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## The Presidential Debates between Trump and Biden: A Rhetorical Analysis

### A B S T R A C T

The current study discusses a rhetorical analysis of the presidential debates that take place between Trump and Biden, it focuses on exploring the various rhetorical strategies used by candidates to win political elections. The study aims to analyze the debates in order to know the rhetorical strategies through which politicians try to justify their ideas and convince their audience about their electoral campaigns. The study relies on the qualitative approach by applying Corbett's strategies(1965), as a basic framework for analysis. The results show that the candidates used various rhetorical strategies to convince the people about their political plans. They used irony as a device of convincing that the competitor is an incompetent to lead the country and thus enhance the chances of winning the elections.

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المناظرات الرئاسية بين ترامب وبايدن: تحليل بلاغي

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### المستخلص

تناقش الدراسة الحالية تحليلاً بلاغياً للمناظرات الرئاسية التي دارت بين ترامب وبايدن، حيث تركز على استكشاف الاستراتيجيات الخطابية المختلفة التي يستخدمها المرشحون للفوز بالانتخابات السياسية. تهدف الدراسة إلى تحليل المناظرات لمعرفة الاستراتيجيات البلاغية التي يحاول السياسيون من خلالها تبرير أفكارهم وإقناع جمهورهم بحملاتهم الانتخابية. تعتمد الدراسة على المنهج النوعي من خلال تطبيق استراتيجيات كوربيت (1965) كإطار أساسي للتحليل. تظهر النتائج أن المرشحين استخدموا استراتيجيات بلاغية مختلفة لإقناع الناس بخططهم السياسية. استخدموا السخرية كأداة للإقناع بأن المنافس غير مؤهل لقيادة البلاد وبالتالي تعزيز فرصة الفوز في الانتخابات.

الكلمات المفتاحية: البلاغة، الخطاب السياسي، البلاغة و الخطاب السياسي، المناظرات الرئاسية.

## **Introduction**

Many scholars consider rhetoric language to be a method of linguistic manipulation that uses persuasive language techniques to influence people to perform specific political acts and believe what politicians say (David, 2014). The language of politicians in electoral campaigns is distinguished from other languages in that it contains various rhetorical strategies that enable them to persuade their audience about their political ideas and plans. These strategies are represented by (hyperbole, irony, metaphor & simile). The US elections of 2020 received public attention from inside and outside the country as a result of the deteriorating conditions in the United States of America as well as the outbreak of the Coronavirus, which led to great anticipation from The American people for this election. In presidential debates, Candidates must attempt to answer questions in a manner that demonstrates their intelligence, political points of view, and ideologies, by incorporating persuasive messages into every microstructure of their speech in order to motivate and influence audiences to accept their political policies and vote for them (Sharndama, 2016).

## **2. Literature Review**

### **2.1 What is Rhetoric**

The term of rhetoric refers to the art of persuasion speech, rhetoric is the skillful utilization of words to get people to change their point of view so that they support the idea of the speaker and became the mediators for it (Bitzer, 1968, p.4). Booth (2004) states that rhetoric is used at any time when the speaker tends to use symbols and signs to influence on the listener.

similarly, According to Metcalfe (1998), persuasion is defined as communication that affects and transforms a listener's views, feelings, or behavior. Persuasive speeches persuade, stimulate, and actuate the audience.

Moreover, as maintained by Walton (2007) Persuasion involves a kind of change in opinion or acceptance of a belief from an initial state to a new state due to the process of persuasion. The act of persuasion is based on the structure of a conversation or dialogue and can be better understood within this structure. Both parties naturally persuade another party through the use of verbal communication with the other party.

### **1. Political Discourse**

Chilton (2004, p.6) explains that politics will not be found without the utilization of language, Since .Only through language could one issue orders, promises, threats and ask questions, in the same regard stated that language associated with social and political institutions can a speaker declare war or declare guilty or not guilty as well as raise or lower taxes, and this means doing politics through the use of language. Accordingly, Wilson (2001, p.410) states that the aims of political discourse are “to seek out the ways in which language choice is manipulated for specific political effect and almost all levels of linguistics are involved” .

Wodak (2012, p.528) indicates that “all organizational forms can be translated into language and communication; based on this one can assume that politics, which is a form of organization and activity can be translated into language” . this indicates that politics is discursive.

