent thing that they will achieve. This last violation reveals sarcasm again because this respect is unknown unless one note all what has been mention before a while in the previous two utterances and the context.

- **Imp Strategies**

Turning to present how to use utterance in their context to demonstrate the function they achieve to ignite his intended person in addition to clarifying what ideology they represent. Notably, this tweet manifest a variety of positive and negative Imp techniques. Thus, the first utterance has a positive Imp strategy called (g.) "seeking disagreement or select a sensitive topic" in which the speaker Biden show his dominant power and courage to insult his rival who is the president of U.S. by a sarcasm for the latter's policy. Through this strategy, another one is implied; called (i.) "use taboo language" where the speaker mentions a taboo word is said by President Trump. He degrades Trump indirectly to say that such a person with superior status is immoral in his policy that never solved a problem.

Also, another positive Imp strategy is found within the second and third utterance; it is (h.) make other feel uncomfortable" which usually suppress the referee and insult him. The same positive strategy is found in his last utterance when he uses (b.) "exclude other from an activity" in which the speaker abandons Trump from

the positive achievements and atmosphere in which he put himself in with Kamala Harris.

On the same note, a negative Imp strategy is found in the first utterance. It is called (b.) "scorn, condemn, or ridicule to emphasize your relative power". That is, the speaker pretends to respect the social status of Trump but indeed he mocks him to prove his power and domination and to belittle Trump for keeping convincing the audience avoid re-electing Trump.

The last three utterances, however, include another negative Imp strategy called (c.) "invade others literally or metaphorically". That is, the speaker speaks confidently about the referee Trump as if he were uneducated person.

- **AT**

It is crucial to delve deeper into the interpersonal meaning of each phrase in its context in order to comprehend how the speaker, Biden, sees the world, that is, his ideas and attitudes in precisely evaluating everything around him in this tweet. Thus, in his first utterance there is a kind of attitude called "judgment" since he evaluates a person who is the president of U.S. The judgment is inscribed in mode indicated by the utterances "called India". It is negative in polarity because the speaker highlights that there is a shamed immoral behavior by the specified person. Giving this judgment usually destroys both the social sanction of Trump specifically his propriety or ethics. This is because the speaker portraits Trump as a monster who does not know how to treat problems. Also this judgment destroys the social esteem of the referee Trump to strike his normality and tell the audience that the latter is not qualified to be a president.

Similarly, the second utterance the speaker teaches Trump principles of morality and how to deal with serious problems by the attitude of "appreciation" which is again negative and inscribed. Next utterance, the speaker negatively "judges" Trump as has no intention to behave respectfully. Such judgment damages the

social esteem in order to strike the capacity of his rival then assures the latter's disqualification. Factually, this utterance also implies the attitude of "affect" in which the speaker highly mocks and belittles Trump expressing negative dissatisfaction about the latter's policy.

In regard to engagement, it is monoglossic as the speaker dominates severely his voice and views without any hesitation, probability or hedging.

Finally, in terms of graduation, both force and focused are not found since the speaker produces his flaming with complete affirm.

- **Ideological Functions**

In consequent of what has been mentioned above, it is obvious that the speaker uses a flaming style in portraying his stances or attitudes to evaluate things in the world and persuade others by his own stances. Thus, the overall eminent ideologies in this tweet is radicalization as he mocks the Trumps and his party. He entirely mocks his reactions and ways for dealing with issues around him and accuses him of being intentionally irresponsible. Indoctrination is implied too for he aims to prevent Trump to elect himself for the second state and thus belittles and weakens not only Trump but also the whole opposite party.

- **The Critical Analysis**

To highlight a panoramic critical view, all elements of critical analysis like: ideology, power, stance, critique and reproduction, though they are analyzed from the very beginning of the current analysis, are briefly summarized as clarified below:

✓ **Power and ideology** are both utilized by the speaker from the very beginning of the tweet when he presents the president as unqualified man. Moreover, they are expressed when he intentionally mocks him, and judging as if he has more power and social status than the presidency status. Also, they are reflected through the statements of his speech.

✓ **Critique** the section in which the hidden ideologies are revealed in detail by studying and analyzing the utterances on several levels. As a result, it is accomplished right at the start of the analysis.

✓ **Stance** refers to the speaker's attitude which is stated in detail through the appraisal theory as well as the previous ones. It has been clarified how the speaker evaluates things according to his own beliefs and ideologies specially those which belittle others and humiliate those who are in disagreement with him.

✓ **Reproduction**; the last rudiment of critical analysis is reproduction in which the researcher may propose a counter-strategy to make individuals avoid flaming ideologies that may generate a conflict or contribute to the spread of hate

So if the speaker Biden resorts to mitigate his pragmatic utterances, or avoids talking about sensitive topics and out of tension, he could be neutral without flamed or harsh style. Rather he strives to control people by implanting his own ideologies.

Tweet (13)

Donald J. Trump

2 Nov. 2020

Biden was a pathetic laughing stock all over Washington for the horrible way he handled the H1N1 Swine Flu. Even his own Chief of Staff said he didn't know what he was doing.

I. Identifying Stage

- **The Context**

According to Hyme (1974), the situational background of this tweet is ordered as follows:

Setting & Scene	1. Time is 2 Nov.2020, 9:08 p.m. 2. Place is the white house. 3. The speaker Trump attacks Biden and his attitudes as well as the latter's party.
Participants	The speaker: Trump The recipient: Biden, his followers and the audience.
End	To fire back on Biden's reactions against Trump regarding Covid-19. And to disparaging them to be disrespected by the audience and American people.
Act sequence	First describing and mocking the personality of Biden. Then mocking his attitudes regarding the diseases.
Key	Using flaming and arguing style that is aggressive and insults the intended referee "Biden".

Instruments	Both direct, simple and indirect rhetorical language.
Norms	Defining features related to his opponent Biden and the latter's attitudes.
Genre	Argumentative flamed text.

Figure( ) : Contextual factors of tweet (13).

- **Criteria**

Since the language of this tweet is full of accusation and aggressive attacks to insult and belittle his rival publicly, so the tweet is a flamed argumentative one. This is evidently embodied in utterances like "a pathetic laughing", "stock…for the horrible way he handled", "…he didn't know what he was doing" as well as other utterances that are aggressive in their contexts only.

- **Argumentative Appeals**

The utterances of this tweet reveal how the speaker resorts to various modes of persuasion: first, the speaker resorts to the audience pathos to attract the audience' attention by and convince them not to be influenced by the referee Biden. Second, the speaker also resorts to logos, by reminding them logically how Biden behaved when there was H1N1 in U.S.A. Third, the speaker exploits ethos, when he insults his rival by mocking him and introducing him as immoral admitting that even the latter's Prime minister speaks about the madness of Biden. All these modes of persuasion are expressed within all the pragma-stylistic tools like SAs, CPs, IMP strategies, and others.

From the other hand and structurally speaking, the tweet is explicitly presented in two utterances but implicitly it is divided into three stages. The first stage begins with the name "Biden" to indicate that the main topic of his tweet is this political figure who is his rival and opponent in American elections. In the second stage, he describes the character's features and deeds. The last third stage

summarizes his aim which is to prevent the elections go to unqualified person who is Biden.

- **Types**

In this tweets Trump directly mocks Biden to insult and belittles him and therefore it is a direct flaming message and straight language. Moreover to convince the audience with that qualified insult for Biden, he resorts to satirical forms that are smoothly understood by the audience.

II. Analyzing Stage/ Pragma-Stylistic Strategies

- **Theoretic SA**

Different kinds of SAs are used in this tweet from the very beginning till the end. For instance, in the first utterance the speaker uses an assertive SA in which he states his own believes and aims to convince the audience with such beliefs or stances. At the same time this utterance also reflects an expressive SA as the speaker describes his rival as "pathetic laughing". Such a description uncovers his feeling when he sees or hears Biden. Therefore, a third SA is also recognized since the description is a provocative one; it is a declarative that implies a reprimanded SA to insult his rival depending on the speaker's power and crashing the sympathy of the audience to Biden.

Importantly, the second utterance has more than one SA too. It is first an assertive SA for it represents a statement in which the speaker confirms his stance and assures it. Resorting to ethos, the speaker states that his rival is unqualified to be a president by a proof which is the testimony of his works manager. Again it implies an expressive SA since he mocks his rival so he states his feelings of mocking and disdained one. All of this reveals a third declarative SA which is like above, it contains a reprimanding since he insults and mocks the rival with a proof.

- **CP**

In terms of the intended meaning and Grice's maxims, the speaker violates both quantity and quality maxims in the first utterance. The quantity because he tells things more than is required about Biden as explaining how the latter is behaved in Washington through H1N1 virus. This violation leads to portrayed an image of metaphor in the mind of the audience. That is, he compares Biden into a clown who makes people laugh and attract their sympathy to produce him support. Thus Biden is like the clown in his reaction towards the swine flu; happy for taking suitable reactions as isolating patients and telling people in Washington to apply his wills. Accordingly, another violation is the quality and manner one since the speaker says what he believes to be false since he exaggerates his metaphor. That is, this violation gives both a hyperbole and sarcasm because his description to Biden's previous attitude with swine flu is full of mocking and insulting to belittle the latter's achievement.

Likewise, the second utterance also includes a violation for the quality maxim to give another image and sarcastic metaphor. This time the speaker compares Biden to a crazy and reckless man "he didn't know what he was doing". To convince the audience more, he used a hyperbole as a proof and mentioned even Biden's prime minister mentioned that Biden is a mad man who did not recognize what he does.

- **Imp strategies**

Now it is time to discover the acts that do not involve virtual offence since they are offensive in their context. The current tweet, just like the previous one, includes positive and negative Imp strategies that the speaker use the intentionally to flame his opponent without necessarily using taboo words.

The first utterance comprise various positive strategies, among them is the one named (e.) "use inappropriate identity markers" since the speaker has started his speech with the first name of his rival without any terms of address. Another positive Imp strategy is used too in this utterance; it is named (b.) "Exclude the other from an activity". This is evident since the speaker ignores entirely the

referee Biden or his reactions and talks freely with confident. Also, a third positive strategy is found and called (i.) "use taboo or abusive language, or express strong views opposed to H's" which represented by describing him as "pathetic laughing" and describing his behavior as "horrible way". Overall, the second utterance contains a positive Imp strategy called (g.) "seek disagreement or select a sensitive topic". This is because the speaker uses another person "Biden's prime minister" as a proof for his claims.

Two negative Imp strategies are recognized both in the first and second utterances. The beginning of the first utterance includes the negative strategy called (c.) "invade others literally or metaphorically" for the speaker talks freely about Biden without caring for the latter's roll or reactions as if they are very close friends but he speaks in aggressive style. Then, the speaker intentionally dominates the referee and belittles him to insult and disqualify him thorough mocking him and this another negative Imp strategy called (b.) "condescend, scorn or ridicule". The same of these negative strategies are found in the second utterance where the speaker both ignores the referee and mocks him by belittling him and showing a dominant power upon him.

- **AT**

It is necessary to delve deeper into the interpersonal meaning of each speech in its context in order to grasp how the speaker Biden interprets the world around him, i.e., his ideologies and attitudes in assessing things around him specifically in this tweet.

In his first utterance, the speaker evaluates his feeling mocking and insult towards his rival. Accordingly at the beginning of the utterance there is a kind of attitude called "affect" in which he describes his feeling of dissatisfaction against his rival Biden. Thus, this attitude is negative in polarity and inscribed indicated by "pathetic laughing". Then, other kinds of attitudes are seen within the same utterance. The first one is "judgment" which is negative in polarity and inscribed in

mode. That is, the speaker judges his opponent as being stupid and funny for his decisions like isolating the capital Washington from the rest of cities through the swine flu. Such judgment is directed to evaluate the social esteem of the speaker to show the audience that such a person is incapable of being responsible for America. Consequently, the last type of attitude within this utterance is "appreciation" in which the speaker evaluates the way or the procedure that Biden makes at that time. That appreciation is also negative represented by "horrible way".

In his second utterance, however, there is a kind of negative attitude known as "judgment" in which the speaker judges Biden as being mad and random person. It is inscribed and proved by being admitted from another person, so this judgment strikes both the social esteem to show incapability and social sanction to show the latter's veracity, i.e., his untruthful language.

In terms of engagement, the whole tweet is monoglossic one embodies only one voice which is, factually, the speaker's voice denying all others' stances or their political expert because he finds himself as the only dominant powerful person with only right stance.

In terms of graduation, the speaker evidently affirms both his force and focus; that is, he intensifies his statements and sharpens them to appear his speech as strong and confident. This is apparent when he talks about the referee in past form and assures his views by mentioning "even" the Biden's believers say that.

III. Functional Stage

- **<u>Ideological functions</u>**

Whole the tweet, factually, pinpoints two main functions: radicalization and indoctrination through them the speaker aggressively insults Biden and mocks his behavior. Consequently, he indoctrinate him and his party as well as those who my follow to convince the audience.

- **Critical Analysis**

This part is already done within the whole pragma-stylistic tools of analysis mentioned before a whole to reflect ideologies being used by the speaker. It is time now to refer to its components and how they are organized:

✓ **Power and ideology** are both explained when they are used implicitly by the speaker's utterances whether through the abovementioned SAs through asserting issues or expressing feelings as well as other tools like those that aim to suppress or belittle the referee. That is, they are evident also in violating the maxims and impoliteness strategies and even in analyzing the speaker's single attitudes.

✓ **Critique** this part is again means to explain in detail all ideologies from the very beginning at the first stage till the last one within this tweet.

✓ **Stance** which refers to the speaker's attitude towards the world and this is clarified through the appraisal theory. Moreover, it is embodied by the ideological functions for these functions represent the effects of the language being used by the speaker to achieve his intended aims upon the addressee(s) using his own way or style of speaking.

✓ **Reproduction**; the last rudiments of critical analysis is reproduction in which the researcher may suggest as a counterstrategy that make people avoid flamed style that may cause a quarrel or contribute to distributing hate among people. So to do that a speaker may express his ideologies but with a kind of mitigation for his pragmatic utterances to be neutral or reducing the power.

Tweet (14)

Donald J. Trump

3 Nov. 2020

A vote for Joe Biden is a vote to extinguish and eradicate your state's auto industry. Biden is a corrupt politician who SOLD OUT Michigan to CHINA. Biden

is the living embodiment of the decrepit and depraved political class that got rich bleeding America Dry!

I. Identifying Stage

- **The Context**

According to Hyme (1974), the situational background of this tweet is ordered as follows:

Setting & Scene	1. Time is 03 Nov.2020, 3:40 a.m. 2. Place is the white house. It is the election day. 3. The speaker Trump refers and usually describes his rival to the audience to show that he has the power to decide who deserves to be the president and whose not.
Participants	The speaker: Trump The recipient: Biden, and the audience.
End	To fire his opponents and convince the audience not to support or elect Biden.
Act sequence	Mentioning discrepant claims to portrait a kind of image about his opponent in the mind of the audience.

Key	Using flaming and arguing style that damage and insult the refereed character.
Instruments	Direct, simple and indirect rhetorical language.
Norms	Defines what are the criminal forbidden things that are part of Biden's attitudes.
Genre	Argumentative flamed text.

Figure ( ) : Contextual factors of tweet (14).

- **Criteria**

This tweet has the language that is full of accusation and aggression which are forms of insulting and disagreement, so the tweet is a flamed argumentative one. This is apparently indicated in utterances like "extinguish", "eradicate", "corrupt politician", "sold out Michigan to china".

- **Argumentative Appeals**

Through these utterances and together with other ones, the speaker employs various modes of persuasion: ethos, logos, and pathos to convince the audience about his own stances through mocking and introducing reasons. All these modes are represented within all the pragma-stylistic tools like SAs, CPs, IMP strategies, and AT.

Structurally, the first stage of the tweet begins with an explicit insult when returning to the context of American political nominees. The whole tweet consists of three utterances. The first aggressive one displays the main topic of the tweet as a first stage. That is, the topic is "voting for Biden". Then, the development of this topic represents the second stage in which the speaker gives more details and information. Hence, the last third stage of the tweet comes where the speaker Trump summarizes the result of what he has mentioned first, and this result also implies his own purpose(s).

- **Types**

Flaming is direct for attacking the pinpointed person Biden but with a straight and satirical style.

II. Analyzing Stage/ Pragma-Stylistic Strategies

- **Theoretic SA**

In fact, various types of SAs are utilized within the first utterance: assertive, , and declarative. Assertive because the speaker states his view to the audience as fitting the world into the words. Also it implies a declarative SA since he presents his speech in affirmative statement as if he announces universal truths. Furthermore, his second utterance comprises multiple types of SAs also. It contains assertive SA for he adds extra things to be stated to the audience and since it is affirmed with capitalized flamed utterances to be as a fact so it is a declarative statement SA too.

Similarly, the third utterance includes assertive SA since he continues adding what he believes in to describe Biden with the intention to mirror the world truthfully. However, it is also regarded as a declarative SA for he announces facts that are only judges by him and that is why it is a reprimanded SA too. That is, in a formal situation in the election day and through the tweet the speaker insults his opponent and announces that publicly.

- **CP**

Regarding the implied meaning and Grice's maxims, the speaker Trump violates the quality maxim in his first utterance since he admits ad describe Biden without any proof. By this violation he creates the image of allusion in the mind of the audience for they understand that the allusion for being corrupt in America's economy.

Then, in his second utterance, the speaker violates both quantity and quality maxims for mentioning more details than are involved like mentioning "who sold out Michigan to China". It is violation for quality too since the speaker says what he believes to be false as he has no evidence just to convince the audience exploiting his power domination. Thus, such double violation constitute a clear hyperbole since the speaker reaches this time to describing Biden's corruption on political level to be gathered with the previous one on the economic level.

