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# INSANIYAT

## Journal of Islam and Humanities



### Lexical Cohesion Roles in Speech Rhetorical Strategy of 2016 U.S Presidential Debate, Trump vs Clinton

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#### Abstract

*This research aims at describing the speech text cohesion and its contribution to the rhetorical strategy used in the 2016 U.S Presidential debate between Trump and Clinton in their first campaign debate on the political topic area on achieving prosperity, America's direction, and securing America. As an effort to reach the purpose of research, the researcher applies qualitative descriptive method on Discourse Analysis (D.A.) as the theory to describe and analyze the lexical cohesion relation and rhetorical devices linguistically used in the discourse of presidential debate. Furthermore, based on the analysis, the data were found around 399 lexical cohesion devices of reiteration and 64 collocations used by Clinton, and as many as 576 lexical cohesion devices for reiteration and 58 markers of collocation relations were applied by Trump in the debate over U.S presidential debates. Repetition is the most dominant type of lexical cohesion at U.S presidential debate, both realized by Clinton and Trump. The repetition achieved by both debate partners was 39.74% and 63.25%. Some of the lexical relation roles used by the two pairs of candidates based on the topics discussed reveal some differences in their political objectives, namely, economic and industrial issues, law, trade, investment, labor, taxes, and terrorism. Meanwhile, the rhetorical tools used by the two candidate pairs include; metaphor, a list of three, parallelism, and contrastive pairs (antithesis). In addition, the debate rhetoric technique used by both candidates includes; anaphora, epiphora, and climax.*

**Keywords:** *discourse analysis, lexical cohesion, rhetorical strategy, political objectives, rhetorical tools*

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#### Introduction

The presidential debate in a political campaign is a communication practice that intensively spurs a person to build arguments in a very short time. Dailey, et al. defined debate as “a side by side comparison” (Dailey, Hinck, & Hinck, 2008). The debate aims to provide voters with crucial and complex information about the candidate, especially regarding his attitude towards debated topics such as economics, foreign policy, social issues, and so on. In the



past, we have known some of the most notable debates in the history of presidential debates in this superpower country, such as debates between President Kennedy and Nixon (1960), Bush and Gore (1992), Bush and Gore (2000), Obama and Romney (2012), etc. Those debates were followed by both highly qualified candidates in their respective expertise. U.S presidential debates have a high number of viewers as indicated on the official website of the presidential debate committee (The Commission on Presidential Debates, 2016). For example, the first debate held on October 3, 2012, attracted 67.2 million TV viewers and a presidential debate between Clinton vs. Trump, which was held on September 26, 2016, at Hofstra University in Hempstead, N.Y, attracted an audience of 90 million people.

Some reasons why the researcher is interested to discuss this topic are because debates are often carried out spontaneously and without prior preparation, debate participants, for example, in political campaign debates, often ignore the understanding of cohesion devices in creating the wholeness of discourse. Thus, the debate text as a recording of debate activities is less able to convey clear messages, often containing ambiguous meanings. Then, the debate participants are also assumed not able to use the function of each type of lexical cohesion devices that they use to put forward their arguments in the debate. Lastly, the speakers in the debates generally have lack of understanding some rhetorical tools used for their successful debate activities. Meanwhile, some researches related to this topic include Chilton & Schaffner, who state that politics and political activities are constituted by the use of language (Chilton, P. and Schaffner, 2002). Then, Muhtadi said the usefulness of political communication is to connect the political minds that live in society between the social and the government sectors (Muhtadi, 2008). In addition, Klebanov and Shamir studied the lexical cohesion of Margaret Thatcher's speech at a conservative party conference in 1977 (Klebanov, B. B., & Shamir, 2007) and Sutrisno and Wiendijarti conducted literature research entitled *'Rhetoric Study for the Development of Knowledge and Speech Skill'* (Sutrisno & Wiendijarti, 2014). In this regard, Qudah in his research, demonstrated that a myriad of lexical cohesive devices had been used so as to hang sentences and ideas together (Qudah, 2016).