## 2.2 Rhetoric and Political Discourse

It is important to link political speeches to rhetoric, as it is important to state the strategies used by political speeches, where the presidents believe they were forced to use rhetorical means to influence on the people's thought, as stated by Stuckey (2010) presidents used rhetoric during their speech because this way achieves their political goals, which are to motivate voters to support them, funding of their election campaigns by donors, and approval of their political programs by policymakers.

## 2.3 Corbett's Strategies

The strategies of speech are divided into two main categories: the schemes and the tropes:

1. scheme "Greek schema, form, shape", it intended to change or deviate from what is in the natural patterns or arrangement in words.
2. A trope "Greek trope in, to turn, involves a deviation from the ordinary and principal signification of a word".

Both the categories of figures include a transference from some type: a trope, is the change in meaning, while a scheme, is the change of order. For example when Mark Antony said to Shakespeare, "Brutus is an honorable man," he utilize the trope, it's called irony, this is because he was "transferring" the usual meaning of the word used in the word of honorable to convey a different meaning to the recipient or the listener. If Mark Antony said, "Honorable is the man who gives his life for his country," this is referred to the type of the scheme hyperbaton because he was "transferring" the ordinary sequence of words. In the same regard, both schemes and tropes included a change of meaning in a word that is used, As long as, both have effects that are different from the usual way of expression. ( Corbett,1965)

According to Corbett(1965), the first level is schemes :

### 1. Schemes of Balance

Which involves parallelism as shown below :

**A. Parallelism:** it refers to the Similar structure in a pair or sense of associated words, phrases, or clauses. Parallelism is one of the main principles in both grammar and rhetoric. This principle includes the use of equivalents in coordinated grammatical structures. For example, associating nouns with nouns, prepositional phrases with prepositions, and so on, When the principle of parallelism is ignored, this leads to a violation of the rules of coordination, As well as, undermining speech cohesion. Parallelism has a type which is:

❖ **Antithesis:** the collocation of different ideas, sometimes referred to as the parallel structure.

Moreover, the second level is :

## 2. The Tropes

According to the book of Corbett(1965) "*Classical Rhetoric for the Modern Student*". Tropes were divided into different groups which included:

- A. **Irony**: refers to words that are used in a completely opposite way to the literal meaning of the word used.
- B. **Hyperbole**: sometimes when somebody uses exaggerated words to reach a specific goal or a specific purpose such as the purpose of emphasis or heightened effect.

### 2.4 Presidential Debates

Chilton (2004) illustrates that presidential debates include contextual political references as well as the history of political references identified by the audience. According to Freeley and Steinberg (2009), define presidential debates as a process that incorporates formal speech on a specific topic through the delivery of arguments, which can be used to make a policy decision or to bring people's opinions to a clear way of thinking. Furthermore, debates consist of at least two individuals who expressed opposing points of view, and present justifications for their arguments. As a result, critical thinking is vital in debates. Then ,the audience is evaluated the performance of the debates.

Levinson (1983), mentions that one of the features of presidential debates a question-answer was a type of adjacency pair which regarded as the fundamental unit of the conversational organization which included two different speakers who indicate two different utterances in a specific context. In debates, the interviewer asked a question (first pair part) which was answered by the interviewee (second pair part). As a matter of fact , the interviewer created an expectation that achieved his or her expression of fact.

### 2.5 American Presidential Debate 2020

The presidential debates of the United States for the year 2020 are different from the previous debates, these differences involve that the number of debates is reduced from three to two, in addition, the first debate is devoid of discussing political issues that concerned the country. The first debate is held on Sep,29,2020, in Cleveland, Ohio. The moderator of the debate is Chris Wallace, the first debate contained 90 minutes, and discussed six topics, each topic has 15 minutes to discussion, these topics included, "the political records of Trump, Biden, the Supreme Court, the Coronavirus, the economy, violence in cities, and election integrity.". while the second debate is canceled by the committee of debates, due to Trump's infection with coronavirus. The last debate took place at Belmont University in Nashville Tennessee, in Oct,22,2020. The moderator is Kirsten Welker. This debate includes many issues that concerned the country, such as;" the Coronavirus, American families, race in America, climate change, national security, and leadership.", The last debate is considered the most regular in terms of the commitment of the candidates to discuss political issues and not offend each other. On this point, Zarracina et al (2020) , state that "The second or final debate between Republican President Donald Trump and Democratic candidate Joe Biden was more civil and organized than the first, but not without personal attacks and interruptions.". In other words, the last debate did not free from personal attacks, but it was less intense than the first debate.