In his final utterance, the speaker violates the quantity and quality maxims again to summarize his attack to Biden on the economic and political levels but with more effective images in the mind of the audience. Again quantity violation occurs because the speaker Trump speaks with giving more information than are required. And quality violation occurs for the speaker believes that not all what he tells is true. Accordingly, by both violations the speaker generates a great effective images of allusion and metaphor that persuade his audience. For instance, there is a metaphor in which he compares Biden into a harmful living creature or a (mosquito) that damage everything it be placed in. like that is Biden who distorts whole the political framework and the nurtures himself by making America bleeds till be completely dry.

- **Imp Strategies**

In terms of utterances being aggressive and flamed in their context, it is time now to discover the and the way or strategies that make them so. Apparently the initial of the first utterance includes a positive Imp strategy called (e.) "use inappropriate identity marker" since the speaker uses Joe Biden without any suitable address term. Then a second positive strategy is found and named (b.) "exclude the other from an activity". In this strategy the speaker isolates all good achievements of the referee Biden and stick only to bad ones. That is why this strategy is found also in the speaker's second and third utterance also.

Thus, his second utterance includes again the positive strategy (e.) "use inappropriate identity marker" where the speaker uses the nickname Biden without any address term. Then it includes another positive Imp strategy named (i.) "use taboo, abusive language or express strong views opposed to H's". Within it, the speaker mention "corrupt politician" to insult the referee Biden and accuse him for selling "Michigan to China" to be as a betrayal to the audience. Such accusation implies a third strategy within the same utterance; it is called (g.) "seek disagreement or select a sensitive topic" to suppress Biden and the opponent party.

Moreover the third utterance is not too far of the previous ones. Similarly it begins with a positive strategy called (e.) "the use of inappropriate identity marker" since again it is started with the nickname "Biden". Similarly the second positive Imp strategy is (i.) "use taboo, abusive language or express a strong view opposed to H's". these abusive utterances as" living embodiment of decretive and depraved political class…" are flamed provocative ones since the context is the day of elections and the speaker intends to disqualify his opponent for the elections. Accordingly, the utterance also implies other positive strategies like: (b.) "Exclude the other from an activity" means excluding Biden and his party from any goodness. The other strategy is (g.) "seek disagreement or select a sensitive topic".

Looking more broadly, one finds there are negative Imp strategies interference with those positive ones. In the first utterance one finds that the speaker belittles the referee Biden by a negative strategy named (b.) "Condescend, scorn or ridicule to emphasize your relative power". That is very clear in comparing the vote for Biden to a great crash. The second utterance , on the other hand, has a negative strategy called (a.) "threaten or instill a belief that action detrimental to the other" since the speaker accuses Biden with undesirable themes. The same latter strategy, however, is used in the third utterance together with a third one called (c.) "invade others literally or metaphorically". In all of these negative strategies the speaker humiliates, belittles and rebukes the referee Biden in order to abandon the latter's resect or power.

- **AT**

All too often, it is necessary to rely on the context and highlighting the way of making negotiating meaning besides its implied ideologies through the AT. It shows the ideologies and stances in looking and evaluating things around him in the whole world. Thus, the first utterance evidently reflects a kind of attitude called "appreciation"; it is inscribed indicated by terms as "extinguish" and "eradicate". Moreover, it is negative in polarity since the speaker evaluates a situation occurs around him in the election day. Therefore, this appreciation is a reaction to focus on a "quality" saying that person is bad enough to make all the process of electing him is a revolting one.

In his second utterance, the speaker reflects a kind of attitude called "judgment" when he judges Biden negatively and explicitly to be indicated by "corrupt politician" and "who sold out Michigan to China". Accordingly, this judgment aims to destroy only the social sanction of the referee Biden specifically his veracity to say that such a person is dishonest and greedy. Thus, implicitly he impose his ideology of power upon the audience to affect them.

Likewise, the speaker's third utterance includes a type of attitude called "judgment" in which he elaborates the negative judgment for Biden that is negative in polarity and evoked or explicit in mode. It is represented by utterances like " Biden is the living embodiment of the decrepit and depraved political class" and "that got rich bleeding America Dry!". These are sever utterances aims to reach the social esteem of Biden pacifically his "normality" to say that this person is betrayal. In addition to that it reaches the social sanction of Biden to, again, destroy his veracity and show the latter's disqualification for presidency.

Engagement, here, is also monogloic because the speaker presents only his voice.

No graduation is found.

III. Functional Stage

- **Ideological functions**

Whole the tweet, factually, deeply intends to accomplish the following functions: marginalization, radicalization then indoctrination as a result for the first two ones. By them the speaker aggressively insults Biden and accuses him of being betray and thief. Consequently, he indoctrinate him and his party as well as those who my follow to convince the audience.

- **Critical Analysis**

This part is already done within the whole pragma-stylistic tools of analysis mentioned before a whole to reflect ideologies being used by the speaker. It is time now to refer to its components and how they are organized:

✓ **Power and ideology** are both explained when they are used implicitly by the speaker's utterances whether through the abovementioned SAs through asserting issues or expressing feelings as well as other tools like those that aim to suppress or belittle the referee. That is, they are evident also in violating the maxims and impoliteness strategies and even in analyzing the speaker's single attitudes.

✓ **Critique** this part is again means to explain in detail all ideologies from the very beginning at the first stage till the last one within this tweet.

✓ **Stance** which refers to the speaker's attitude towards the world and this is clarified through the appraisal theory. Moreover, it is embodied by the ideological functions for these functions represent the effects of the language being used by the speaker to achieve his intended aims upon the addressee(s) using his own way or style of speaking.

✓ **Reproduction**; the last rudiments of critical analysis is reproduction in which the researcher may suggest as a counterstrategy that make people avoid flamed style that may cause a quarrel or contribute to distributing hate among people. So

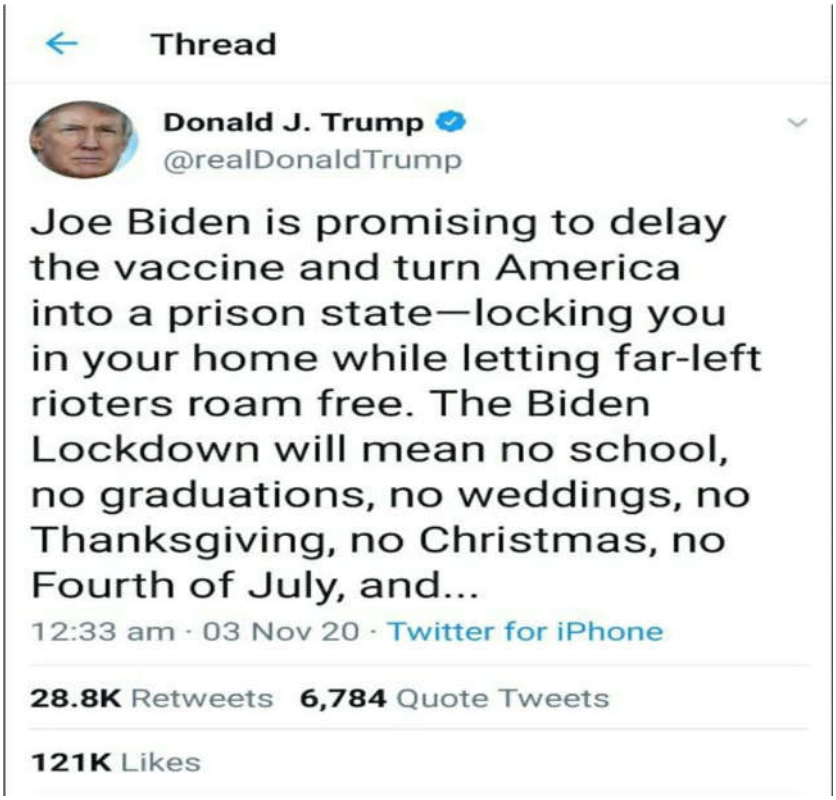
to do that a speaker may express his ideologies but with a kind of mitigation for his pragmatic utterances to be neutral or reducing the power.

Tweet (15)

Donald J. Trump

03 Nov 20 12:33 am.

Joe Biden is promising to delay the vaccine and turn America into a prison state-locking you in your home while letting far-left rioters roam free. The Biden Lockdown will mean no school, no graduations, no weddings, no Thanksgiving, no Christmas, no Fourth of July, and...



I. Identifying Stage

- **The Context**

According to Hyme (1974), the situational background of this tweet is ordered as follows:

Setting & Scene	1. Time is 3 Nov.2020, 12:30 a.m. 2. Place is the white house. 3. The speaker Trump attacks Biden and his attitudes as well as the latter's party.
Participants	The speaker: Trump The recipient: Biden, his followers and the audience.
End	To fire back on Biden's reactions against Trump regarding Covid-19. And to crash the opponent to be disrespected by the audience and American people hence to avoid electing him.
Act sequence	First describing and mocking Biden's plans in regard to this virus.
Key	Using flaming and arguing style that is aggressive and insults the intended referee "Biden".
Instruments	Both direct, simple and indirect rhetorical language.
Norms	Mention Biden's plans and attitudes to mock them.
Genre	Argumentative flamed text.

Figure ( ) : Contextual factors of tweet (15).

- **Criteria**

As the language of this tweet is full of accusation and insulted attacks to disdain and belittle his rival publicly, so the tweet is a flamed argumentative one. This is evidently embodied in utterances like "…turn America into a prison state", "locking you in your home while letting far-left rioters roam free", "Biden lockdown" as well as other utterances that are abusive in their contexts only.

- **Argumentative Appeals**

Such utterances reveal how the speaker resorts to various modes of persuasion: first, exploiting ethos to attract the audience' attention to say that the only way to deal with the reality of such virus is to stop life. This actually raise

anger in the audience passion. So second, the speaker Trump resorts to pathos, by comparing their life at home and the life of rioters. Third, the speaker exploits logos and pathos together when he talks logically and sympathetically. All these modes of persuasion are expressed within all the pragma-stylistic tools like SAs, CPs, IMP strategies, and AT.

From a structural point, the tweet is explicitly presented in two long utterances but implicitly it is divided into three stages. The first stage begins with the name "Joe Biden" to indicate that the main topic of his tweet is this political figure who is his rival and opponent in American elections. In the second stage, he gives details and mocks them. The last third stage summarizes results of his opponent's plans in order to prevent going the elections to unqualified person like Biden.

- **Types**

The type of flaming apparently is direct for it is clearly given to Biden but the style is an integration of both straight and satirical.

II. Analyzing Stage/ Pragma-Stylistic Strategies

- **Theoretic SA**

Different kinds of SAs are used in this tweet from the very beginning till the end. For instance, in the first utterance the speaker uses an assertive SA in which he states his own believes and aims to convince the audience about them. At the same time this utterance also reflects a declarative SA that implies a reprimanded SA to mock his rival. The speaker exploits the ethos and that true announcement from Biden to isolate people from each other and stay at home. So he put it in his own words to mock Biden's decision and makes the people be flamed from Biden for the latter transforms the "United States" in "Prison states". Importantly, to provoke the audience more, the speaker resorts to pathos and

reprimand his opponent more when he makes a comparison between the life of prison to American people and the free life for the rioters.

Similarly, the second utterance has more than one SA too. It is first an assertive SA for it represents a statement in which the speaker confirms his stance and assures it. Resorting to egos, the speaker states that his rival is unqualified to be a president because of that decision. Again it implies an expressive SA since he mocks his rival so he states his feelings of mocking by logically explaining the results if that decision is applied.

- **CP**

In terms of the intended meaning and Grice's maxims, the speaker violates quantity maxim in the first utterance because he tells more information than is required like "and turn America into a prison state". This violation creates a metaphor in the mind of the audience since he compare the United States into a prison states where people live in. Such metaphor usually ignites the audience since they are already insurgent for being isolated for transitional period.

Likewise, three other violations are occurred in the same utterance: the quality, relation, and manner maxims. The first one is occurred because the speaker says what he believes to be false while the second one is occurred because it is not related to the first one "locking you at home while letting far-left rioters roam free". That is, threefold- violation gives both a hyperbole and sarcasm because the speaker aims to put a painful comparison between the two lives.

Regarding the third utterance, it also includes a violation for the quantity and manner maxim for the speaker means that Biden either intends to forbidden you form living naturally or intends to destroy just the nice social practices. He wants to give another image which is a hyperbole and sarcasm again. This time the speaker exaggerates the results of Biden's decision to convince the audience more by giving these extra information like "no school, no graduations, no weddings, no…".

- **Imp strategies**

To unravel the acts that do not involve virtual offence since they are offensive in their context, the current tweet, just like the previous one, has positive and negative Imp strategies. These strategies are used by the speaker intentionally to flame both his opponent and the audience to withdraw electing him.

Evidentially, the first utterance comprise various positive strategies, among them is the one named (e.) "use inappropriate identity markers" since the speaker has started his speech with only the first name of his rival without any terms of address. Another positive Imp strategy is used too in this utterance; it is named (g.) "seeking disagreement". This is evident since the speaker ignores entirely the referee Biden talks freely with mocking about that closure and prison for good people and freedom for bad ones. Also, a third positive strategy is found and called (i.) "use taboo or abusive language, or express strong views opposed to H's" which represented by saying "locking you in your home while letting far-left rioters".

Overall, the second utterance contains a positive Imp strategy called (e.) "use inappropriate identity marker". This is because the speaker uses "the Biden Lockdown" instead of an address term with the last name. Furthermore, the initially capitalized utterance "the Biden Lockdown" alone is a positive Imp strategy called (j.) "use derogatory nomination". By which, the speaker affects people and mocks more Biden's decision. Finally again he recurs the use of positive strategy called (i.) "use taboo or abusive language, or express strong views opposed to H's" which represented by describing his behavior as "no schools, no weddings, no thanks, etc.". By theses utterances the speaker means that Biden intentionally and indirectly aims to prevent people from science, happiness and even their religious rituals.

On the other hand, three negative Imp strategies are recognized in the first utterance. The beginning of the first utterance includes two negative strategies called (c.) "invade others literally or metaphorically" for the speaker talks freely about Biden without caring for the latter's roll or reactions as if they are very close friends but he speaks in a mockery style. Then, the speaker intentionally dominates the referee and belittles him to insult and disqualify him thorough a mockery way again and this another negative Imp strategy called (b.) "condescend, scorn or ridicule to emphasize your relative power".

Similarly, in the second utterance the same negative Imp strategy is found which is called (b.) "condescend, scorn or ridicule to emphasize your relative power". By this, the speaker both ignores the referee and mocks him with belittling to show a dominant power upon him.

- **AT**

It is necessary to delve deeper into the interpersonal meaning of each speech in its context in order to grasp how the speaker Biden interprets the world around him, i.e., his ideologies and attitudes in assessing things around him specifically in this tweet.

In his first utterance, the speaker evaluates Biden's attitude and reactions against Corona virus but in a very mocking and insulting style. Accordingly the first utterance reveals several kinds of the speaker's attitudes: the first one is "judgment" which is negative in polarity and inscribed in mode. That is, the speaker judges his opponent as being naïve and funny for his decision in isolating the people at their homes through the Corona virus. This judgment, factually, is directed to evaluate the social esteem of the speaker to show the audience that such a person is incapable of being responsible to protect America.

Consequently, the second kind of attitude within this utterance is "appreciation" since the speaker evaluates the way or the situation that Biden

makes at that time. That appreciation is also negative represented to be as a reaction against Biden to show the big difference between them.

Apparently, evaluating the person and the situation with his decision in such mockery way reveals a third kind of attitude in this utterance. It reveals the speaker's feeling of his rival Biden, so this attitude is called "affect" which is negative in polarity and inscribed indicated by the mock style in "turn America into a prison state" and insulted style in portraying the good people will be prisoned while the evils will be free.

In his second utterance, on the other hand, there is a kind of negative attitude known as "appreciation" in which the speaker evaluates the situation after applying Biden's decision to convince the audience and avoid electing him. So this appreciation is inscribed comes as a reaction to show weakness and mistakes always been committed by Biden.

In terms of engagement, the whole tweet is, as usual, a monoglossic one reflects only one voice which is, factually, the speaker's voice denying all others' stances or their political expert because he finds himself as the only dominant powerful person with only has the right stance and behaviors.

In terms of graduation, the speaker evidently affirms his speech; that is, he intensifies his statements by showing his views only and avoid using anything gives a grade of probability.

III. Functional Stage

- **Ideological functions**

Whole the tweet, factually, pinpoints three main functions: radicalization, indoctrination and marginalization through them the speaker aggressively insults Biden and mocks his behavior. Consequently, he indoctrinate him and his party as well as those who my follow to convince the audience of not electing them.

- **Critical Analysis**

This part is already done within the whole pragma-stylistic tools of analysis mentioned before a whole to reflect ideologies being used by the speaker. It is time now to refer to its components and how they are organized:

✓ **Power and ideology** are both explained when they are used implicitly by the speaker's utterances whether through the abovementioned SAs through asserting issues or expressing feelings that reflects his deep feelings to dominate others in addition to other tools like those that aim to suppress or belittle the referee. That is, they are evident also in violating the maxims and impoliteness strategies and even in analyzing the speaker's single attitudes.

✓ **Critique** this part is again means to explain in detail all ideologies from the very beginning at the first stage till the last one within this tweet.

✓ **Stance** which refers to the speaker's attitude towards the world and this is clarified through the appraisal theory. Moreover, it is embodied by the ideological functions for these functions represent the effects of the language being used by the speaker to achieve his intended aims upon the addressee(s) using his own way or style of speaking.

✓ **Reproduction**; the last rudiments of critical analysis is reproduction in which the researcher may suggest as a counterstrategy that make people avoid flamed style that may cause a quarrel or contribute to distributing hate among people. So to do that a speaker may express his ideologies but with a kind of mitigation for his pragmatic utterances to be neutral or reducing the power.

Tweet (16) **added**

Donald J. Trump

3 Nov. 20 3. 40 am.

Joe Biden would increase refugees from terrorist nations by 700% His plan would overwhelm your communities and turn Michigan, Minnesota, Wisconsin and the entire Midwest into a refugee camp. I am protecting your families and keeping Radical Islamic Terrorists OUT of our Country!