The main purpose to be attained in the research is to describe the role of lexical cohesion, esp. played by repetition device to the rhetorical strategies applied by both US presidential candidates. So, I propose two questions to be solved, namely 1. How is the lexical cohesion roles described in the discourse of 2016 US presidential debates? 2. How are the rhetorical devices and techniques applied in the discourse of the presidential debates between Clinton vs. Trump? Lexical cohesion is defined as the dominant mode of creating texture because it is a type of cohesion that regularly forms multiple relationships in the text (Hoey, 1991). Hoey called this relationship a lexical repetition relationship. He concluded that lexical cohesion ties contributed at least 40% in the overall cohesion devices, even in the latest linguistic research conducted by Teich and Fankhauser (Adorjan, 2013) mentioned that almost 50% of the text cohesion ties consisted of lexical cohesion devices. Therefore, lexical cohesion is a major contributor to the level of coherence of a text. The significance of lexical cohesion and cohesive devices in written and spoken discourse as stated by Shahrokhi (Shahrokhi, 2013) has been emphasized by many researchers (e.g., Johnston, 1987; Sardinha, 1997; Teich, E., & Fankhauser, 2005; Majica, 2006; Klebanov, B. B., & Shamir, 2007).

As Prados and Penuelas claimed that "the use of cohesion devices can contribute to persuading the audience as the speaker wants because cohesion devices produce an intrinsic effect of repetition and still maintain the main issues stated in the text" (Prados and Penuelas, 2012). Beaugrande & Dressler categorized cohesion devices, which depend on their discursive function, into cohesion devices that contribute to the internal stability and economics of a text; the first expresses repetition in both form and content, while the

latter functions to replace lexical elements by using function words (Beaugrande, 1981). Nevertheless, this second type of cohesion device, in the opinion of Prados and Penuelas (Prados and Penuelas, 2012), is also a kind of repetition because it restates the same textual entity through the replacement of grammatical meaning. So, we might say that all cohesive devices have the potential to fulfill echo functions, creating resonance of form and content through text.

Rhetoric is an ingenuity of pouring ideas or techniques of language use as art, both for speech and for writing (Keraf, 1985). Some linguists have pointed out this rhetoric, Beebe and Beebe wrote about the difference between public speaking and conversation (Beebe & Beebe, 2009). Staugaite said that rhetoric and persuasion go together. Rhetoric may fail if it is not persuasive. Actually, the measure of successful rhetoric is its ability to persuade (Staugaite, 2014). Aristoteles suggested that personality, mental attitude (stance), and emotion of speakers are applied to influence the choice of argumentation (in Cockroft & Cockroft, 2005).

In his linguistic perspective, Beard discusses some rhetorical tools used by politicians, namely metaphors, a list of three, and contrastive pairs or antithesis, and parallelism (Beard, 2000). In the cognitive linguistic view, metaphor is seen as a process of understanding one conceptual domain in terms of another (Kovecses, 2010). In other words, metaphors are part of a figurative language that compares one thing to another. According to Beard that one of the most common tools for obtaining approval is the use of a list of three that includes word repetition, repetition of prepositions, and people government (Beard, 2000). This tool appeals to both speakers and listeners because a list of three is contained within a particular culture because it provides the meaning of unity and completeness. Contrastive pairs or antithesis is another tool for approval. The contrastive pairs contain two parts that are in many ways opposite, but in another way use repetition to achieve the overall effect. The next rhetorical device is parallelism. Parallelism is recurrent syntactical similarity (Harris R.A, 2010). With parallelism, several parts of a sentence or several sentences are expressed similarly to show that the ideas in the parts or sentences are equal in importance. Parallelism also adds balance and rhythm and, most importantly, clarity to the sentence. Without the use of parallelism, the politicians' speech will be awkward and confusing. Parallelism plays an important role in persuading, convincing, and carrying the audience along. It is a great way to make connection between ideas and claims and to advance an argument. In addition to parallelism as Harris (Harris R.A, 2010) suggested, there is anaphora, which is the repetition of the same word or words at the beginning of successive phrases, clauses, or sentences, commonly in conjunction with a climax and with parallelism.