### 3. Methodology

Qualitative research is used as a framework for analysis in this study because it provides a comprehensive understanding of the strategies and rhetorical methods use in presidential debates between the Republican President Donald Trump and Democratic candidate Joe Biden, as well, qualitative research focuses on understanding causes, beliefs, opinions, meanings, social problems, metaphors, and descriptions of things rather than measuring or calculating , In this regard Flick (2014, p. 542) illustrates that, “qualitative research interested in analyzing subjective meaning or the social production of issues, events, or practices by collecting non-standardized data and analyzing texts and images rather than number and statistics.” , Accordingly (Corbett ,1965.426) in his book "*Classical Rhetoric for the Modern Student*" considered, "use strategies of speech as the generic term for any artful deviations from the ordinary mode of speaking or writing". Strategies of speech are divided into two main categories which are :the schemes and the tropes. The first category is schemes that involved parallelism and antithesis . The second category is tropes, which involved different types such as ( irony, rhetorical questions, metaphor and simile, periphrasis, and hyperbole .).

### 4. Analysis and Discussion

#### 1- Parallelism

As states by Corbett(1965) , parallelism is one of the important figures, uses in both grammar and rhetoric, parallelism refers to the similarities in structure in a pair or sequence of associated words ,or clauses .examples that have parallelism :

1. **"We have the Senate, we have the White House, and we have a phenomenal nominee....."**(Trump, debate 1. 2020).

The first debate in the US presidential elections 2020 takes place between the Republican candidate for the presidency, Trump, and his opponent, the Democratic candidate, Biden. The debate begins with the topic of the Supreme Court, and Trump said, "we have the right to nominate a candidate for the Supreme Court," while Biden states that Republicans have no right to appoint a new judge to the Supreme Court before the presidential election. Biden adds, "The appointment of a judge in the Supreme Court should take place after the elections," and notes that "Trump is in a hurry to nominate his candidate for the Supreme Court." He also states, "The American people have a right a say to who the super court nominee is ."

Moreover , Trump makes his statement clear to the audience about the first part (supreme court) , By using sentences that have parallel structures such as "**we have the Senate, we have the White House, and we have a phenomenal nominee.....**" According to that, he wants to prove that the republican party has the right to choose a candidate for the Supreme Court even if that is before the elections, while the other party (democratic ) is opposed to him in his justification. The use of these parallel sentences side by side and the completeness of the meaning with each other will make the audience feel positive despite the deteriorating conditions in the United States at that time. Trump's use of parallel sentences is to make communication with the audience flexible and turn complex ideas into easy-to-understand ideas and highlight the power that he possesses in the US.

In the same way, parallelism uses in the second debate as seen below

2. " There is a spike. **There was a spike in Florida, and it's now gone. there was a very big spike in Texas, it's now gone.** There was a very big spike in Arizona, it's now gone. And there were some spikes and surges in other places. They will soon be gone." (Trump,debate2. 2020)
3. "**We've learned and studied and understand the disease.**" (Trump, debate 2. 2020)

The debate begins with a discussion of the Corona crisis, as Trump defends his management of the crisis, by saying that his measures help to reduce the number of deaths. He confirms that his country has shut down the greatest economy in the world to confront the Chinese virus. He also insists that " the Corona vaccine will be ready within weeks," and adds that " the army will be relied upon to distribute the vaccine to millions of people.", he also includes that " the virus will disappear and we are close to overcoming it," , he explains another thing , (we are in the process of opening our country and we have learned a lot about the Coronavirus and have taken measures early.) The American President emphasizes the need to open the country and recover from this crisis, explaining that the complete closure harms people and drives them to depression.

Accordingly, balanced sentences use by Trump in his speech to state the idea more accurately and smoothly, the sentence "**There was a spike in Florida, and it's now gone. there was a very big spike in Texas, it's now gone. There was a very big spike in Arizona, it's now gone..**" , the speech of Trump becomes more powerful through his use of parallelism process in order to make the audience easily feel optimistic about the disappearance of the disease after the US president announces that the vaccine is ready in the next weeks. here Trump wants to spread hope and remove fear from the American people from that crisis (the Corona epidemic crisis). In the same way, Trump wants to instill a spirit of reassurance and not panic the American people from the spread of Corona by using parallel sentences as indicates in this quote , "**We've learned and studied and understand the disease.**" Trump refers to Coronavirus as a natural thing because we learn how to take the necessary measures to prevent it.