I. Identifying Stage

- **The Context**

According to Hyme (1974), the situational background of this tweet is ordered as follows:

Setting & Scene	1. Time is 03 Nov.2020, 03:40 a.m. 2. Place is the white house.
Participants	The speaker: Trump The recipient: Biden and the audience.
End	To convince the American people that Biden is dangerous for the and for the future of America. He does that by revealing facts as he pretends.
Act sequence	First, the speaker states the evil crime that Biden achieves.

	Then, he gives a picture for the danger and subsequent events that will happen as a result of Biden's crime. Finally, he talks about himself to be compared with the first figure
Key	Using flaming and arguing style that belittle and insult the intended figure who is Biden.
Instruments	Direct, simple and indirect rhetorical language.
Norms	Defining what are the bad activities that are part of Biden's character by resorting to the argumentative appeals.
Genre	Argumentative flamed text.

Figure ( ) : Contextual factors of tweet (16).

- **Criteria**

As the language of this tweet is full of direct accusation and provocative ignoble utterances, that are forms of aggression and malice towards Biden, other nations and the Islamic nation, so the tweet is a holistic flamed argumentative one. This is evidently embodied in utterances like "Biden would increase…from terrorist nations", "turn Michigan…a refugee camp", "keeping Radical Islamic Terrorist OUT of our Country!" .

- **Argumentative appeals**

The same utterances mentioned above uncover how the speaker resorts to various modes of persuasion gradually: first, exploiting logos, he sheds light on a crime attributed to Biden. He emphasizes then the crime by exaggerating it to affect the audience' ethos to them believe him and reject such crime. Finally, he resorts to pathos, by explaining how great beautiful cities will be transformed into a poor simple camp for the criminals if they elect Biden as a president.

All these modes of persuasion are expressed within all the pragma-stylistic strategies like SAs, CPs, Imp strategies, etc. They are found within the structure of this tweet, which is explicitly build in three utterances divided into three stages.

The first stage begins with announcing Biden as a criminal. In the second stage, he evolves the crime and horrifies it with expectations in the future. The final third stage the speaker compares himself to prevent the elections going to unqualified person like Biden.

- **Types**

In terms of content message, the speaker uses direct flaming as he immediately declares a name to attack him publicly. Notably, the speaker's linguistic choices are amalgamation of both straight evident language and satirical rhetorical one.

II. Analyzing Stage/ the Pragma-Stylistics Strategies

- **Theoretic SA**

A discrepant sorts of SAs are used in this tweet from the very beginning till the end of the utterance. In the first utterance, the speaker manifests an assertive SA in which he states his own visions. He assures to the audience that Biden allows refugees to dwell in America and those refugees are terrorists. The speaker intentionally uses this act in order to make the words mirror the world and thus make the audience logically believe his statement. Then he gives a number together with mentioning "terrorists" to create a convincing situation appeals to the audience ethos. Furthermore, the speaker implies an expressive SA with implicit ideologies. There is an implied feelings of malice towards Biden and the refugees that is intended to understood, accepted and imitated by the audience.

In his second utterance, the speaker continues his assertive acts but it is integrated to a declarative reprimanded one. He finds himself as the most powerful person so he does not only asserts the misery of Biden's plans but also declares that Biden will destroy all the country when he gives the prominent cities to refugees because of his bad policy.

The last utterance compromises both assertive and indirect directive in which he flames Biden and Muslims when he assures that he protect America from damage, unlike Biden, since he puts Islamic terrorists out of America reflecting again an ideology of racism within his flaming. Thus, directive is represented in advising the audience to elect him as he sees himself as a highly qualified person for the American presidency.

- **CP**

At the very beginning of the first stage, the speaker Trump intentionally violates the quality and manner maxims for he announces a statement without any concrete evidence. By such violation he portraits both a sarcasm and hyperbole as he mocks Biden for the latter's stupidity and disqualification for being a president in charge of a country. Hyperbole is, found in referring to "terrorists refugees" instead of using formal language and saying, for instance, "the issue of immigration is…". Besides exaggerating the number into sevenfold to completely mocks and exaggerates Biden's stupidity. This shows the speaker's power and domination upon Biden's personality.

Surprisingly, in his second utterance, he persists violating the quality maxim but at the same time he violates the quantity and manner maxims too. This threefold violation introduces a hyperbolic details that also mocks Biden's personality and reaches the audience pathos. Besides the hyperbole and sarcasm, the speaker uses a metaphor through these violations. It is embodied in comparing Biden's plans into a sinking or flooding that covers all the American community to the extent that all great prominent cities and their landmarks will be transformed into camps and tents for surviving. By such simple and rhetorical language he can put this horrible image in the audience' pathos.

Finally, the last contains a violation for the relation maxim. Such violation generates allusion as the speaker puts it in a parallel comparing between the himself and his rival Biden after insulting the latter; the matter that ignites and

generates flaming. This flaming also ignites the Muslims since it attacks them by describing them "radical" and "terrorists" reflecting the speakers ideologies of racism.

- **Imp Strategies**

In terms of flamed impolite strategies, various positive and negative ones are employed within the utterance. The various positive strategies are used to suppress Biden and others referred to them, these positive strategies are: (e.) "use inappropriate identity marker" to call "Joe Biden" without any terms of address that reflect social status of the addressee. Another strategy is known as (g.) "seeking disagreement or select a sensitive topic" through which the speaker Trump finds himself as a superior powerful person in country that easily make him expresses things directly to the public even if his language is harsh or flamed. That is why another strategy is used to flame Biden and other nations when describe them as "terrorist". This strategy is called (h.) "make others feel uncomfortable" implicitly integrated with and another one named (i.) "express strong views opposed to the H's". Both of these strategies are continued and recurred in the second utterance whereas only (h.) "make others feel uncomfortable" is represented in the last utterance to indicate both Biden and the Muslims.

On the other hand, negative Imp strategies are widely exploited in this utterance to indicate the flame style of the speaker by belittling the referees and showing his powerful domination upon Biden and others. The first ones, however, are recognized in the first and second stages of the tweet. They are known as: (b.) "condescend, scorn or emphasize your relative power" and (c.) "invade others literally or metaphorically". By these strategies the speaker Trump deny the social status, emotional and legal reactions of the intended referee (Biden and other nationalities) to convince the audience about his power whether in his owner of government or his rational. These two strategies are continued in his next utterance. Similarly, in the last utterance the speaker recurs negative Imp strategies

one of them is known as (b.) "condescend, scorn or emphasize your relative power" which shows the speaker's ability to insult Biden by comparing himself positively .

- **AT**

Resorting to the way of using linguistic choices through interpersonal meaning, the context clearly reveals the speaker's style and stances or attitudes of evaluating the world around him. Accordingly, at the very beginning of his two first utterances, the speaker Trump gives a type of attitude called "judgment". Through that the speaker Trump judges Biden directly in a negative form indicted indicated by "terrorist refugees, and 700%". The type of this judgment appeals to their social esteem particularly to his "capacity" by admitting and pinpointing that such person is irresponsible for the country's benefits.

Next, in his second utterance of the tweet he continues his negative "judgment" to appeal for both the social esteem and capacity as well as the social sanction to destroy his "propriety" by portraying him as an evil bad person. That is, he describes him as being immoral, and corrupt for he transforms America into a misery place because of his allow to accept refugees.

Unlike the attitudes of negative judgment, the last utterance reflects the speaker's negative appreciation towards immigration. This "appreciation" is negative in its polarity as it mirrors the speaker's ideology of racism against Muslims accusing them of being radical terrorists. Such appreciation is a kind of valuation in which he affirms his insult by capitalizing "out" that assures his intention of dismissing them out of America..

In terms of engagement, it is obvious that the speaker denies any other voices and therefore it is monoglossic voice or view.

III. Functional Stage

- **Ideological Functions**

As a consequent for what has been analyzed by the pragma-stylistic strategies, one finds easily that the whole tweet embodies certain ideological functions that the speaker intends to affect people by. First, it reflects the radicalization function that is mirrored in his mocking of Biden's plans and decisions. This function extends to comprise even the other non-American nationalities that Arabs and Muslims are in advance of them.

- **Critical Analysis**

All what have been analyzed is done by the critical eye which takes into consideration all the rudiments of the critical analysis like:

✓ **Power and ideology** are both highlighted from the very beginning of the tweet when the speaker feels that he has the right to criticize in mocking or insulting way. Both of these ideologies are implied when he belittles Biden and using any terms of address as well as in using harsh speech and affirming it.

✓ **Critique** it has been stated in detail the implied meaning, pragma-stylistic strategies of flaming beside the hidden ideologies by analyzing and explaining the speech form function and attitudes. Accordingly, it has been achieved from the very beginning of the first stage till the last one.

✓ **Stance** refers to the speaker's attitudes and ideological perspectives which are highlighted in detail through both the appraisal theory and the functional stage. It has been clarified how the speaker views and evaluates things according to his own beliefs and ideologies specially those which belittle others and humiliate those who are in disagreement with him or his.

✓ **Reproduction**; the last rudiment of critical analysis is reproduction in which the researcher may suggest a counterstrategy that make people avoid flaming and its ideologies which may cause a quarrel or contribute to distributing hate among people.

This counter strategy is relying on human values theory which gives a gradual scale for a language to be polite , acceptable or peaceful at least. Since the tweet is insulting and aggressive, the current study cannot suggest a warmness, commitment nor a mutual respect or politeness but a kind of civil communication to reflect responsibility for others.

Tweet (17) **(added)**

Joe Biden

01 Nov. 2020

From his heinous acts of separating families at our border to his neglect of the people of Puerto Rico after Hurricane Maria, President Trump has attacked the dignity of Latino families time and time again. It will end when I'm president.

I. Identifying Stage

- **The Context**

According to Hyme (1974), the situational background of this tweet is ordered as follows:

Setting & Scene	1. Time is 01 Nov.2020, 6:10 a.m.

	2. Place is the U.S. 3. The speaker Biden attacks Trump to degrade him while elevates himself to influence the audience electing Biden and believe in the latter winning.
Participants	The speaker: Biden The recipient: Trump and the audience.
End	To make a full opposite comparison between himself and his opponent Trump.
Act sequence	First clarifying how outrageous attitudes of Trump are evil decisions. Then admitting he never be like him.
Key	Using insulting and arguing style that is flamed and aggressive to the intended person "Trump".
Instruments	Direct, simple and rhetorical language.
Norms	Defining what are the evil aims and racism that Trump have as part of his ideologoes.
Genre	Argumentative flamed text.

Figure ( ) : Contextual factors of tweet (17).

- **Criteria**

As the language of this tweet is full of direct attack and provocative insulted utterances, so the tweet is a flamed argumentative one. This is evidently embodied in utterances like the "the heinous acts of…", "his neglect of the people…", " President Trump has attacked the dignity of Latino families".

- **Argumentative Appeals**

The speaker uses mainly two modes of persuasion in this tweet: first, exploiting logos, he spots light on the Trump's attitudes or ideologies of valuating and treating people or nationalities around him. Second, he exploits pathos to explain to the audience the attitudes that raise their sympathy like separating the

children of the immigrants from their parents. Similarly, he resorts to ethos by reminding the audience about Trump's careless behavior against Latino families. These modes of persuasion are expressed within all the pragma-stylistic tools like SAs, CPs, IMP strategies, and the rest.

Structurally, the tweet is explicitly consists of two utterances but implicitly it is divided into three stages. The first stage begins with Trump's ideologies of racism as logos and pathos. In the second stage, he evolves the ideology with another example expanding the logos, pathos and adding ethos. The final third stage ends the intended message which to refine the speaker and be the opposite of what has been mentioned.

- **Types**

A the content states, this type of flaming is indirect though it contains the name of the person that is attacked. To elucidate this, form the very beginning the speaker is seriously talking about serious events but finally he shows that these issues are not raised for mentioning the cure or treatment for them but for stating that Trump is responsible for their insult. Thus, he indirectly insults Trump as being racist. In terms of the language being used, it is a mix of both straight and very little satirical one.

II. Analyzing Stage/ Pragma-stylistic Strategies

- **Theoretic SA**

Various sorts of SAs are manifested in the first utterance of this tweet. The first utterance comprise an assertive SA in which the speaker confidently assures that there is a bad treatment of Trump for Mexican people and Latinos. Thus, he mirrors the world truthfully since he believes that he is true reflecting reality. This is factually implies a declarative SA that has a reprimanding for the speaker declares that realities in order to degrade or belittle Trump. Besides, these

statements also reveal ex expressive SA in which the speaker expresses his malice against Trump' ideologies of power, domination, and racism.

Ending with the second utterance, the speaker employs an assertive SA too for he assures that his policy is completely different from the previous one and he implicitly promises to do that. Accordingly, a commissive SA is existed since the speaker give indirect promises about applying his plans that are different from the previous ones.

- **CP**

In terms of the CP, the speaker gives threefold violation for: the quantity, quality and manner maxims in his first utterance because he gives more information than the focal point at which he refers. Besides that, he is not talking honestly and accurately. Therefore, the result of the violation introduces a hyperbole in which the speaker exaggerates the scene of tyranny in order to raise pathos and ethos for the audience. Notably, manner violation adds the sense of irony and sarcasm as the speaker mocks how such a person in such social status "President" takes away the dignity of the poor. That is, the speaker ironically uses the respected address term "president" while he insults him aggressively.

In his last utterance, the speaker violates the relation maxim he move suddenly to talk about himself rather than Trump. Such violation produces an allusion for a comparison to show himself as the reverse of Trump's personality and ideologies. Therefore, he is a qualified person for presidency more than Trump.

- **Imp Strategies**

Now is the time to examine how to use utterances in their context to elucidate how they function to stoke opposition people and what ideology they represent. Consequently, various positive and negative Imp strategies are used within this tweet. For instance, the first utterance has a positive Imp strategy called

(g.) "seek disagreement or select a sensitive topic" through which the speaker ignites a serious event that weakens Trump's situation and d through the presidential campaigns. to talk about. Another positive Imp strategy within the same utterance is (h.) "make the other feels uncomfortable" in which the speaker Biden mentions the weak points in Trump's attitudes with a full mocking and comparison. The matter that usually gives the impression of having power and domination or suppression for Trump.

Contrastively, a negative Imp strategy is found in the first utterance. It is called (c.) "invade others literally or metaphorically". Through this strategy, the speaker ignores Trump's reactions and status to belittle and degrade him. Another negative strategy within the same utterance is called (b.) "condescend, scorn, or ridicule to emphasize your relative power" where the speaker continues dominating Trump to rebuke and mock him. Also this strategy is manifested in the last utterance when the speaker elevates himself form Trump's attitudes and ideologies.

- **AT**

It is crucial to delve deeper into the interpersonal meaning of each utterance in its context in order to comprehend how the speaker, Biden, sees the world, that is, his ideologies or attitudes in precisely evaluating everything around him in this tweet.

Apparently, in his first utterance the speaker mentions two separate events as a proof for the attitude of "judgment" in which the speaker evaluates Trump. This is inscribed in mode indicated by the utterances "From his heinous acts of separating families at our border to his neglect of the people of Puerto Rico after Hurricane Maria,". It is negative in polarity because the speaker highlights that there that Trump has problem in dealing with people from other nationalities. Giving such judgment usually destroys both the social sanction of Trump significantly his propriety to indicate he is immoral and devil. It also destroys the Trump's social esteem significantly his capacity indicating he is unsuccessful.

Then another kind of the speaker's attitude is "affect" reflected in , implicitly within the attitude of judgment. It is negative in polarity and inscribed indicated by the subsequent utterance when the speaker promises that this racism will disappear. This affect expresses the speaker's feelings of dissatisfaction of having such President who is a racist.

The last utterance contains both judgment and "appreciation" through "judgment" the speaker judges himself as the savior who will end the people's suffering. So it is positive judgment aims to elevate his social esteem specifically his "capacity" to ensure his qualification. Appreciation, on the other hand, is also positive and optimistic as it promises to end that situation when he becomes the President.

In terms of engagement, it's clear that the entire tweet emphasizes the speaker's position, and viewpoints while utterly ignoring the other person's voice. As a result, it is considered a monoglossic tweet that ignores the opinions of others.

The graduation in this tweet, does not indicate any rank for it is affirmed in one absolute voice.

- **Ideological Functions**

In light of the aforementioned, it is evident that the speaker employs a flame style when expressing his opinions or attitudes in an effort to influence others with his own opinions. Thus, the overall eminent ideologies in this tweet is radicalization since the speaker ignores Trump as a president to insult him. Indoctrination is implied too.

- **The Critical Analysis**

Even if they are examined from the very beginning of the current study, all elements of critical analysis, including ideology, power, attitude, critique, and reproduction, are simply summed as clarified below.

✓ **Power and ideology** are both utilized by the speaker from the very beginning of the tweet when he presents the president as unqualified man that does not deserve to talk about. Also, they are reflected through the statements of his speech through insulting him in the last four utterances.

✓ **Critique** the section in which the hidden ideologies are revealed in detail by studying and analyzing the utterances on several levels. As a result, it is accomplished right at the start of the analysis.

✓ **Stance** refers to the speaker's attitude which is stated in detail through the appraisal theory as well as the previous ones. It has been clarified how the speaker evaluates things according to his own beliefs and ideologies specially those which belittle others and humiliate those who are in disagreement with him.

✓ **Reproduction**; The final step in critical analysis is reproduction, when the researcher may suggest a countermeasure to persuade people to shun flamboyant views that could cause conflict or promote hatred.

So if the speaker Biden resorts to mitigate his utterances, or avoids talking about sensitive topics and out of tension, he could be neutral without flamed or harsh style. Rather he strives to control people by implanting his own ideologies.

Tweet (18) **(added)**

Joe Biden

01 Nov. 2020

The words of a president matter. And time and time again, Donald Trump has callously used his to incite violence, stoke the flames of hatred and division, and drive us further apart. It's time for it to end.