## **Method**

This research uses descriptive qualitative method. In this study, descriptive method describes data or objects naturally, objectively, and factually or simply (Arikunto, 2006). Descriptive research aims to describe the variable or condition "what is" in a situation. The purpose of descriptive research is to make a description, picture, or painting systematically, factually, and accurately about the facts, properties, and relationships between the phenomena under investigation. In accordance with this idea, the purpose of this study is to describe the use of lexical cohesion and rhetorical devices linguistically used in the debate of US presidential debate.

The data in this study are linguistic aspects in the transcript of the United States presidential debate between Clinton vs. Trump. As having been formulated in this study, the data in detail includes the types of lexical cohesion and the rhetorical devices in debates. The data is then analyzed for obtaining a description of the use of lexical cohesion and language

rhetoric techniques in US presidential debate. The data source in this study is the first stage of the debate text, which was downloaded from the website <https://www.debates.org/voter-education/debate-transcripts/> stored by CPD (Commission on Presidential Debate).

Data collection technique in this study is recording. The researcher records speech data of US presidential debate from the online electronic media website, as mentioned above. Thus, the unit of analysis in this study is all of the lexical cohesion types and speech technique devices contained in the US presidential debate speech in 2016. Furthermore, data analysis techniques in this study consist of three stages: data sorting, data categorization, and interpretation.

Presentation of data is done in the data classification tailored to the formulation of the problem, namely the use of lexical cohesion devices and language rhetoric techniques in the US presidential debate. Data classification is done to make it easier to analyze data and draw conclusions temporarily. Finally, to get the reliability of the data, verification is done. The first data is analyzed according to the steps in the data reduction process and then proceed the second data analysis with the same steps. This is done repeatedly until the last data.

## Results and Discussion

### The Roles of Word Repetition

Politically, the debates of the American presidential candidate by discussing three main topics have been held as a series of presidential elections in the United States. The implicit structure of political discourse is the basis for the interpretation and role of lexical cohesion. The speakers use a number of lexical cohesion devices to achieve their political goals. Debate topics related to communication events in political texts help to understand and interpret the meaning of the discourse of the two presidential candidates. The topic of the discourse provides the essence of the information contained in the discourse earlier. According to Brown and Yule "the notion of topic is an important part in the organization of discourse content". The three debated topics include issues of welfare, future direction, and security (Jamil, 2018).

Both Clinton and Trump, through repetition of words, phrases, or sentences, were trying to present ideas and arguments related to the three main topics discussed, namely Achieving Prosperity, America's Direction, and Securing America. In the first segment on the topic of 'welfare,' by applying repetition of words, phrases, or sentences, Clinton put more emphasis on the issue of employment and investment, especially to raise the role of the middle-class economy. As an example taken from existing data, first, Clinton often uses repetition of the words job (10), invest (7), and middle-class phrases (16). In addition, she also proposed ideas that emphasize the importance of a just economy. This means that economic prosperity is enjoyed not only by the upper class but also by the middle or lower class. This can be proven by Clinton's frequent repetition repetition of words such as *fair trade* (12), *trickle-down economy* (17), *small business* (23), and *profit-sharing* (5).

Conversely, Trump using the repetition device in his debate, further emphasizes his ideas on the problem of building the American economy by reconstructing large companies that go to other countries and experience crises and create new companies that are able to absorb domestic workers. As mentioned in the data, for example, the words *companies* (19), *going to* (13), *leaving* (15), and *country* (16) dominate in each statement in the candidate's debate. In addition, he also often uses other words related to the names of countries that are considered as rivals in his business, such as Mexico, China, Japan, the Middle East, and South Korea. He considers that the growth of the American economy has lagged behind those countries in Europe and Asia, and at this time, they are the ones controlling the world



economy. In addition, Trump also makes use of the repetition of the words *tax* (4), *wealthy* (8), *regulation* (2), and *debt* (10). This contains the message that Trump stresses that rules, especially related to the application of taxes, must be enforced for all goods that enter America. Rich people must be protected because they will create many jobs that will reduce unemployment.