## 2- Antithesis

As illustrates by Corbett (1965) juxtaposition contradictory ideas that are often in parallel composition , The first debate includes this figure(antithesis) as stated below:

4. "**We've done a great job.** The only thing **I haven't done a good job** and that's because of the fake news. No matter what you say to them, they give you bad press on it. It's just fake news," (Trump, debate 1. 2020)
5. "Trump said they give you **good press**. They give me **bad press**. Because that's the way it is unfortunately. I don't care. I've gotten used to it."(Trump, debate 1.2020).

Trump talks about the Coronavirus issue , and he assures that he does a lot to save the lives of people in America, confirms that this virus is the fault of China , he also emphasizes that "many countries have not explicitly announced their deaths from the virus, such as America." Trump adds that he provides "all medical equipment to confront Corona and that

the number of deaths has decreased." , also Trump says that " if he had left the matter to his rival Biden, millions would have died because he would not have shut down the country to save lives," and he cites what does epidemiologist in the United States , Anthony Fauci, says about Trump's work " he had done the right thing, and added that he had provided the devices and everything that hospitals needed to treat patients."

In the same regard ,Trump denies the fake news circulated by some newspapers in order to distort his image in his election campaign. When he talks about this issue, he uses the strategy of contradiction, the contradiction between him and his opponent and how those newspapers deal with him .and thus creating a gloomy atmosphere in order to make the audience perceive the importance of the topic and think about it, the use of this contradiction such as " **we've done a great job. The only thing I haven't done a good job** " , " **good press/ bad press**" make the words of Trump is more effective and play important role to convince and win the feelings of the voters , so Trump makes his speech easier to understand by using antithesis, and he describes the situation in a simple way to reach the fact for the audience , and his words present the ideas in a better and smoother way to the audience.

Moreover, the second debate includes this strategy as shown below

6. "We can't **close** up our nation, we have to **open** our school," (Trump, debate 2. 2020).
7. "These are businesses that are dying, Joe, you can't do that to people, which again, take a look at New York and what's happened to my wonderful city. For so many years, I loved it. **It was vibrant. It's dying.** Everyone's leaving New York."(Trump, debate 2 . 2020)

Trump says that his administration does not want to close the country again due to Corona, and he also illustrates that we have to reopen our schools. The president continues , we can't close the country again, and Biden is against my decision to close the borders to the Chinese. Trump criticizes the Democrats' demand to close schools, restaurants , believing that this would destroy the economy and empty the country's streets from people, Trump defends himself by attacking his opponent , saying, "we cannot lock ourselves in a basement as Biden does . "

Trump says that as president, he cannot sit at home like Biden because of the fear from the virus, but rather he must face reality and that he is recovered 99% from the disease, emphasizing that America does not allow to close schools and institutions again , in the same issue , Trump states that Biden wants to shut down the country, and turn the American cities into ghost cities .

Trump uses an antithesis strategy in his statement twice the time to reveal his sadness about what happens in New York after its closure , which is like" a ghost town" , and causes people to leave it after it is vibrant with life refers to the fact by using these words "**close/open, vibrant/ dying**". The city that fills with wonderful life becomes as a city devoid from life . The aim of using this image is to convince the American people of the importance of living with the virus and restoring life to the country.

### 3- Irony

As Corbett (1965,p.445) states that "use of a word in such a way as to convey a meaning opposite to the literal meaning of the word." The strategy of irony uses in the first debate by the two candidates as mention below

**8. " Keep yapping , man." (Biden, debate 1, 2020)**

The worst and strangest debate which is the first presidential debate between Trump and Biden which includes a verbal battle, such as the use of accusations and insults dominates on this debate . Both candidates talk about different issues, such as the Coronavirus, the appointment of a judge for the Supreme Court, and other issues that led to strictness in speech and the candidates' boycott of each other's speech, which led to the use of sarcastic phrases in order to ignite the anger of the opponent and also keep him from discussing the main topics for discussion during the debate, this in turn. It reflects the image of the candidate's imbalance , and this is a political ploy in order to gain the support of the voters . Verbal irony is sometimes used to express provocation or humor on the other hand. Biden uses an inappropriate style of ridicule with Trump as mention above when the latter interrupts his speech every time . It is known that irony is used in rhetoric in order to show negative attitudes towards a specific event in order to attract the attention and focus of the audience on the aggravation of the situation, but it may give a negative result . the use of this figure (irony) inappropriately as Biden's use of ridicule was politically inappropriate as mention above .