I. Identifying Stage

- **The Context**

According to Hyme (1974), the situational background of this tweet is ordered as follows:

Setting & Scene	1. Time is 01 Nov.2020, 6:10 p.m. the election day 2. Place is the U.S. 3. The speaker Biden insults Trump by attacking his behavior and belittling him
Participants	The speaker: Biden The recipient: Trump and the audience.
End	clearly contrast his position with that of his competitor, Trump by degrading the latter and insult him.
Act sequence	First clarifying the roll of a president then showing ho Trump I far from that role and lastly elucidating a comparison
Key	Using an aggressive, insulting, and flaming argument technique directed at Trump.
Instruments	Direct, simple and indirect rhetorical language.

Norms	Identifying the negative intentions and attitudes that underlie Trump's stances.
Genre	Argumentative flamed text.

Table ( ) : Contextual factors of tweet (18).

- **Criteria**

This tweet is a flamed arguing one since it uses a lot of implied and indirect allegation as well as provocative insulting language. This is inherently represented in utterances like the "The words of a president matter.", "Donald Trump has callously used his to incite violence, stoke the flames of hatred and division, and drive us further apart.".

- **Argumentative appeals**

The speaker uses mainly two modes of persuasion in this tweet: first, exploiting logos, he spots light on the period of Trump's presidency and the situation through this period. Second, he resorts to ethos by exploiting recent discrimination occurred in America in different cities sometimes against the black other time against each other. These modes of persuasion are expressed within all the pragma-stylistic tools like SAs, CPs, IMP strategies, and the rest.

Structurally, these argumentative appeals used orderly. The tweet explicitly consists of three utterances categorized into three stages. The first stage begins with the generalization of a statement teaches presidents in general and Trump in particular, as the context states, how presidency should by. In the second stage, he affirms how Trump is far from these principles of presidency. The final third stage ends with a recommendation for getting rid of such president.

- **Types**

Flaming, here, is both direct and indirect as the speaker begins and ends with an indirect content while he develops the opening with a direct image of what

happens by Trump. According the style of language is also a mix of both straight and satirical rhetorical form to simply persuade the audience for his intended message.

II. Analyzing stage/ Pragma-stylistic strategies

- **Theoretic SA**

A number of different SAs are used in this tweet. The first utterance comprises an assertive SA in which the speaker confidently affirms that one of the main principles of presidency is to respect words as they are actions in the street. Thus, he mirrors the world truthfully by his statement. This general statement seems far from flaming but actually it its hart since it is connected in a context of the subsequent statements, i.e., co-text. He means, that Trump exploits such principle repeatedly in a devilish way by putting flaming words that leads to violence and fights in the streets. Accordingly the subsequent utterance makes the flaming by first assertive SA together with the two subsequent SAs: reprimanded declarative and expressive SAs found in the second utterance. That all achieves the rebuking with the speaker sarcasm and bitterness.

This is factually implies a declarative SA that has a reprimanding for the speaker declares that knowledge in order not bother himself with that kind of character like Trump. Accordingly he insults the referee Trump and the latter's policy together with his team and deeds but indirectly.

In the second utterance, on the other hand, the speaker, again, uses an assertive SA. Assertive for he assures that Biden's policy is entirely the opposite of the previous one and he promise to show that. Therefore, there is a commissive SA since the speaker gives indirect promises about putting an end for the rude ideologies of Trump.

- **CP**

As for the CP, the speaker intentionally violates the manner maxim in his first utterance " The words of a president matter." because it is somewhat ambiguous for the audience what is meant by it unless they reach the second utterance in which they realize that the topic is Trump and his dominating the world by the words. By this violation the speaker expresses brooding or irritate sarcasm and attracts the audience' attention to the subsequent utterances and recognize that.

The speaker, however, violates the quantity maxim in his second utterance because he gives great depth of information regarding what Trump is saying. Importantly, this offense results in hyperbole since he connects all crimes committed in American cities to Trump's frequent calls for bloody policies.

In the last utterance, the speaker violates the manner maxim again to express his sarcasm and annoyance. This is occurred since the utterance has double readings. First, the audience may understand it as Biden advices Trump to end his policy of using words that spread rudeness. Second, he advices the audience to elect him in order to put an end for Trump's ideologies.

- **Imp Strategies**

It is time now to uncover the way of using utterances in their context to show how they works to flame the intended people and what ideology they indicate. Different positive and negative Imp strategies can be found within this flaming tweet. Thus, the first utterance has a positive Imp strategy called (b.) "exclude other from an activity" in which the speaker Biden speaks a general statement to exclude Trump and after few lines start to include Trump with sarcasm.

Also, another positive Imp strategy within the second utterance is found within the same utterance. It is called (e.) "the use of inappropriate identity marker" in which the speaker Biden does not mention one of the address terms with the president's name. The matter that usually suppress the referee and insult

him. At the same time all the utterance implies another strategy called (g.) "seek disagreement or select a sensitive topic" where the speaker insults Trump and suppress him by such a topic of speech.

On the other side, a negative Imp strategy is found in the first two utterances. It is called (c.) "invade others literally or metaphorically". That is, denying the role of the referee allows the speaker to belittle and insult him. Another negative strategy within the same utterances is called (b.) "condescend, scorn, or ridicule to emphasize your relative power" where the speaker dominates his opponent Trump to rebuke him.

The last utterance, includes the same last abovementioned negative Imp strategy called (c.) "invade others literally or metaphorically" and (b.) "condescend, scorn, , or ridicule to emphasize your relative power". This is because the speaker completely ignored Trump.

- **AT**

In order to understand how the speaker Biden perceives the world around him, i.e., his ideologies and stances in evaluating things around him precisely in this tweet, it is important to dig further into the interpersonal meaning of each utterance in its context.

Thus, in his first utterance does not reflect any type of attitude while the second one reveals the speaker's "judgment" which is inscribed in mode indicated by the utterances "Trump has callously used his to incite violence, stoke the flames of hatred and division, and drive us further apart.". Through this negative judgment the speaker damages the social esteem specifically his "normality" to tell the audience that the latter is not qualified enough as a president. Thus, the speaker implicitly expresses a third attitude called "affect" which represents his feelings towards Trump. This attitude is negative reflects the speaker's dissatisfaction and disdain of his opponent.

The last utterance contains the attitude of "affect" because the speaker expresses his feelings of inclination as he talks about his wants and aims in achieving things he wins the elections. So his "affect" is negative in polarity and inscribed in mode indicated by "It's time for it to end.".

In terms of engagement, evidently the whole tweet highlights the speaker's role, respect, wisdom and standpoints while completely ignores the other's voice. Therefore, it is regarded as monoglossic tweet that dominates others' ideas and stances.

The graduation in this tweet, it is hard and full of assertion. Therefore there is no force nor focus.

- **Ideological Functions**

In consequent of what has been mentioned above, it is obvious that the speaker uses a flaming style in portraying his stances or attitudes to evaluate things in the world and persuade others by his own stances. Thus, the overall eminent ideologies in this tweet is radicalization since the speaker ignores Trump as a president to insult him. Indoctrination is implied too for he aims to prevent Trump to elect himself for the second state and thus belittles and weakens not only Trump but also the whole opposite party. All this also indicates how the speaker marginalizes Trump by his sarcasm to degrade him and getting more power and domination.

- **The Critical Analysis**

All parts of critical analysis, such as ideology, power, attitude, critique, and reproduction, are simply summarized as clarified below, albeit they are analyzed from the very beginning of the current study.

✓ **Power and ideology** are both utilized by the speaker from the very beginning of the tweet when he presents the president as unqualified man that does not

deserve to talk about. Also, they are reflected through the statements of his speech through insulting him in the last four utterances.

✓ **Critique** the section in which the hidden ideologies are revealed in detail by studying and analyzing the utterances on several levels. As a result, it is accomplished right at the start of the analysis.

✓ **Stance** refers to the speaker's attitude which is stated in detail through the appraisal theory as well as the previous ones. It has been clarified how the speaker evaluates things according to his own beliefs and ideologies specially those which belittle others and humiliate those who are in disagreement with him.

✓ **Reproduction**; the last rudiment of critical analysis is reproduction in which the researcher may propose a counter-strategy to make individuals avoid flaming ideologies that may generate a conflict or contribute to the spread of hate

So if the speaker Biden resorts to mitigate his pragmatic utterances, or avoids talking about sensitive topics and out of tension, he could be neutral without flamed or harsh style. Rather he strives to control people by implanting his own ideologies.

Tweet (19)

Joe Biden

03 Nov. 2020

Everybody knows who Donald Trump is. Let's show them who we are. We choose hope over fear. Unity over division. Science over fiction And truth over lies.

I. Identifying Stage

- **The Context**

According to Hyme (1974), the situational background of this tweet is ordered as follows:

Setting & Scene	1. Time is 03 Nov.2020, 8:45 a.m. the election day 2. Place is the U.S. 3. The speaker Biden attacks Trump's attitude to insult him and diminish the power of his rival while dignifies himself to convince people avoid electing Trump.
Participants	The speaker: Biden The recipient: Trump and the audience.
End	To make a clear compared discrepancy between himself and his rival Trump.
Act sequence	First clarifying how bad the Trump is then clarifying his aims in parallel arrangement with opponent aims to show implied comparison.
Key	Using flaming and arguing style that is aggressive and insulted to the intended referee "Trump".
Instruments	Direct, simple and indirect rhetorical language.

Norms	Defining what are the bad aims and attitudes that are part of Trump's stances.
Genre	Argumentative flamed text.

Figure ( ) : Contextual factors of tweet (19).

- **Criteria**

As the language of this tweet is full of implied and indirect accusation and provocative insulted utterances, so the tweet is a flamed argumentative one. This is evidently embodied in utterances like the "everybody knows who Donald Trump is", "let's show them who we are", "… over fear", "…over division", "…over fiction", "…over lies".

- **Argumentative Appeals**

The speaker uses mainly two modes of persuasion in this tweet: first, exploiting logos, he sheds light on the period of Trump's presidency and the latter's deeds. Second, he exploits pathos to explain to the audience how his future plans are promising and vivid unlike the ones in the current presidency. These modes of persuasion are expressed within all the pragma-stylistic tools like SAs, CPs, IMP strategies, and the rest.

Structurally, the tweet is explicitly consists of six utterances but implicitly it is divided into three stages. The first stage begins with the generalization of knowing Trump to make the topic as a clear comparison between him and Trump. In the second stage, he affirms the winner in advance and then gives details to show how. The final third stage ends the intended message which is mentioned previously in the first utterance.

- **Types**

According to the content, flaming in this tweet is indirect though the speaker mentions the name of the intended person that represent his opponent. This is

because he presents the aims and different policies but indirectly in satirical style of language in order to convince the audience more.

II. Analyzing Stage/ Pragma-Stylistic Strategies

- **Theoretic SA**

A number of different SAs are used in this tweet. The first utterance comprise an assertive SA in which the speaker confidently assures that all people know who is Trump. Thus, he mirrors the world truthfully since he has been a president for four years. This is factually implies a declarative SA that has a reprimanding for the speaker declares that knowledge in order not bother himself with that kind of character like Trump. Accordingly he insults the referee Trump and the latter's policy together with his team and deeds but indirectly.

In the second utterance, on the other hand, the speaker, again, uses an assertive SA. Assertive for he assures that Biden's policy is completely different from the previous one and he promise to show that. Therefore, there is a commissive SA since the speaker give indirect promises about applying his plans that are different from the previous ones.

- **CP**

As for the CP, the speaker intentionally violates the manner maxim in his first utterance "everybody knows who Donald Trump is" because it is somewhat ambiguous for the audience what is meant by that knowing. Is it in terms of identity? Or in terms of his principles? Or in terms of his deeds and achievements. By this violation the speaker gives allusion and attracts the audience' attention to all his subsequent utterances to make them reach his intention successfully.

On the other hand, the speaker violates the relation maxim in his second utterance since he intends to talk about himself rather than Trump. Importantly, such violation produces an allusion and hyperbole for a great message that the speaker intends to convince the audience about.

In the last four utterances, the speaker violates the quality maxim for he tells what he believes to be false since not all what he mentions is truly done and quantity maxim for he does not give enough information about what he mentions. Such violations gives allusion for him to be the only man deserves to be elected. Also they reflect an oxymoron to show that he aims to hope while Trump is to fear, unity while Trump aims to reach division, etc.

- **Imp Strategies**

It is time now to uncover the way of using utterances in their context to show how they works to flame the opponent figures and what ideology they indicate. Accordingly, different positive and negative Imp strategies are used within this tweet. Thus, the first utterance has a positive Imp strategy called (b.) "exclude other from an activity" in which the speaker Biden show his dominant power and fearlessness to admit that it is not necessary to talk about Trump and feel satisfied to talk about new positive side of his campaign.

Also, another positive Imp strategy within the first utterance is found within the same utterance. It is called (e.) "the use of inappropriate identity marker" in which the speaker Biden does not mention one of the address terms with the president's name. The matter that usually suppress the referee and insult him.

Similarly, the second and last four utterances reflect a strategy called (g.) "seek disagreement or select a sensitive topic" through which the speaker cancels any respect or evaluation for the referee Trump and suppress him.

Contrastively, a negative Imp strategy is found in the first utterance. It is called (c.) "invade others literally or metaphorically". That is, denying the roll of the referee allows the speaker to belittle and insult his referee Trump. Another negative strategy within the same utterance is called (b.) "condescend, scorn, or ridicule to emphasize your relative power" where the speaker dominates the referee

Trump to rebuke him. Both of these strategies are recurred in last four subsequent utterances for the same purpose which is to belittle and humiliate Trump and show himself as the wise powerful person.

The second utterance, includes the same last abovementioned negative Imp strategy called (b.) "condescend, scorn, , or ridicule to emphasize your relative power". That is, the speaker speaks confidently about belittling Trump. He declares implicitly that Trumps presidency is over and it is time now to show Biden's plans and views to convince the people to elect him.

- **AT**

In order to understand how the speaker Biden perceives the world around him, i.e., his ideologies and stances in evaluating things around him precisely in this tweet, it is important to dig further into the interpersonal meaning of each utterance in its context.

Thus, in his first utterance there is two kinds of attitudes called "judgment"; the first judgment is for the people in general and the second judgment is for Trump who is the president of U.S. The first judgment is inscribed in mode indicated by the utterances "everybody knows". It is positive in polarity because the speaker highlights that there knowing that person saves time to not talk about him. Giving this judgment usually elevates both the social sanction of people specifically their propriety or confidence and social esteem to give them their normality in getting respect.

Unlike that judgment, the second one is given to Trump. It is negative in polarity and evoked indicated by the subsequent utterances that indicates how the speaker judges Trump and generalizes that valuation to whole the people. Such judgment of contempt destroys the social esteem of the referee Trump to strike his normality and tell the audience that the latter does not deserve any more time after these four years. Thus, the speaker implicitly expresses a third attitude called

"affect" which represents his feelings towards Trump. This attitude is negative reflects the speaker's dissatisfaction and disdain of his opponent.

Similarly, the second utterance also contains the attitude of "affect" which is again negative and this time is inscribed. Here, the speaker assures that his referee Trump does not deserve to be described here. This affect reflects the speaker's inclination, i.e., his desire to talk about himself and his visions and plans as he has the priority in doing to convince the audience that he is so close to win the elections.

Consequently, the last four utterances contains two kinds of attitudes: "affect", and "appreciation". Affect because the speaker expresses his feelings of inclination as he talks about his wants and aims in achieving things he wins the elections. So his "affect" is positive in polarity and inscribed in mode indicated by "hope, unity, etc.". Regarding the attitude of appreciation, two kinds of appreciation are recognized in these utterances: positive and negative. The positive one is valuating every approved principle that one may involve in life like "unity, science, truth, etc.". That is, the speaker appreciates how positively effective he will be while he alludes to negative valuation and impact to his rival Trump like being responsible for "fear, division, fiction, and lies".

In terms of engagement, evidently the whole tweet highlights the speaker's role, respect, wisdom and standpoints while completely ignores the other's voice. Therefore, it is regarded as monoglossic tweet that dominates others' ideas and stances.

The graduation in this tweet, it is sever out of grading since the speaker ignores other probable opinions.

III. Functional Stage

- **<u>Ideological Functions</u>**

In consequent of what has been mentioned above, it is obvious that the speaker uses a flaming style in portraying his stances or attitudes to evaluate things in the world and persuade others by his own stances. Thus, the overall eminent ideologies in this tweet is radicalization since the speaker ignores Trump as a president to insult him. Indoctrination is implied too for he aims to prevent Trump to elect himself for the second state and thus belittles and weakens not only Trump but also the whole opposite party.

- **The Critical Analysis**

All parts of critical analysis, such as ideology, power, attitude, critique, and reproduction, are simply summarized as clarified below, albeit they are analyzed from the very beginning of the current study.

✓ **Power and ideology** are both utilized by the speaker from the very beginning of the tweet when he presents the president as unqualified man that does not deserve to talk about. Also, they are reflected through the statements of his speech through insulting him in the last four utterances.

✓ **Critique** the section in which the hidden ideologies are revealed in detail by studying and analyzing the utterances on several levels. As a result, it is accomplished right at the start of the analysis.

✓ **Stance** refers to the speaker's attitude which is stated in detail through the appraisal theory as well as the previous ones. It has been clarified how the speaker evaluates things according to his own beliefs and ideologies specially those which belittle others and humiliate those who are in disagreement with him.