The second topic relates to the problem of 'America's direction in the future' where the two speakers have somewhat different perspectives in dealing with the problems of their country in the future. This can be seen from the words that are often used by both. On the one hand, Clinton more often uses repetition of words, such as *tax return* (5), *business* (13), *race* (2), and *law* (3). This shows that first, Clinton stressed the importance of taxes that entrepreneurs must pay to the State. Second, Clinton wants various types of businesses in America to be emphasized to improve the welfare of the middle class, not vice versa for the interests of the elite. Furthermore, racial issues that have damaged social orders because they can lead to discriminatory treatment among fellow citizens in this country are also Clinton's concerns.

Trump, then, on the other hand, in this second segment prefers to use repetition of words, such as *law and order* (9), *community* (10), *politicians* (10) and *police* (7) which aim to, first, emphasize the importance of applying rules and laws (law and order). Second, stressing the importance of good relations with various communities in this country; third, to urge that politicians not only talk a lot but work hard, and finally the country must be safe so that more police are needed, and each community must work together with the police in maintaining the security of this country.

The topic raised in the third segment of this first round of debate was 'Security in America.' Related to this topic, Clinton in her debate more often mentioned the words *ISIS* (8), *nuclear* (11) and the names of countries, such as *Iran* (9), *China* (3), *Russia* (4), and *Iraq* (7), and *NATO* (4). In the foreign policy that will be planned if elected as American president, then, first, Clinton is committed to fighting ISIS and expelling it from the territory under its control. This is considered important because ISIS as a terrorist organization, is an enemy of all countries in the world. Second, for the sake of national security in particular and the world in general, Clinton seeks to support the imposition of severe sanctions on countries that are still producing nuclear weapons, especially to Iran. Third, regarding to domestic and foreign security responsibilities, America will continue to support the security measures taken by NATO.

After refuting Clinton's accusations against his cooperation with Russia, Trump agreed with Clinton to fight and expel ISIS from countries in the Middle East it occupied but with a pessimistic tone because Trump thought the Obama regime had made a mistake in preventing the development of this organization. Therefore based on the data, Trump often uses the words *ISIS* (14) and country names, such as *Russia* (8), *Iran* (8), *China* (9), and *North Korea* (6), as well as the words *cyber* (5), *oil* (6), *deal* (5), and *nuclear* (8). Thus, related to this security issue, first, Trump will emphasize the power of war against ISIS through cyberspace or what he calls Cyber Warfare. Second, to weaken ISIS, Trump is trying to close the oil refineries controlled by ISIS, because their lives are highly dependent on this oil. Third, Trump considers it necessary to make a re-agreement with countries that are still producing nuclear; this is considered a very dangerous collaboration.

### Linguistic Rhetorical Strategies

Linguists have considered that metaphors are the most persuasive device and that it is the easiest way to reach peoples' consciousness (Staugaite, 2014). In the three segments of debate, there are at least 13 data dealing with the metaphoric rhetorical tools used by the first



speakers (Clinton).

The word 'granddaughter' is analogous or compared to future generations. Clinton revealed that what she will discuss in her campaign debate today is related to the future of young Americans. The word 'loopholes' literally means a gap, and the word has another meaning, namely an ambiguity or inadequacy in the law or a set of rules, the opportunity or opportunity to escape. That is, Clinton, in her plan, wants to close the opportunity or a way out for the company to escape its assets abroad. The phrase 'trickle-down' literally means 'dripping down.' This term is an economic system in which the poorest benefit as a result of increasing the wealth of the rich. Then, 'the trickle-down' phrase is added by the speaker with the word trumped-up to 'trumped-up trickle-down' so it has a metaphorical meaning that can be analogous to a criticism for Trump that can be directly connected with the richest people in America who support this system application.

The metaphorical style of 'the Trump loophole' means the 'Trump gap' or 'gap for Trump.' The gap here has the same meaning as opportunity or profit; that is, Trump's policy, as stated in his proposal, is very profitable for his business. Meanwhile, the speaker presents her rhetorical tool using the style of the metaphorical '... a dire negative picture'. The word 'picture' is defined as a picture of Black people who have temperaments and abusive habits and often commit crimes. Then, the word 'creep' has another meaning as the speaker intended to increase or rise, both in terms of quality and quantity. This means that crime in America has actually declined since 1991, and the speaker hopes that in the future, there will be no increase in crime rates in this country. Therefore, if the speaker is elected as president, he will make a plan to fix a fairer justice system.