**9. "The people understand, Joe. In 47 years, you 've done nothing then just." (Trump, debate 1. 2020)**

As Corbett previously shows that the use of irony is the use of words that contradict the literal meaning, that the use of irony in it may be an implicit understanding through the context of the speech used, and this is what Trump does when he responds to Biden in his statement, tells him that you have not done anything for 47 years here Trump uses mockery indirectly from his opponent, meaning that he was a failure in his work and can not manage things properly. Trump manages to communicate his words to the audience in a smooth and simple way that fills with indirect irony .

In the same way, this strategy uses in the final debate, as shown in the following example:

**10. Anthony Fauci said and others and many others. And I'm not knocking him. Nobody knew. Look, nobody knew what this thing was, nobody knew where it was coming from, what it was. We've learned a lot, but Anthony said, 'don't wear masks.' Now he wants to wear masks. Anthony also said, if you look back, exact words, here's his exact words: 'This is no problem, this is going to go away soon.' So he's allowed to make mistakes, he happens to be a good person. (Trump, debate 2, 2020)**

About the coronavirus pandemic, Trump said, "I take full responsibility ... but it's not my fault It's China's fault. During the last debate Trump states the reason for his repeated attack on the American epidemiologist Anthony Fauci, describing him as "catastrophic", Trump says that he agrees with Fauci at first time , but the epidemiologist recently added statements that confused the American people. Trump continued sarcastically: Fauci is a good person , he is allowed to make mistakes. The direct irony is the way that distinguishes Trump

during his speech, he mocks from Dr. Fauci's statements to make the American people lose confidence in the statements of the epidemiologist, and restore the people's confidence in the measures he takes in the face of the Corona crisis.

#### 4- Hyperbole

According to Corbett (1965), it is one of the figures of rhetorical speech, exaggeration is used in order to emphasize or to make the effect more heightened. This figure was used by the candidates (Trump and Biden) in the first presidential debate as seen below:

**11. "...And speaking of my son, the way you talk about the military, the way you talk about them be losers and being, and just being suckers. My son was in Iraq. He spent a year there. He got, he got the Bronze Star. He got the Conspicuous Service Medal. He was not a loser. He was a patriot. And the people left behind there were heroes."**(Biden, debate 1. 2020)

The issue of Beau Biden is one of the famous issues that Trump wants to discuss through their debate in order to attack and pressure on his rival, he simply accuses his rival that he uses his influence when he is vice president to receive money from Ukraine. The administration of is based on its claim on an email published by the New York Post, contains electronic messages that indicates a financial corruption of the son of Biden.

Biden's response to what is reported in the American newspaper, he describes it as a "distortion campaign".

In addition, Beau Biden's suffering and death in 2015 from cancer. This issue regards one of the most personal matters in a Democratic candidate's life.

Biden says that his son serves with the US Army in Iraq for a year, and he adds, "My son was a hero, not a loser."

Biden explains in his statement the issue of his son using exaggerated sentences such as "**he got the Bronze Star. He got the Conspicuous Service Medal.**" He uses these words to illustrate his son's success in the service of the army. "**He was not a loser. He was a patriot. And the people left behind there were heroes.**" Here Biden describes Beau as a braver person, and he prides himself on that.

#### 5- Metaphor and Simile

According to Corbett (1965,p.438) says that metaphor is "an implied comparison between two things of unlike nature that yet have something in common."

As states by Corbett(1965,p438) simile is "an explicit comparison between two things of unlike nature that yet have something in common.". those figures use by candidates as the following quotes

**12. "You called them super predators, and you've called them worse than that. Because you look back at your testimony over the years you've called them a lot worse than that."**(metaphor) .(Trump, debate 1. 2020).

The first debate is a verbal altercation between two candidates, during this debate which watches by many of the world in general and the American people in particular, Joe Biden accuses Donald Trump of condemning white supremacist violence, after weeks of

shooting and killing anti-racism protesters in Kenosha, Wisconsin, Trump responds by telling the far-right Proud Boys to "stand back and prepare." Also, Trump says groups like Intifa belong to the left, not the right.

In addition, Biden says Trump tries to turn everything into racism, and argues that the president does almost nothing to African Americans during his presidency. During their speech about the issue of race culminated in Biden's characterization of Trump as a racist. Biden says, "This is a president who uses racial hatred and division in the country also this man does nothing to black Americans."

On the same point, Trump responds, accusing Biden that dealing with African Americans in a bad way, and says that Biden calls them "super predators." Trump addresses his administration's efforts to deal with ethnic protests according to the law, accusing "Democrats and the radical left of leading the country's ethnic protests."