✓ **Reproduction**; the last rudiment of critical analysis is reproduction in which the researcher may propose a counter-strategy to make individuals avoid flaming ideologies that may generate a conflict or contribute to the spread of hate

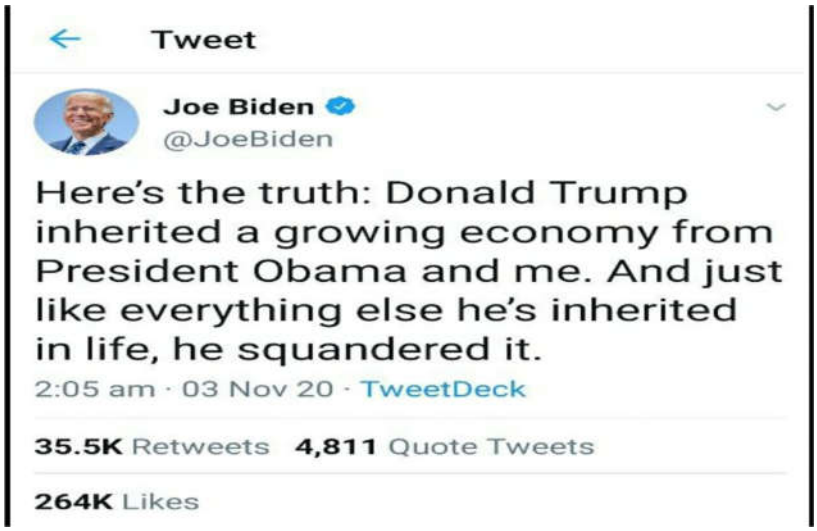
So if the speaker Biden resorts to mitigate his pragmatic utterances, or avoids talking about sensitive topics and out of tension, he could be neutral without flamed or harsh style. Rather he strives to control people by implanting his own ideologies.

Tweet (20)

Joe Biden

03 Nov. 2020

Here's the truth: Donald Trump inherited a growing economy from President Obama and me. And just like everything else he's inherited in life, he squandered it.



I. Identifying Stage

- **The Context**

According to Hyme (1974), the situational background of this tweet is ordered as follows:

Setting & Scene	1. Time is 03 Nov. 2020, 02:05 a.m. 2. Place is the U.S. 3. The speaker Biden attacks Trump in election day to

	acquire more votes.
Participants	The speaker: Biden The recipient: his rival Trump and the audience.
End	To convince the audience and American people not to elect his rival Trump as the latter is not an honest and unqualified president.
Act sequence	First mentioning that Trump is a lair. Then, he explains the truth.
Key	Using flaming and arguing style that belittles and insult the opponent Trump.
Instruments	Direct, simple and indirect rhetorical language.
Norms	Accusing Trump of things to show how the latter does not deserve to be a president for another four years.
Genre	Argumentative flamed text.

Figure ( ) : Contextual factors of tweet (20).

- **Criteria**

Because the utterances of this tweet are full of harsh phrases in the linguistic and situational context, it is designed to denigrate the intended recipient. As a result, the tweet is a flamed argumentative one. This is evidently embodied in utterances like "Donald Trump inherited a growing economy from President Obama and me", "everything else he's inherited", "he squandered it". Despite of the fact that such utterances are not taboo to flame and provoke the intended person, but they actually cause an intensified flame when they are recognized in their context. This is because they reveal accusations that support the speaker and weaken the intended referee Trump through the race of these political elections.

- **Argumentative Appeals**

As a result, and in order to persuade the audience, the speaker uses pathos and logos in his first utterance to draw and satisfy them. Then, in his second statement, he uses ethos to refer to proofs and deals to influence them through all of these forms of persuasion. They are reflected and represented through pragma-stylistic instruments like SAs, CPs, IMP strategies, and AT.

Structurally, the tweet is explicitly divided into two utterances, each one represents a stage. The first stage begins with an explicit topic which is "Trump" and his lies. In the second stage, he develops the topic by expanding one of Trump's lies; a case related to his wealth and economy. The final third stage summarizes the outcome of the topic.

- **Types**

Flaming in this tweet is direct as the speaker honestly talks about Trump but the way of talking is a mixture of straight and satirical style because the speaker aims to persuade the audience about his insulted images to support him more.

II. Analyzing Stage/ Pragma-Stylistic Strategies

- **<u>Theoretic SA</u>**

In his first utterance, the speaker Biden, as usual, uses more than one SA at the same time and in the same utterance. The first one is an assertive SA in which he assures his piece of information, using words to mirror the state Trump as being a lair. This time, he states that all the wealth and economy of Trump is taken from him and President Obama. This also reveals an expressive SA since it clarifies how the speaker Biden feels regarding Trump's money as a form of the latter's power. So, in order to show that he is the most dominant and powerful figure in the world, he resorted to make the audience smell a rat about Trump's power.

Similarly, it is seen as a declarative SA and a reprimanded one for the speaker judges Trump of being lair and rubber. Such declaration and reprimanding continues evidently in his second. Thus, in the second utterance the speaker continues of accusing the referee Trump of stealing and getting everything in life not only money. Moreover, he states that all what Trump takes loose it quickly instead of spending it for the sake of America.

- **CP**

In terms of Grice's maxims, the flame style is seen from the very beginning of the first utterance which includes more than one violation to portray different images and convince the audience for what the speaker intends to communicate. In the utterance "Here's the truth: Donald Trump inherited a growing economy", the speaker violates the relation maxim for attracting the audience attention and to give a metaphor for more conviction. That is, first he mentions that he is going to mention a "truth" then he has mentioned "Donald Trump" where there is no relation between the two utterances except a metaphor. Through which he compares his speech about Trump into a truth like universal truth or scientific truth that can never be changed or mistaken such as the water boils in 100C.

Consequently, after telling that he wants to state a truth about Trump's economy, the speaker violates the quantity maxim since he gives information more than is required. Thus, he makes a hyperbole to say that all Trump's economy and fortune is because of his stealing to the White House and coffer dam of America. Furthermore, that coffer dam and money is made by the previous President Obama and Biden as he has been his vice president. By saying so, the speaker aims to destroy Trump's power regarding his great wealth upon the world and show the audience that he is more powerful than Trump since he is the reason behind that money.

In his second utterance, the speaker violates both the quantity and quality maxims for he gives more details in which he assures that they are not true. By

these violations he uses a simile to reveal that Trump has inherited everything in his life not only money and that is why he is irresponsible person. Moreover, he adds "he squandered it" and he lacks the evidence for his saying just to exaggerate his description and gives the audience an allusion about how Trump is stupid and unqualified person.

- **Imp Strategies**

It is clear that some utterances are harsh and sever in their context rather than being taboo or offensive by its own meaning. As a result, it is now indispensible to reveal these activities and utterances in context that irritate the desired person through highlighting both positive and negative Imp strategies.

There are positive Imp strategies found in both utterances of this tweet. The first utterance comprises three forms of positive Imp strategies; they are (b.) "exclude the other from an activity" in which the speaker talks about the president as if the latter were unaware of things around him. The second one is called (e.) "use of inappropriate identity marker" in which the speaker intentionally use only "Donald Trump" when this latter is the current president of USA while he use address terms when he mentions the previous president as President Obama to assure that he is more powerful than Trump.

However, the third positive Imp strategy within the first utterance is named (g.) "seek disagreement or select a sensitive topic" where the speaker intentionally belittles and mocks all the possessions of Trump. The matter that makes the speaker to recur this strategy in the second utterance to reflect the speaker's power in suppressing the referee "Trump".

All in all, amazingly the same utterances comprise negative Imp strategies used rhetorically to indicate a multiple effect as belittling and suppressing at the same time. The first utterance implies a negative strategy called (c.) "invade others

literally or metaphorically" by which the speaker ignores Trump's companies and business to confirm that the latter has his fortune by virtue of Obama and Biden.

Likewise, the second utterance includes a negative strategy called (b.) "condescend, scorn or ridicule" since the speaker, mocks the president and belittles him by presenting him as a foolish man who is irresponsible and unqualified president.

- **AT**

To understand how the speaker Biden perceives the world around him, i.e., his ideas and attitudes in judging the world around him, particularly in this tweet, it's important to go further into the interpersonal meaning of each utterance in its context. In regard to the first utterance, there is a kind of attitude called "judgment" in which the speaker Biden reflects his evaluation to Trump. This judgment is negative and inscribed clarified by the word "inherited" which presents Trump as a dependent person. Furthermore, such judgment aims to damage the social esteem of the referee Trump specifically his capacity and tenacity to be appeared as unsuccessful and disloyal orderly.

Similarly, the second utterance expresses also the attitude of "judgment" and again it is negative in polarity and inscribed in mode reflected in "everything else he's inherited", "squandered it ". Such judgment concerns both the social esteem and the social sanction of the referee person "Trump". Within the social esteem, the speaker aims to attack the referee's capacity in order to tell the audience that the president is not a qualified person for his mission. Likewise, in social sanction the speaker strikes the veracity of the referee "Trump" to convince them that he is a lair since he does not tell the source of his fortune.

As for engagement, as usual, it monoglossic one since the speaker speaks as he were the only one powerful person who speaks truly.

Graduation is as usual without grading as it is severely introduced.

III. Functional Stage

- **Ideological Functions**

In consequent of what has been mentioned above, it is obvious that the speaker uses a flaming style in portraying his stances or attitudes to evaluate things in the world and persuade others by his own stances. Thus, the overall eminent ideologies in this tweet is indoctrination as the speaker aims to make the audience believe in him and his party hence to elect him prevent and thus belittles and weaken not only Trump but also the whole opposite party. Accordingly radicalization is also implied for the speaker ignores Trump's social status and esteem specially a president. He mocks his fortune and all other things.

- **The Critical Analysis**

To highlight a panoramic critical view, all elements of critical analysis like: ideology, power, stance, critique and reproduction, though they are analyzed from the very beginning of the current analysis, are briefly summarized as clarified below:

✓ **Power and ideology** are both utilized by the speaker from the very beginning of the tweet when he regards the president as unqualified man. Moreover, they are expressed when he intentionally uses the honorific address term "Mr. President" with accusing, judging and suing as if he has more power and social status than the presidency status. Also, they are reflected by affirming his speech and generalizing it.

✓ **Critique** the part that means to show in detail the hidden ideologies by analyzing and explaining the speech on different levels. Accordingly, and as usual it has been achieved from the very beginning of the analysis.

✓ **Stance** refers to the speaker's attitude which is highlighted in detail through the appraisal theory. It has been clarified how the speaker evaluates things

according to his own beliefs and ideologies specially those which belittles others and humiliate those who are in disagreement with him.

✓ **Reproduction**; the last rudiment of critical analysis is reproduction in which the researcher may suggest a counterstrategy that make people avoid flamed ideologies which may cause a quarrel or contribute to distributing hate among people. So if the speaker Biden resorts to mitigate his pragmatic utterances, like asserting statements and describing firmly, or talks in another context out of tension, he could be neutral without flamed or harsh style. Rather he strives to control people by implanting his own ideologies.

4.4.2 Statistical Analysis

As maintained previously in Chapter Three, this study is an amalgamation of both qualitative and quantitative methods of analysis in order to achieve the pinpointed aims and reach at objective results as much as possible. After accomplishing the qualitative analysis of flaming in the selected tweets in terms of their context, criteria, argumentative appeals, types, and pragma-stylistic strategies that elucidate how flaming is manifested as an ideological strategy. Time now is devoted to spot light on the statistical analysis to quantitatively support the objective findings of the critical pragma-stylistic approach of flaming.

Statistical analysis is a vital method used in reaching at magnitude and frequencies to satisfy certain questions. Accordingly, the current study mixes again two types of statistics: descriptive one to find out the most eminent pragma-stylistic strategies used by Trump and Biden in general. This leads to find out certain significances through comparison devoted for the second stage of the previous qualitative analysis only. That is. Only for certain pragma-stylistic strategies because they represent personal yardsticks to reflect flaming as an ideology within the political domain. These significances need a recourse into the second type of statistics known as inferential statistics. Consequently the current study produces first descriptive statistics followed by inferential one.

A. Descriptive Statistics

It is also known as a summary statistic that quantifies the characteristics of element of data or summaries them. This technique is devoted to investigate types, SAs, type of violation of CP, rhetorical devices resulted by violations, Imp positive and negative strategies and AT categories: attitude (affect, judgment, appreciation), engagement and graduation. This is because these strategies and types of flaming are related to personal features and style of Trump and Biden more than the criteria and the ideological functions that can share the same features under certain conditions.

1. The Descriptive statistics of Flaming Types

After analyzing 20 tweets, 10 for Trump and 10 for Biden according to certain times, it is found that the most eminent types frequently used are: direct, indirect straight and satirical. The manifestation of each type by Trump and Biden is statistically elucidated in the table below:

Table ( ): Frequency and Percentages of Flaming Types

Types		Trump Tweets		Biden Tweets		Total Number	
		F	%	F	%	F	%
Content	Direct	10	34%	3	12%	13	24%
	Indirect	1	3%	8	31%	9	16%
Style	straight	8	28%	5	19%	13	24%
	satirical	10	34%	10	38%	20	36%
Total Number		29	100%	26	100%	55	100%

The table indicates that both Trump and Biden have used those different types of flaming. More importantly, this shows that they resort to rhetoric which is "satirical" even when they use direct type of flaming. This is evident in Trump's use of direct flaming (34%) and satirical flaming (34%) that means he attacks directly but with using rhetorical images for his insults. Biden has the same rate for the satirical though he is different in the direct ones.

2. The Statistics of Flaming Speech Acts

SAs are categorized into five types that most of them are found in Trumps and Biden's tweets but the frequency is slightly different for each one has its own style and ideologies that lead them to choose the way to indicate their message convince others. The general use of SAs are illustrated in the following table which elucidates that the most frequent ones are: assertives, expressives and and declarative reprimanded ones. See the table:

Table ( ): Frequency and Percentages of Flaming SAs

Speech Act	Trump Tweets		Biden Tweets		Total Number	
	F	%	F	%	F	%
Assertives	21	42%	18	33%	39	37%
Expressives	14	28%	14	25%	28	27%
Directives	1	2%	2	4%	3	3%
Commessives	3	6%	6	11%	9	9%
Declarative Statement	2	4%	1	2%	3	3%
Declarative Reprimanded	9	18%	14	25%	23	22%
Total Number	50	100%	55	100%	105	100%

As the table shows, there is a frequency for all types of SAs to be flaming. This also indicates that they are successfully used in Trumps and Biden's tweets as a pragma-stylistic strategy. Moreover, it reveals that the assertive SAs are the most prominent ones in Trump's tweets (42%) followed by expressive SAs (28%) then reprimanded. The same types are the most prominent ones in Biden's tweets (33%) for assertives followed by expressive SAs also (25%) that are the same as the reprimanded ones. To find out whether these slight differences in these types of SAs, the current study resorts to the inferential statistics to make a comparison between the uses in the next section.

3. The Statistics of CP Violations

As stated before in the previous literature, flaming has the eminent criteria of being argumentative. This involves a rhetoric language that is best found through the interpersonal function of language, at the level of pragma-stylistics, in figurative language usually produced by violating the maxims. Both Trump and Biden have resorted to this violation but differently as the following table shows:

Table ( ): Frequency and Percentages of CP violation

Cooperative Principle	Trump Tweets		Biden Tweets		Total Number	
	F	%	F	%	F	%
Quality	21	36%	12	31%	19	20%
Quantity	17	29%	6	15%	27	28%
Relation	13	22%	11	28%	24	25%
Manner	7	12%	10	26%	17	18%
Total Number	58	100%	39	100%	97	100%

This table supports that violating the maxims is used successfully as a pragma-stylistic strategy to produce flaming as an ideological strategy. Furthermore, it states that the most frequent violation in Trump's tweets happen for quality maxim (36%) followed by quantity maxim (29%), the matter that indicates how he resorts to falsify things in his flaming. Conversely, in Biden's tweets the highest rate is for quantity (31%) followed by relation and manner for almost equal percentages (28% and 26%) successively. The matter that shows how he exaggerates facts and mocks in his flaming to insult and ignite the people's views.

4. The Statistics of Rhetorical Devices

These devices are used according to the second stage of the model of analysis as a result of violating the maxims to create flaming tweets since they are manifested as means of persuasion. The following table eliminates how they are used in Trumps and Biden's tweets:

Table ( ): Frequency and Percentages of Rhetorical devices

Rhetorical Devices of Violation	Trump Tweets		Biden Tweets		Total Number	
	F	%	F	%	F	%
Irony	3	6%	7	16%	10	10%
Metaphor	13	25%	3	7%	16	16%
Sarcasm	7	13%	9	20%	16	16%
Hyperbole	17	32%	9	20%	26	100%
Allusion	12	23%	12	27%	24	25%
Personification	0	0%	1	2%	1	1%
Rhetorical Question	1	2%	1	2%	2	2%
Simile	0	0%	1	2%	1	1%
Oxymoron	0	0%	1	2%	1	1%
Total Number	53	100%	44	100%	97	100%

The table clarifies that the most eminent rhetorical devices used in Trump's tweet is "hyperbole" (32%) that goes in harmony with violating the quality maxim that indicates coloring facts to be appeared in a different image that ignites the intended person(s). Also, it goes in harmony with the next high percentage that is for "metaphor" (25%) which is rational to be created by violating quantity or other

maxims. From the other hand, it is stated, that the most eminent rhetorical device in Biden's tweet is "allusion" (27%), "sarcasm" and "hyperbole" which indicate that the previous violations "quantity" followed by "manner" also support the results of the indirect mocking flaming used by Biden.

5. Statistics of Imp strategies

Various positive and negative Imp strategies are found in the tweets through the qualitative analysis. Of course they are used differently in Trumps and Biden's tweets. The positive Imp strategies are:

a. Ignore or snub the other fail to acknowledge the others presence.
b. Exclude the other from an activity.
c. Deny association or common ground with other.
d. Be disinterested, unconcerned, unsympathetic.
e. Use inappropriate identity markers.
f. Use obscure or secretive language.
g. Seek disagreement or select a sensitive topic.
h. Make other feels uncomfortable.
i. Use taboo language
j. Use derogatory nominations.