The word 'murder' implies an identical meaning to 'criminal' where the speaker wants to emphasize that his country is free from crime. While praising the role of the mayor of New York that has succeeded in suppressing crime rates there, the speaker wants to appeal to other mayors to follow in the footsteps of the New York mayor and every community that exists to work together to combat this crime so that America becomes a safe country and its people live quietly and comfortably....

The word 'bubble' is literally interpreted as a thin sphere of liquid enclosing air or another gas. The word 'bubbles' means a pleasant notion but only in dreams or far from reality. This expression is used by the speaker to respond to the state condition on that is taking place at this time in which the interlocutor (Clinton) is currently holding the position of the organizer of the State. Furthermore, the speaker thinks about the situation of this country, as mentioned in datum 9, 'like a big, fat, and ugly bubble.' This means at this time, America is facing the chaotic conditions of the political game of its apparatus.

The next metaphorical style is found in the word 'political' where the Fed's central bank as a financial institution carries out an activity like a politician, even though what is meant by 'political' above is the bank officials themselves who politicized the Fed. In this case, that's not what was intended, but they wanted to say the opposite purpose so that the Fed is not politicized by the government. Then, the speaker applies a metaphorical style with the word 'mainstream media' which is analogous to a campaigner from his political rivals. The speaker considered the mainstream media, especially TV, to be used by his rivals and his campaign team as the most effective propaganda tool to corner the speaker, especially in his involvement in various wars in the Middle East and especially in Iraq. Thus, by using this metaphorical rhetorical tool the speaker attempts to influence the audience so that he does not believe the nonsense that the mainstream media is doing.

The word 'heart' in this context is compared to 'instinct.' This means that in doing business, one must have the ability to predict the risks that will be faced. Therefore, through

this metaphorical rhetoric tool, the speaker wants to get the effect of the audience that his rival does not have the ability to run a state business because he does not have the instinct of this business.

The word 'great' has another meaning, 'advanced and modern.' That is, America, at present in the view of the speaker has experienced a setback in various ways, for example, America as a debtor country, many unemployed due to many companies closed, and the crime rate are high. Thus, by applying this metaphorical rhetorical tool, the speaker wants to emphasize to the audience that if he is elected president, then he believes that under his leadership, America will become a superpower state again.

Yifan He said that by using repetition, it is easy for the audience to catch the point of the speech on the one hand. On the other hand, repetition of certain words or phrases makes the context connect more closely and coherently; thus the whole speech will be more compact and well-organized (HE, 2017). Meanwhile, the function of such a usage lies in eliciting approval (Nozickova, 2013). In the three segments of debate, the speakers use several rhetorical tools of a list of three (36 data), the anaphora (7 data), parallelism (15 data), epiphora (2 data), and climax (1 datum). Because of the similarity of the data character of 61 data found in this research, only the data which has the mixed techniques used in the debate will be analyzed.

The word repetition 'your' attached to the words 'education,' 'skills,' and 'future' are used to emphasize that education and skills are future investments that every American must-have. So, it is clearly seen that in addition to using the rhetorical device of the list of three, the speaker also uses the anaphoric rhetoric technique (anaphora). In addition, it seems that the speaker also uses the structure of parallelism. Parallelism is the use of grammatically similar words, phrases, or sentences (Al-Ameedi & Mukhef, 2017). In this sentence the structure of parallelism occurs in the clause '... the more we can ... and the better we will ...' and the structure of parallelism is used by the speaker to make it easier for the audience to understand the message it conveys, or the message the speaker conveys is clear and easy to understand.

And then, word repetition 'I/ we am/are going to' which the speaker uses to emphasize the future time to do something. The change from the use of the 'I' as reference in the first sentence to the use of 'we' indicates that there are some decisions that must be taken alone, and that need to involve the community. Thus, through this sentence, the speaker uses two devices of rhetoric, namely repetition of three words and parallelism in which the repetition of the same structure occurs in the auxiliary verb (modal) 'to be going to' as a form of the future tense.