The US President argues about the issue of African Americans and his opponent Biden accuses him of not protecting them and using racism against them. Trump responds to those accusations that Biden calls "super predators", Trump uses the metaphor to create a powerful image and impress an audience. In this statement, Trump illustrates what he does to African Americans is a natural act, his treatment for them is the same as that of previous presidents does, and states that "you have treated the African American population, community—You've treated the black community as bad as anybody in this county." Trump wants by using this strategy "metaphor" to clarify the issue of parity with previous presidents. During the speech of the president intends to convey a clear and powerful message, in addition, to accurately understand the speech by the listener, as well as convey a vivid picture of the American people so Trump's words represent a metaphor to clarify the injustice and oppression practice by the previous government represent by Biden, and what the government of Trump does less unfair and racist.

13. "The vast majority of police officers are good, decent honor men and women that risk their lives every day to take care of us. But there are some **bad apples** and when they occur, when they find them, they have to be sorted out." (Metaphor) (Biden, debate 1. 2020)

14. "This is a president who has used everything **as a dog whistle** to try to generate racist hatred, racist division." ( Simile) (Biden, debate 1. 2020)

Despite the negativity of the debate between Trump and Biden, it is a good way to entertain. The world may need them after a difficult year of deterioration as a result of the outbreak of the Coronavirus.

Biden comments on the issue of race and what happens in USA, adds by saying look at what Trump does, not what he says on issues of race. and the vast majority of policemen in the United States are honest, but there are bad apples.

In the same issue Trump illustrates that "the demonstrations that take place in the country are not peaceful and the government must suppress it because they lead to chaos in the country."

Politicians use different ways to influence and convince their voters about their arguments, so that the use of metaphors is according to their interest in political reality. When Biden speaks about the women and men in the army who make efforts every day for the sake of the American people, he refers to the corruption by using a metaphor to state those who are reluctant to do their work, and describing them as "**bad apples**" that must be removed from among the ranks of the army who sacrifice their lives for the people, he refers to the corruption that is among the ranks of US military by using the phrase of "**bad apples**".

In fact, Biden uses negative words in comparing what the American president does to African Americans. He likens Trump's racist order to the black Africans as "**a dog whistle**". The dog whistle is a political expression that means politicians use to insert implicit messages in their speeches to pass them on to the masses, and by that Biden means the intensity of Trump's racism.

### 5. Findings& Discussion

politicians might use the devices that enable them to influence the feelings of the voters, and to persuade and gain the people's affection. At the same point, Trump used the antithesis strategy to reveal his sadness and regret about what is happening in the country. In addition, it clarified the failure that led to the collapse of the country's economy. and to persuade and gain the people's affection.

The use of metaphor strategy in order to draw a vivid picture in the mind of the listener and make him understand ideas in a simple, Trump presented a picture describing the injustice of the previous government, which was represented by Biden, that embodied that image of brutality, inhumanity, and cruelty, for example:

- "You called **them super predators**, and you've called them worse than that. Because you look back at your testimony over the years you've called them a lot worse than that." (Trump,2020.first debate).

Besides, using the metaphor to alert about the danger of corrupt groups that harmed the society in general, for example :

- "The vast majority of police officers are good, decent honor men and women that risk their lives every day to take care of us. But there are some **bad apples** and when they occur, when they find them, they have to be sorted out."(Biden,2020.first debate ).

Moreover, Biden referred to Trump's racist orders in the country ,as shown below :

- "This is a president who has used everything **as a dog whistle** to try to generate racist hatred, racist division."(Biden,2020.first debate).

In terms of exaggeration, we might speak exaggeratedly if the conversation was mixed with emotions and feelings, and in particular, we are witnessing the use of exaggeration and excessively by the political group in order to reach their goals and confirm their words towards the position or the thing they are talking about, as we see how Biden is used the exaggeration mixed with feelings and emotions towards his son Beau, and through his use of exaggerated words, he can win the sympathy of the voters towards his son Beau's issue.

### 6. Conclusions

The paper comes with the following conclusions

1. Language plays a basic role in political election campaigns. Politicians depend on choosing a language with persuasive strategies that highlight them as skilled political talkers capable of making people accept false statements or support opposing policies.
2. In their electoral debates, politicians rely on the use of various rhetorical strategies that enable them to present themselves as leaders with wide popularity.
3. Politicians use rhetorical strategies similar but differ in purpose and strength of support for the arguments that are used.

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