Conversely, The negative Imp strategies are: a. threaten or frighten, b. condescend, scorn or ridicule, c. invade others literally or metaphorically, d. put others indebtedness on record, and e. hindering/ blocking. The next table elucidates the use of these strategies :

Table ( ): Statistics of Imp Strategies

Impoliteness		Trump Tweets		Biden Tweets		Total Number	
		F	%	F	%	F	%
Positive	a	1	1%	0	0%	1	1%
	b	6	7%	8	15%	14	10%
	c	0	0%	0	0%	0	0%
	d	0	0%	0	0%	0	0%
	e	17	20%	4	8%	21	15%
	f	0	0%	0	0%	0	0%
	g	11	13%	11	21%	22	16%
	h	7	8%	2	4%	9	7%
	i	9	10%	3	6%	12	9%
	J	4	5%	0	0%	4	3%
Negative	a	4	5%	0	0%	4	3%
	b	16	19%	14	27%	30	22%
	c	10	12%	10	19%	20	14%

The table shows that Trump, overall, uses these strategies more than Biden. The eminent positive one in his tweets is: (e). "the use of inappropriate identity markers" (20%) that usually belittles the intended person(s). this supports the previous frequency of flaming types when he mostly uses direct flaming pinpointing his people with degrading names to insult them more. Regarding the negative ones, he resorts to (b.) "condescend scorn or ridicule" (19%) and this rate indicate his direct insulted attacks. On the other side, Biden uses the positive Imp strategy (g.) "seek disagreement" (21%) as a dominant positive strategy because he used to resort to indirect flaming which presents how things are illogical and being unaccepted. Surprisingly, the negative one is the same as Trump which is (b.) but this time it indicates and supports how he resorts to mocking and ironical style in his flaming.

6. Statistics of AT

In all its categories whether positive or negative whether in Trumps or Biden's tweets, the use of At is reflected in the table below:

Table ( ): Frequencies and Percentages for categories of AT

Appraisal Theory	Trump Tweets		Biden Tweets		Total Number	
	F	%	F	%	F	%
Affect +	1	4%	5	11%	6	8%
Affect -	8	31%	13	29%	21	30%
Judgment +	0	0%	3	7%	3	4%
Judgment -	9	%35	17	38%	26	37%
Appreciation +	0	0%	2	4%	2	3%
Appreciation -	8	31%	5	11%	13	18%
Graduation Force	0	0%	0	0%	0	0%
Graduation Focus	0	0%	0	0%	0	0%
Total Number	26	100%	45	100%	71	100%

The table above states that both Trump and Bide manifest negative attitude to introduce flaming rather that the positive one. The frequent categories used by Trump is negative judgment (35%) followed by negative appreciation (31%) which is the same as affect (31%). This reflects his style in evaluating the world around him by belittling others, degrading everything and expressing bad emotions or disgusting of things. Notably, Biden is the same regarding the negative judgment (38%) followed by affect (29%) and negative appreciation (11%). The difference however is accurately lies in the fact that Biden has these attitudes against Trump only and the latter's policy while Trump has those attitudes in evaluating everything as well as Biden.

B. Inferential Statistics

It is also known as inductive statistics that involves generating estimates and testing hypotheses, to infer characteristics, significances, and accurate results to be generalized. Various statistical techniques are employed to do the inferential statistics, like: Anova: single factor, Anova: two factors with replication, F-test two-Sample of variance, Chi-square, t-test, etc. The last two statistical techniques are used in this study to find out if there are any significance for the results of the descriptive statistics that prove or refute the hypotheses of the current study

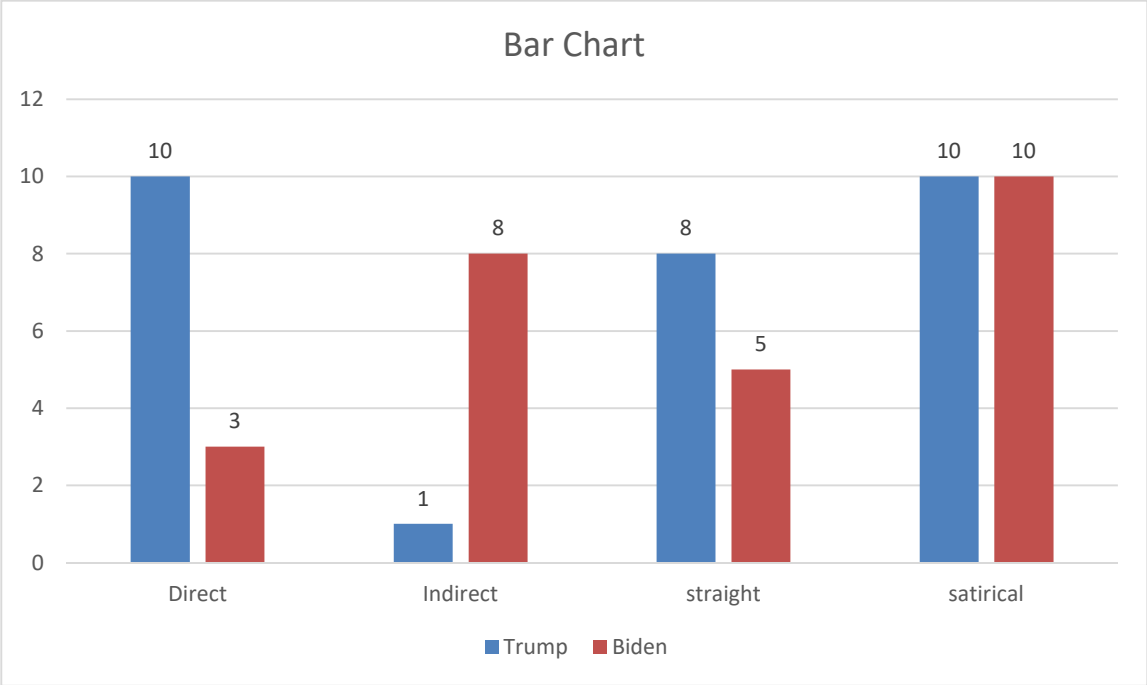
1. Chi-Square Test

1. This test is first applied to the types of flaming found in the first stage of the model for the are relevant to the speaker's style. The resulted analysis is stated below:

Table ( ): Chi-square Test for Flaming Types

Types		Trump's Tweets	Biden's Tweets	Chi-Square	P-Value
Content	Direct	10	3	9.771	0.021
	Indirect	1	8		

Style	Straight	8	5		
	Satirical	10	10		



The p-value of this test is > 0.05% and this indicates that there is a significance in the use of the types between Trump and Biden. Actually, it is a matter of style to decide what type of flaming is to use in the speech but the prominent reason behind the speaker's style is his ideologies and stances towards the world. One of the most eminent ideologies of Trump is domination over all people for he finds himself the power of wealth, strength and knowledge. Therefore, he has racist and sexist ideologies that makes him mock and belittle people and governors by attacking them publically using inappropriate or derogatory names such as "sleepy Joe", "crooked Hillary", etc. He gathers the rhetorical satirical language with this directness to add more mocking and degrading others to encourage others for imitating him. Biden, on the other hand, resorts more to civil style even in flaming and that is why he uses indirect flaming more than the direct or the straight. His ideologies are power and domination only

to show people that he is wise enough and rational to control the world. He does not flame things in general only his pinpointed opponent.

2. Chi-square for Speech Acts

Now this test is applied to the pragma-stylistic strategies of flaming to find out whether the different forms of these strategies have any significance. The table below presents Chi-square for the use of SAs by Trump and Biden:

Table ( ): Chi- square for SAs

Speech Act	Trump Tweets	Biden Tweets	Chi-Square	P-Value
Assertives	21	18	2.753	0.738
Expressives	14	14		
Directives	1	2		
Commessives	3	6		
Declarative Statement	2	1		
Declarative Reprimanded	9	14		

The p-value of this test is < 0.05% and this means that there is no significance. That is, though there are slight differences in their style as Trump uses assertive and expressive SAs while Biden uses expresses and reprimanded one, generally they both resort to the use of SAs to produce their flaming.

3. Chi-Square for the Cooperative Principle

Similarly the use of CP is also investigated by this test as the table below states:

Table ( ): Chi-square for CP

CP principles	Trump Tweets	Biden Tweets	Chi-Square	P-Value
Quality	21	18	9.771	0.021
Quantity	14	14		
Relation	1	2		
Manner	3	6		

The p-value of the test is < 0.05% so there is no significance between Trump and Biden's tweets regarding the use of the CP violation; both use the same tactic of flaming.

4. Chi-Square for Rhetorical Devices

The test now is applied to the use of the different RDs being used by Trump and Biden as stated below:

Table ( ): Chi-square of Rhetorical Devices

Rhetorical Devices of Violation	Trump Tweets	Biden Tweets	Chi-Square	P-Value
Irony	3	7	12.836	0.117
Metaphor	13	3		
Sarcasm	7	9		
Hyperbole	17	9		
Allusion	12	12		
Personification	0	1		
Rhetorical Question	1	1		
Simile	0	1		
Oxymoron	0	1		

Since p-value is < 0.05% so there is no significance in using these devices; both resort to using them to form persuasive images for their flaming.

5. Chi- Square for Impoliteness Strategies

The same test is given for Imp strategies to find out their significance of use as stated in the table below:

Table ( ): Chi-square for Impoliteness Strategies

Impoliteness		Trump Tweets	Biden Tweets	Chi-Square	P-Value
Positive	A	1	0	11.551	0.072
	B	6	8		
	C	0	0		
	D	0	0		
	E	17	4		
	F	0	0		
	G	11	11		
	H	7	2		
	I	9	3		
	J	4	0		
Negative	A	4	0	4.312	0.072
	B	16	14		
	C	10	10		
	D	0	0		
	E	0	0		
	F	1	0		

The p-value of both kinds of strategies (positive and negative) is < 0.05% meaning that there is no significance in using these two strategies though the frequency indicate differences in their style. It assures that both of them have used these strategies with a relatively identical way.

Regarding categories of AT, the test is applied to find out that the p-value is also < 0.05%. This usually assures that there is significance in their attitudes since both evaluates this negatively to emphasize the flaming and their power of controlling everything. This is elucidated in the table ( ) below:

Table ( ): Chi-square for Appraisal Theory

Appraisal Theory	Trump Tweets	Biden Tweets	Chi-Square	P-Value
Affect +	1	5	7.712	0.172
Affect -	8	13		
Judgment +	0	3		
Judgment -	19	17		
Appreciation +	0	2		
Appreciation -	8	7		

After accomplishing the Chi-square test for the types and the pragma-stylistic strategies, the current study uses S-test to spot light on the overall use of flaming used by the two pinpointed speakers Trump and Biden as shown in the table below:

CHAPTER FIVE

Conclusions, Recommendations, and Suggestions for Further Research

5.1. Conclusions

The successful accomplishment of the analysis part and its findings has led the researcher to several conclusions, some of which validate the research hypotheses, and some of them partially validate the hypotheses while others refute them. Below is a quick review of the main conclusions of the qualitative and quantitative analysis of the ideological strategy of flaming in the context of political discourses.

1. The flaming phenomenon as an ideological strategy in the American political discourse is best meant the derogatory use of language that conveys personal negative ideologies to destroy the social esteem and sanction of the addressee and achieve specific purposes. Thus the first hypothesis is completely verified after analyzing the data qualitatively and quantitatively.

2. It has been confirmed that the best type of genre in which flaming takes it shelter is the argumentative text in which the speaker strikes to win his views in the argument by resorting to rhetoric to achieve his intended purposes and ideologies. This, factually, is confirmed from previous literature as well as by analyzing the criteria of flaming in each tweet besides the argument appeals through the qualitative analysis. The matter which verifies partially the forth hypothesis as the features are not strict in all the tweet .

3. It has been affirmed that the there are three stages that forms the overall framing of flaming as an ideological strategy and problem in the

selected tweets of Trump and Biden within the pragma-stylistic domain together with suggestion to reduce it as much as possible. They are: identifying stage to recognized contextual factors in creating flaming, the criteria that determine flaming, argumentative appeals that help believe in what images of insults or accusations flaming is raised, as well as the types that recognize flaming in the form-function relation of language. Analyzing this stage together with the two subsequent ones (analyzing and functional stage) help in verifying the third hypothesis.

4. Discrepant types are frequently used in Trump's and Biden's tweets. has been proved by the descriptive statistics that satirical type and the direct type were mostly present in the same discourse related to Trump while indirect and satirical for Biden. Nonetheless, it should be kept in mind that although the satirical and indirect seem to juxtapose, they also seem to be the reverse this time as the descriptive statistics verify and the inferential statistics justified .

6. Flaming is introduced in terms of critical pragma-stylistic strategies by integrating both the eminent pragmatic theories together with stylistic strategies. Those eminent pragma-stylistic strategies are: speech acts, cooperative principle, impoliteness strategies, and interpersonal meaning of language that states attitudes. All these have been reliably confirmed to prove that all the pragma-stylistic strategies have been effectively contributory to the overall analysis and to the unmasking of flaming in particular. Accordingly this hypothesis is verified by both qualitative and quantitative analysis.

7. The seventh hypothesis, which states that "The most dominant categories of speech acts that indicate flaming in Trump's and Biden's tweets are basically assertive, followed by expressive and declaratives for

reprimanding." has been partially validated, although other types of speech acts have also risen to prominence throughout the qualitative analysis stage besides the descriptive statistics.

8. The eighth hypothesis, which states that "Flaming speakers (the speakers Trump and Biden) effectively employ cooperative principles to appeal to flaming by resorting to violating the maxims and creating their own style of speaking that affects people and achieves their own goals ." has been also partially confirmed by the research findings, namely because when flouting the maxims, the interlocutor is able to deceive and degrade at the same time, while probably going unnoticed.

9. It has been concluded that various positive and negative impolite strategies are intentionally used to achieve flaming in Trump's and Biden's Tweets. Thus, it has been confirmed in the qualitative analysis, then reaffirmed in the statistically description. To verify the difference between Trump and Biden, this is verifies by inductive inferential statistics.

10. The tenth hypothesis, which states that "Within the communicative function of language (interpersonal communication) depending on the context, the speakers' attitudes and stances become so clear. The matter that unravels the speakers' hidden ideologies." Has only been partially affirmed since there is no clear distinction of a person's attitude even in a detailed pragma-linguistic analysis.

11. The eleventh hypothesis, which states that "The most frequent type of the speakers' attitudes are mostly of the judgmental type." has not been validated neither by the qualitative analysis, nor by the descriptive statistical analysis.

12. The twelfth hypothesis, which states that the "mechanisms of critical analysis are pinpointed covertly within each stage and overtly by means of reproduction in an attempt to compromise the social problem of flaming." has been affirmed by the researcher through the reproduction stage of the critical analysis and has also proved helpful to the community, in being more civil and respectful.

5.2. Recommendations

Indeed, the research is neither inclusive nor exhaustive, which opens the doors for further investigations in the field of political flaming. Significantly, the research also poses recommendations for future work on the topic of flaming, mainly from the perspectives of sociolinguistics and cognitive linguistics.

Additionally, the investigation of flaming may also be conducted via corpus pragmatics, so as to reach more reliable findings. This would require a study of a larger corpora and probably in a more workable context such as the field of education.

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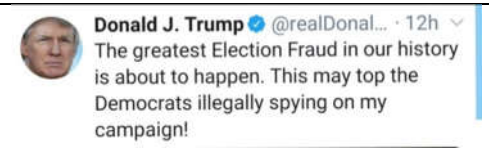
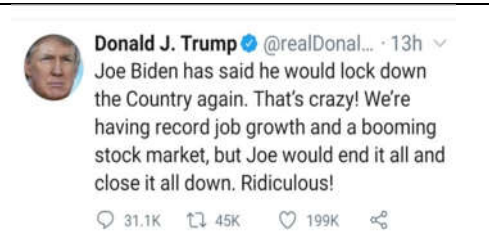
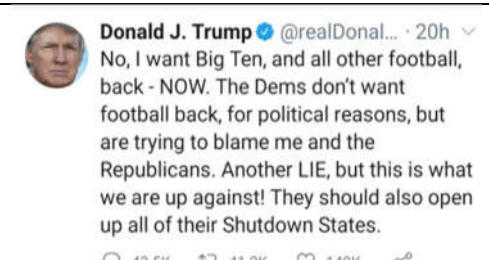
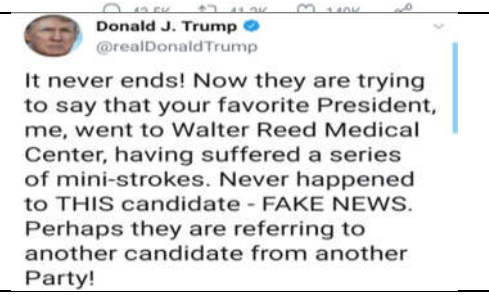
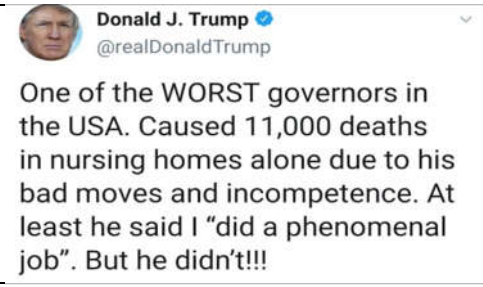
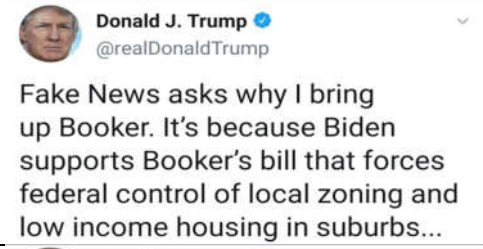
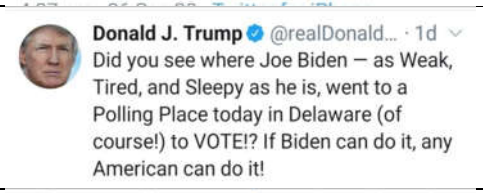
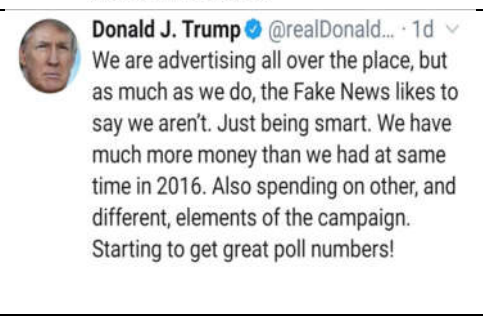
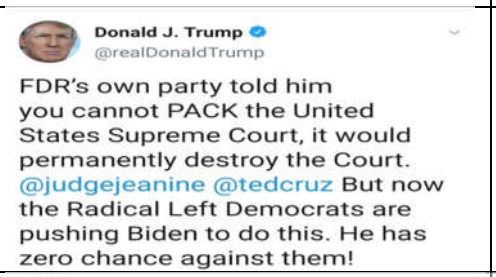
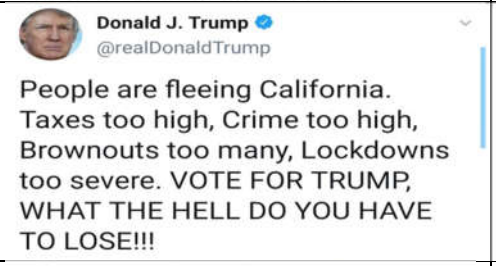
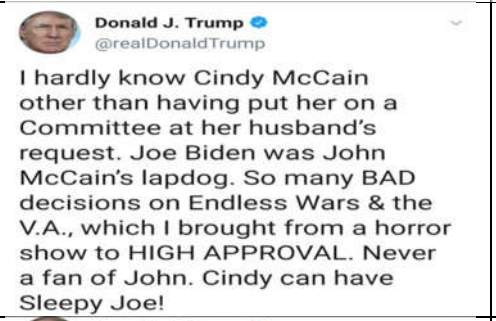
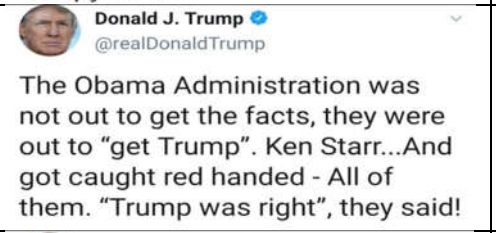
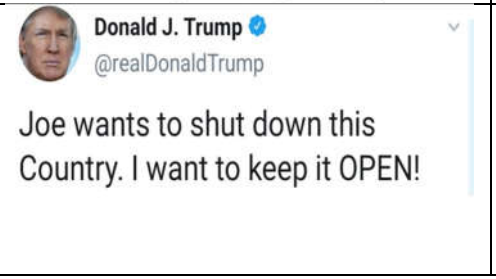
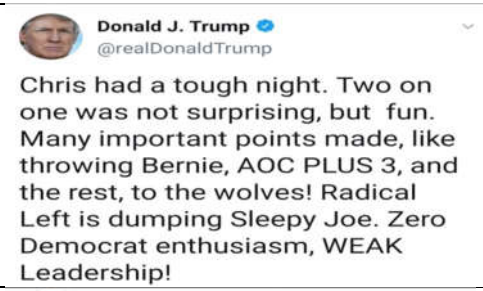
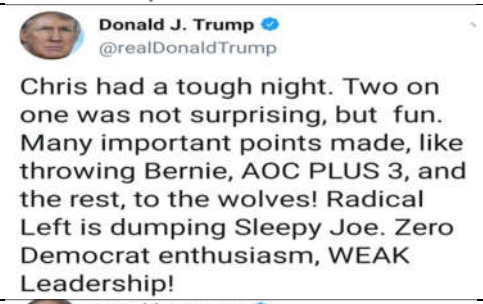
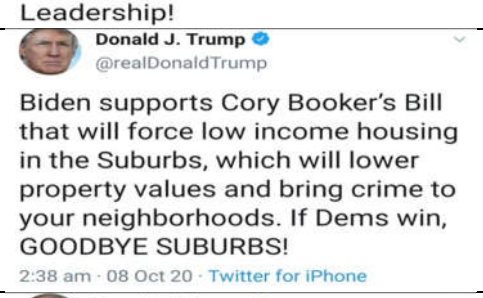
Appendix

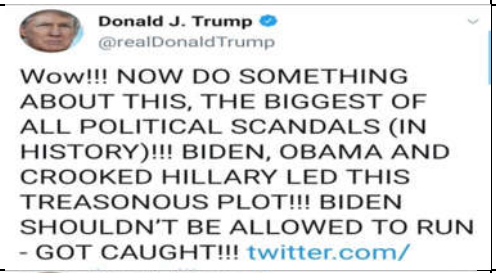
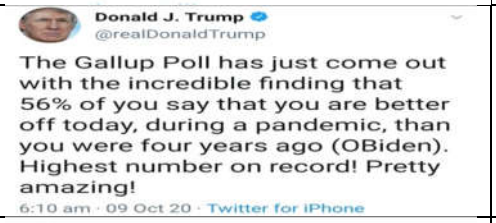
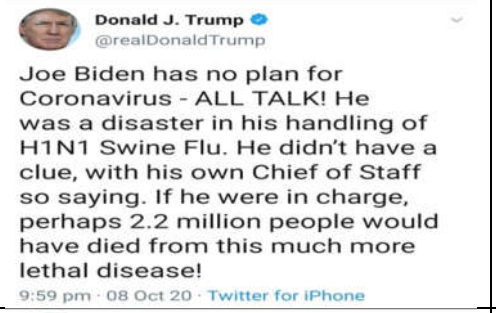
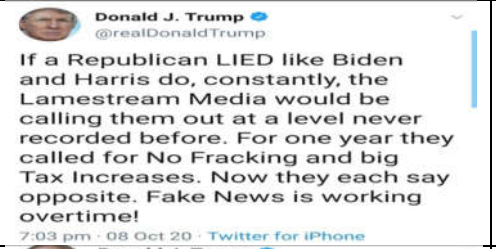
Table ( ): The Analysis of the remaining tweets

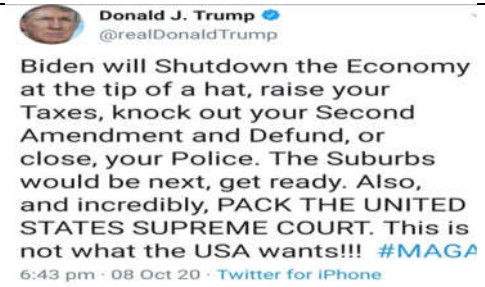
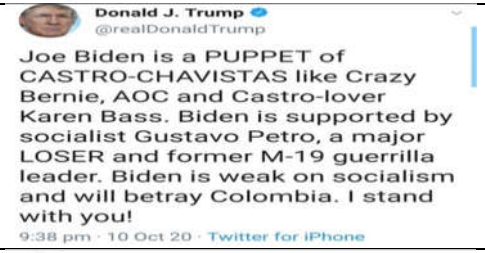
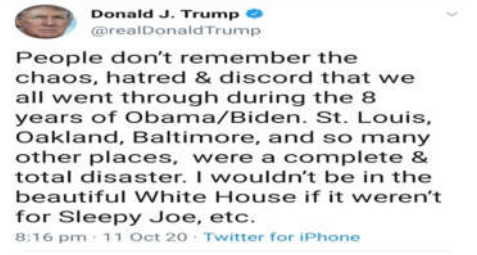
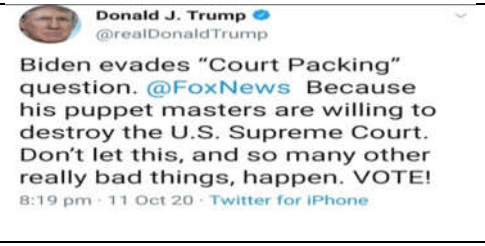
No.	Identifying Stage				Analyzing Stage					Functional Stage
	Image	Criteria	PA	types	SA	CP	RD	IMP	AT	Ideological functions
1.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
2.		Insulted, mocking language	Pathos Ethos logos	Direct Straight and satirical	Assertive Expressive reprimanded	Quality quantity manner	Hyperbole Sarcasm metaphor	e. + i. + g. + b. – c. -	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
3.		Insulted disdainful language as flaming	Pathos	Direct Straight and satirical	Assertive Expressive reprimanded	Quality quantity Manner Relation	Also Hyperbole Simile metaphor	e. + i. + g. + h. + b. – c. -	Judgment – Affect – Appreciation -	Radicalization marginalization indoctrination
4.		Insulted Profanity language	Pathos Ethos	Direct & Indirect Straight & Satirical	Assertive Expressive reprimanded Implied commissive	Relation Quality Quantity	Hyperbole Metaphor Allusion	i. + g. + h. + b. – c. -	Judgment – Affect – Appreciation -	Radicalization marginalization Indoctrination
5.		Aggressive provocative full of accusation	Pathos ethos logos	Indirect Straight and satirical	Expressive Assertive reprimanded	Relation Quality Manner Quantity	Irony Metaphor Allusion	i. + g. + h. + j. + b. – c. -	Judgment – Affect – Appreciation -	Radicalization marginalization

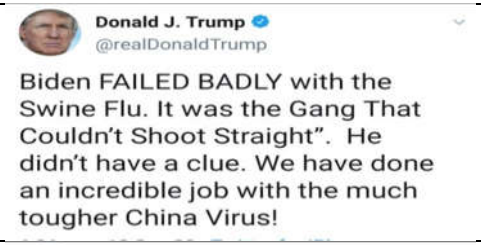
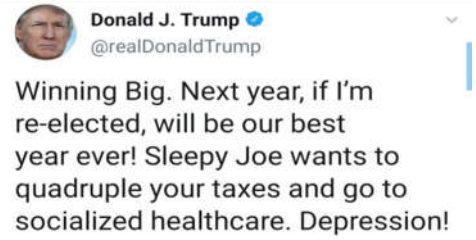
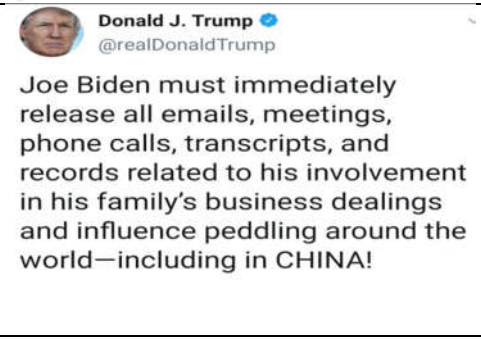
No.	Identifying Stage				Analyzing Stage					Functional Stage
	Image	Critical	PA	types	SA	CP	RD	IMP	AT	Ideological functions
6.		Aggressive insulted flaming language	Pathos logos ethos	Indirect Satirical flaming	Expressive and reprimanded	Relation quality	Allusion hyperbole	e. + i. + g. + h. + b. – c. -	Judgment – Affect –	Radicalization marginalization
7.		Aggressive insulted flaming language	Pathos logos ethos	Direct Indirect Satirical flaming	Expressive Assertive reprimanded	Quality quantity relation	Allusion metaphor hyperbole	j. + i. + g. + c. -	Judgment – Affect -	Radicalization marginalization
8.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. -	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
9.		Insulted and humiliated flaming langauge	Pathos ethos	Direct bur straight & satirical	Assertive reprimanded	Quantity Manner	Allusion Irony& sarcasm RQ.	e. + j. + b.- c. -	Judgment – Affect -	Radicalization
10.		sarcastic derogatory language	logo and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality manner Quantity	Hyperbole sarcasm	e. + h. + g. + c.- b. -	Judgment – Affect – Appreciation-	indoctrination

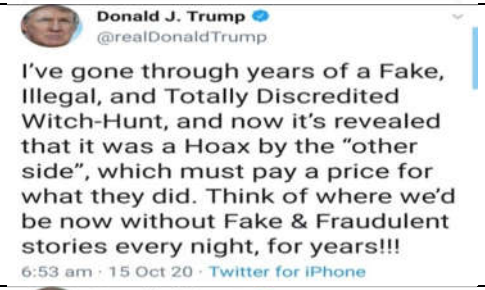
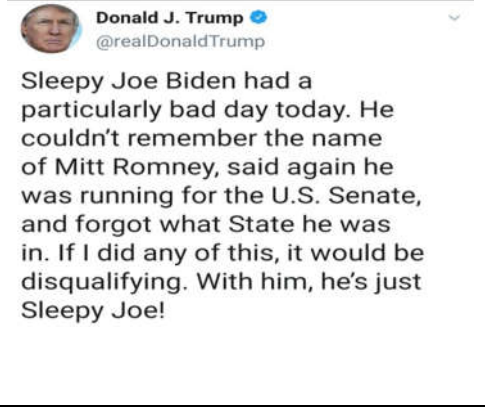
No.	Identifying Stage				Analyzing Stage					Functional Stage
	Image	Criteria	PA	types	SA	CP	RD	IMP	AT	Ideological functions
11.		Provocative insulted and accusative flaming language	Ethos Logos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality Quantity Relation	Hyperbole Metaphor Allusion	e. + i. + g. + b. - a. -	Judgment – Affect - Affect -	Radicalization marginalization indoctrination
12.		Profane hostile language	Pathos logos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
13.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
14.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
15.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination

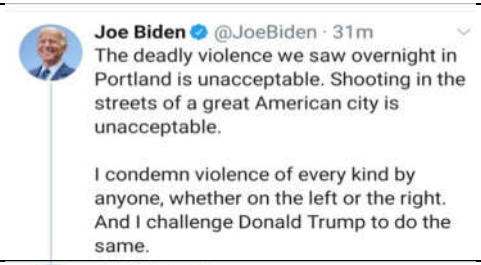
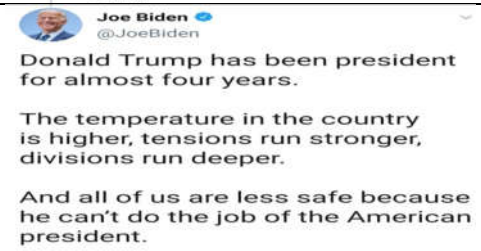
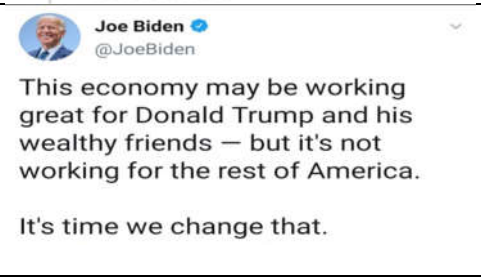
No.	Identifying Stage				Analyzing Stage					Functional Stage
	Image	Critical	PA	types	SA	CP	RD	IMP	AT	Ideological functions
16.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
17.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
18.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
19.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
20.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination

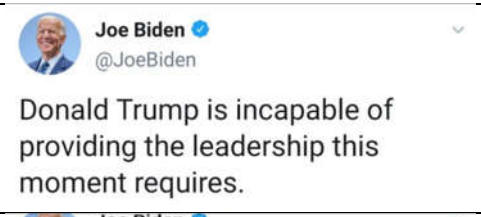
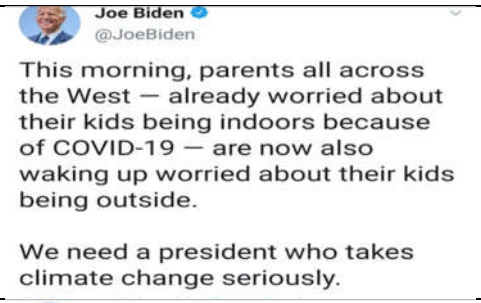
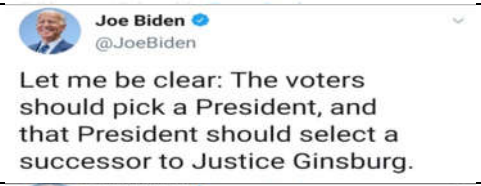
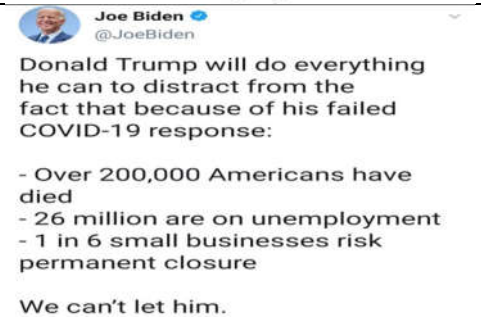
No.	Identifying Stage				Analyzing Stage					Functional Stage
	Image	Critical	PA	types	SA	CP	RD	IMP	AT	Ideological functions
21.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
22.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
23.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
24.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
25.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination

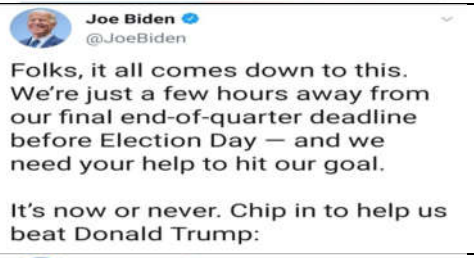
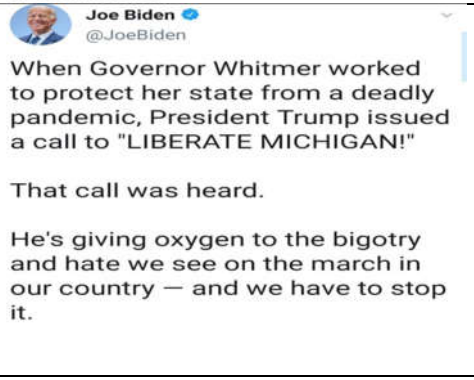
No.	Identifying Stage				Analyzing Stage					Functional Stage
	Image	Critical	PA	types	SA	CP	RD	IMP	AT	Ideological functions
26.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
27.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
28.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
29.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
30.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination

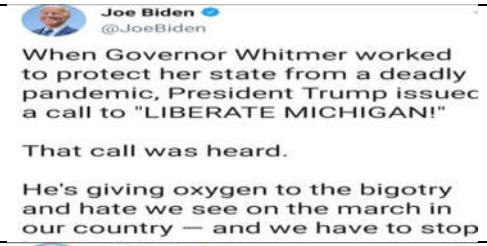
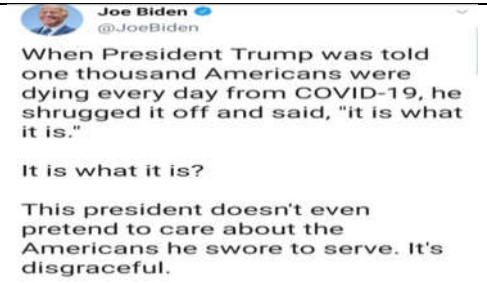
No.	Identifying Stage				Analyzing Stage					Functional Stage
	Image	Critical	PA	types	SA	CP	RD	IMP	AT	Ideological functions
31.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
32.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
33.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
34.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
35.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination

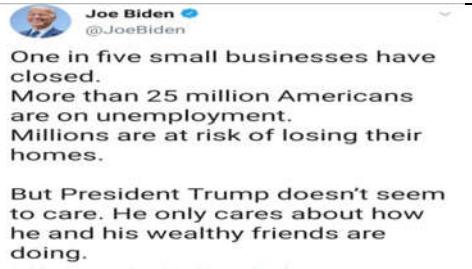
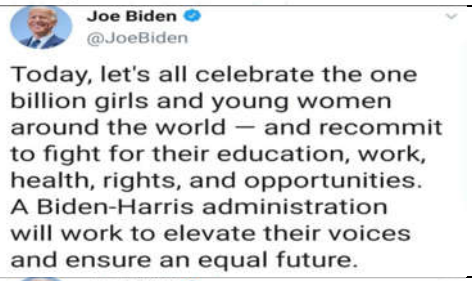
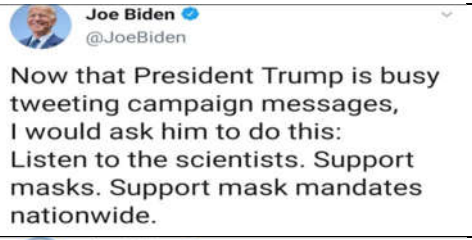
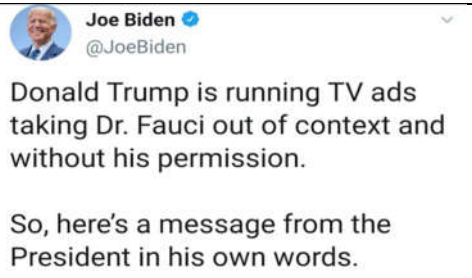
No.	Identifying Stage				Analyzing Stage					Functional Stage
	Image	Critical	PA	types	SA	CP	RD	IMP	AT	Ideological functions
36.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
37.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
38.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
39.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
40.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination

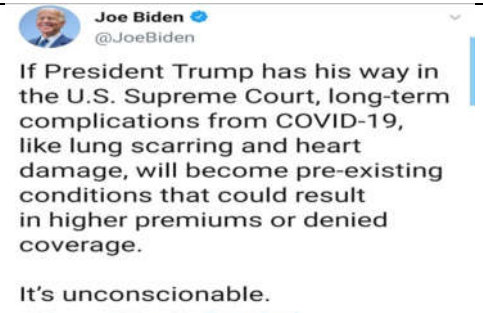
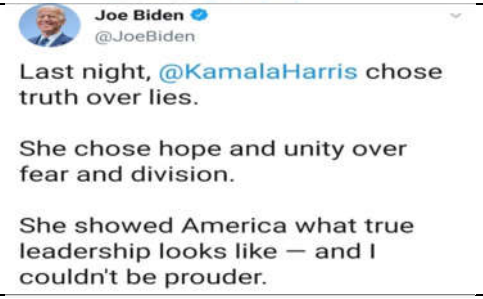
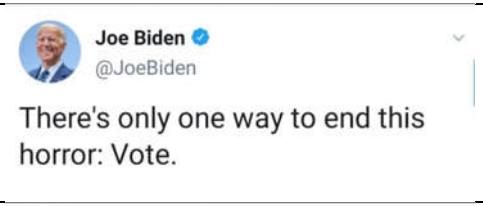
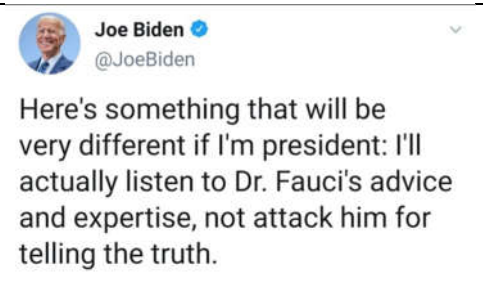
No.	Identifying Stage				Analyzing Stage					Functional Stage
	Image	Criteria	PA	types	SA	CP	RD	IMP	AT	Ideological functions
41.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
42.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
43.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
44.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
45.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination

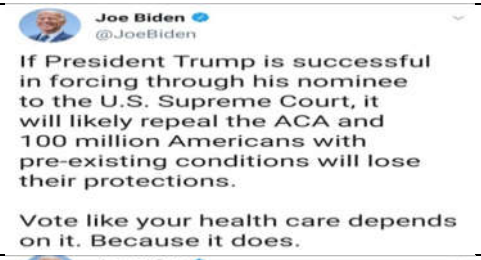
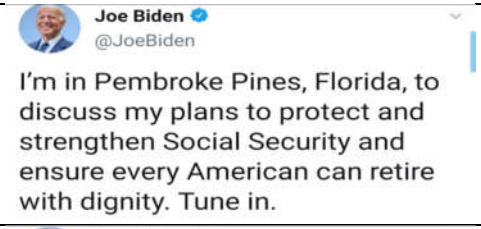
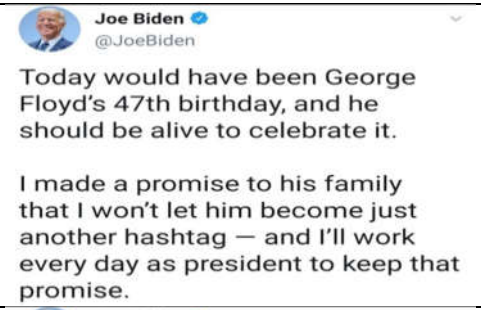
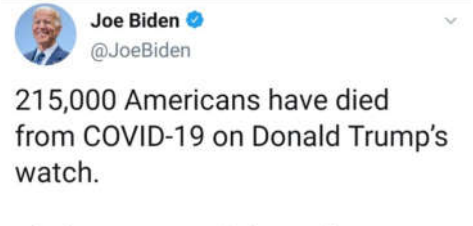
No.	Identifying Stage				Analyzing Stage					Functional Stage
	Image	Critical	PA	types	SA	CP	RD	IMP	AT	Ideological functions
46.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
47.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
48.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
49.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
50.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization Indoctrination

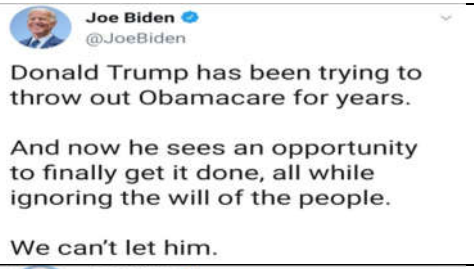
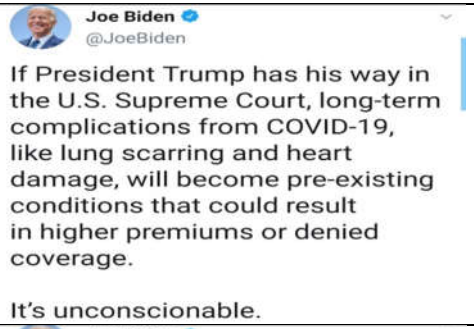
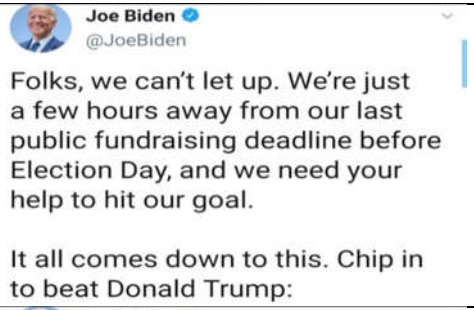
No.	Identifying Stage				Analyzing Stage					Functional Stage
	Image	Critical	PA	types	SA	CP	RD	IMP	AT	Ideological functions
51.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
52.		Insulted, mocking language	Pathos Ethos logos	Direct Straight and satirical	Assertive Expressive reprimanded	Quality quantity manner	Hyperbole Sarcasm metaphor	e. + i. + g. + b. – c. -	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
53.		Insulted disdainful language as flaming	Pathos	Direct Straight and satirical	Assertive Expressive reprimanded	Quality quantity Manner Relation	Also Hyperbole Simile metaphor	e. + i. + g. + h. + b. – c. -	Judgment – Affect – Appreciation -	Radicalization marginalization indoctrination
54.		Insulted Profanity language	Pathos Ethos	Direct & Indirect Straight & Satirical	Assertive Expressive reprimanded Implied commissive	Relation Quality Quantity	Hyperbole Metaphor Allusion	i. + g. + h. + b. – c. -	Judgment – Affect – Appreciation -	Radicalization marginalization Indoctrination
55.		Aggressive provocative full of accusation	Pathos ethos logos	Indirect Straight and satirical	Expressive Assertive reprimanded	Relation Quality Manner Quantity	Irony Metaphor Allusion	i. + g. + h. + j. + b. – c. -	Judgment – Affect – Appreciation -	Radicalization marginalization

No.	Identifying Stage				Analyzing Stage					Functional Stage
	Image	Critical	PA	types	SA	CP	RD	IMP	AT	Ideological functions
56.		Aggressive insulted flaming language	Pathos logos ethos	Indirect Satirical flaming	Expressive and reprimanded	Relation quality	Allusion hyperbole	e. + i. + g. + h. + b. – c. -	Judgment – Affect –	Radicalization marginalization
57.		Aggressive insulted flaming language	Pathos logos ethos	Direct Indirect Satirical flaming	Expressive Assertive reprimanded	Quality quantity relation	Allusion metaphor hyperbole	j. + i. + g. + c. -	Judgment – Affect -	Radicalization marginalization
58.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. -	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
59.		Insulted and humiliated flaming langauge	Pathos ethos	Direct bur straight & satirical	Assertive reprimanded	Quantity Manner	Allusion Irony& sarcasm RQ.	e. + j. + b.- c. -	Judgment – Affect -	Radicalization
60.		sarcastic derogatory language	logo and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality manner Quantity	Hyperbole sarcasm	e. + h. + g. + c.- b. -	Judgment – Affect – Appreciation-	indoctrination

No.	Identifying Stage				Analyzing Stage					Functional Stage
	Image	Critical	PA	types	SA	CP	RD	IMP	AT	Ideological functions
61.		Provocative insulted and accusative flaming language	Ethos Logos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality Quantity Relation	Hyperbole Metaphor Allusion	e. + i. + g. + b. - a. -	Judgment – Affect - Affect -	Radicalization marginalization indoctrination
62.		Profane hostile language	Pathos logos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect _ Appreciation-	Radicalization marginalization indoctrination
63.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect _ Appreciation-	Radicalization marginalization indoctrination
64.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect _ Appreciation-	Radicalization marginalization indoctrination
65.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect _ Appreciation-	Radicalization marginalization indoctrination

No.	Identifying Stage				Analyzing Stage					Functional Stage
	Image	Critical	PA	types	SA	CP	RD	IMP	AT	Ideological functions
66.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
67.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
68.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
69.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
70.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination

No.	Identifying Stage				Analyzing Stage					Functional Stage
	Image	Critical	PA	types	SA	CP	RD	IMP	AT	Ideological functions
71.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
72.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
73.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
74.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
75.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination

No.	Identifying Stage				Analyzing Stage					Functional Stage
	Image	Critical	PA	types	SA	CP	RD	IMP	AT	Ideological functions
76.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
77.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
78.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
79.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination
80.		Aggressive hostile language	Pathos and ethos	Direct straight and satirical	Assertive Expressive and reprimanded	Quality and Quantity	Hyperbole	e. + i. + g. + b. _	Judgment – Affect – Appreciation-	Radicalization marginalization indoctrination

الملخص

تتقصى الدراسة الحالية كيفية استعمال ظاهرة التأجيج كوسيلة لنقل الآيديولوجية في السياق السياسي الأمريكي في منصة التغريدات عبر عدسة نهج تداولية- أسلوبية نقدية. يقوم هذا النهج بشكل رئيس على أساس نظريات تداولية لإيجاد أسلوب محدد تم استعماله في مثل هذا المستوى التداولي من اللغة. وقد تم اختيار التأجيج بشكل خاص لأنه ظاهرة واسعة الانتشار جدًّا في الوقت الحالي لكنها لم تسترعِ اهتمام الباحثين بشكل كافٍ وتحديدًا من وجهة نظر تداولية-أسلوبية نقدية على حد علم الباحث. ومن ثم تحاول هذه الدراسة معالجة ثغرة معرفية من خلال فحص التأجيج تداوليًّا-أسلوبيًّا و نقديًّا في السياق السياسي الأمريكي كونه يمثل الأرض الخصبة أثناء الاستعدادات للانتخابات الأمريكية. ثم أن هذه الدراسة ترمي لتحقيق الأهداف الآتية: (1) تحديد خصائص ظاهرة التأجيج أو التصعيد العدائي ضمن السياق السياسي الأمريكي. (2) تحديد طبيعة وبنية التغريدات التي تجسّد ظاهرة التأجيج أو التصعيد العدائي. (3) تمييز الأنواع الأكثر شيوعًا ضمن هذا السياق. (4) إيجاد الاستراتيجيات التداولية- الأسلوبية الأكثر شيوعًا لتجسيد التأجيج أو التصعيد العدائي. (5) تعيين الأصناف الأكثر تكرارًا ضمن أفعال الكلام المستعملة لتجسيد الظاهرة. (6) توضيح كيفية استعمال مبدأ التضامن بشكل مؤثر من أجل تجسيد التأجج أو التصعيد العدائي وبأساليب بلاغية مقنعة. (7) اكتشاف الاستراتيجيات غير المهذبة الأكثر شيوعًا لتجسيد الظاهرة. (8) إظهار تأثير المتغيرات النقدية كالسلطة والهيمنة والتفسير النقدي و معالجة استعمال الظاهرة.

وفقًا للأهداف، تفترض الدراسة أن: (1) التأجيج في تغريدات ترامب وبايدن كسياق سياسي أمريكي استعمل في ثلاث مراحل: مرحلة التحديد ، مرحلة تحليل تداولي أسلوبي، ومرحلة تسليط الضوء على الوظائف الآيديولوجية. (2) تمتلك ظاهرة التأجيج أنواعًا متعددة والأكثر استعمالًا في هذا السياق هي المباشرة وغير المباشرة والبسيطة الأسلوب وذات الأشكال البلاغية. (3) الاستراتيجيات التداولية- الأسلوبية الأكثر شيوعًا في تجسيد التأجيج هي أفعال الكلام، مبادئ التضامن واستراتيجيات غير مهذبة والسلوك السلبي. (4) الأصناف الأكثر شيوعًا من أفعال الكلام هي: التوكيدية، والتعبيرية، والتوجيهية، والخبرية التوبيخية. (5) يتم خرق مبادئ التضامن بشكل متكرر لخلق أدوات بلاغية تقنع الجمهور. (6) يتم تجسيد ظاهرة التأجيج من قبل المتكلمين بواسطة استعمال الاستراتيجيات غير المهذبة المتعددة الإيجابية والسلبية. (7) تستعمل العديد من المواقف السلوكية للمتكلم كالمشاعر وتقييم الناس وتقييم الأشياء كوسيلة لكشف الآيديولوجية المخفية للمتكلم.

لإنجاز هذه الفرضيات تتبع الدراسة خطوات محددة، هي: (1) تعرض الدراسة جانبًا نظريًّا يتعلق بالتداولية-الأسلوبية من جهة وبالتأجيج أو التصعيد العدائي من جهة أخرى. (2) تسلط الضوء على اهم الاستراتيجيات التداولية-الأسلوبية المتعلقة بالتأجيج. (3) تطور الدراسة أنموذجًا تداوليًّا-أسلوبيًّا نقديًّا لتحليل البيانات. (4) تحليل عشرين تغريدة ضمن فصل التحليل، وثمانين أخرى ضمن الملحقات. يتم تحليل هذه التغريدات بواسطة نوعين من التحليل؛ نوعي وفقًا للأنموذج، وكمّيّ وفقًا لأساليب إحصائية. (5) تستعمل الدراسة جداول ومخططات لتنظيم كلا النوعين من التحليل وبخاصة التحليل الكمي. (6) تناقش الدراسة النتائج لغرض الوصول إلى استنتاجات دقيقة وتقديم توصيات.

وتنتهي الدراسة عند عدد من الاستنتاجات المتنوعة، أبرزها أن التأجيج في السياق الأمريكي السياسي له عدة خصائص وأنواع تجسدت في استراتيجيات تداولي- أسلوبية نقدية لتنقل آيديولوجية خفية. وعليه فإن الأنموذج التداولي-الأسلوبي النقدي المطوّر يؤكد عمليًّا أن التأجيج يستعمل وسيلة لإظهار آيديولوجية محددة من خلال استعمالها كأسلوب كلام على المستوى التداولي في السياق السياسي الأمريكي.

بسم الله الرحمن الرحيم

" وان كادوا ليستفزونك من الارض ليخرجوك منها واذا لا يلبثون خلافك الا قليلا "

صدق الله العظيم

سورة الاسراء (76)

جمهورية العراق
وزارة التعليم العالي والبحث العلمي
جامعة بابل
كلية التربية للعلوم الانسانية
قسم اللغة الانجليزية

مُقارَبة تداولية-إسلوبية نقدية للتأجيجْ في تغريدات ترامب وبايدن في الحملة الانتخابية الرئاسية 2020

اطروحة

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