The repetition of the word 'our' attached to other different words, namely, 'country,' 'economy,' and 'leadership.' Thus, the rhetorical tool applied by the speaker is a three-word repetition that serves to emphasize the importance of building the State, developing the economy, and strengthening leadership.

In addition to applying the three-word repetition rhetorical tool, the speaker also uses a parallelism tool in which the repeated word is a noun as the head explained by the determiner in the form of the possessive adjective. Then, if seen from the scope discussed in the sentence, it extends from the State, the economy to the question of leadership, so the rhetoric technique used by the speaker includes the climax rhetoric technique.

The word 'growth' is repeated three times, which indicates that the rhetorical device used by the speaker is a list of three in which the speaker wants to obtain the approval of the audience (Americans) regarding the importance of strong, fair and accountable economic growth. Meanwhile, the rhetorical technique used by the speaker is the epiphora in which word repetition occurs at the end of a sentence, '... strong growth, fair growth, sustained

growth’.

Repetition of words ‘we have to’ and followed by the action verb ‘restore’, ‘work’, ‘make sure’, ‘tackle’ are utterances put forward by the speaker in her efforts to deal with crimes that are wide-spread every time in his country. Thus, through this statement the speaker is implementing a list of three rhetoric and anaphoric rhetoric.

Because the phrase ‘we need’ is repeated three times, the speaker in this debate applies the rhetorical rule of three or list of three. In addition, because in data 21, there is a repetition of structure that occurs in the infinitive phrase, ‘to keep’ and ‘to pass’, it means the speaker also applies the rhetorical tools of parallelism. Because the repeated clause is right in front of the sentence in the text, the rhetoric technique used is the anaphora technique.

The word ‘community’ is repeated three times, so the speaker, through her statement using the rhetorical tool list of three. The two types of rhetorical devices include; list of three (repetition of words) and parallelism (repetition of structure). Three-word repetition occurs in the phrase ‘to hack into,’ while structure repetition occurs in the infinitive phrase ‘to hack’ (to + v-1).

Repeating the word ‘our’ three times used by the speaker shows that in his statement, he applied the list of three rhetorical tools followed by the use of parallelism rhetorical tools or structural repetition. When viewed from the repetition position that is emphasized, we find the repetition of the word ‘information’ as the main word (head), while the word ‘our’ functions as possessive adjective whose role is to explain the main word, namely information. Thus, it is clear that the speaker in his campaign speech uses epiphoric rhetoric techniques because repeated words are placed at the end of a sentence or clause.

The word ‘foreign’ serves to explain other nouns, both in the form of concrete or abstract nouns, namely ‘fighters’, ‘money’, and ‘weapons’. The repetition of three words combined with structure repetition causes the message conveyed by the speaker to be clearer, and the effect is stronger. Thus, the speaker invites all Americans to support her statement, which reminds her citizens to be aware and cautious of the terror activities carried out by ISIS. Thus, the rhetorical tools applied in this context are list of three and parallelism.

The repetition of the three words used by the speaker occurs in the phrase ‘our jobs.’ The phrase ‘our jobs’ contains repetition using the pronoun ‘they’. In this context, in addition to the speaker applying the list of three rhetoric tools, the parallelism rhetoric tool also occurs in the repetition of the same structure in the form of the verb ‘be going to’ in the form of progressive tense. Furthermore, when viewed from the position of repetition of the phrase ‘our jobs’ located in front of the sentence, the speaker in his campaign debate uses the anaphoric rhetoric technique. Thus, we can conclude that in the political debate, the speaker uses two types of rhetorical tools and one rhetorical technique, namely a three-word repetition tool (list of three) and anaphora technique.

The verb ‘leaving’ is repeated three times. Meanwhile, the verb ‘leaving’ itself is involved in a repetition of structure in the form of participial verbs (v + ing). Thus, in this case, it means that the speaker in his presentation uses two rhetorical tools, namely list of three and parallelism. The three-word repetition and parallelism in the text above are used by the speaker to assert to the audience that many jobs in his country have gone and left the American States.

The noun ‘companies’ in the first sentence are then replaced by their pronouns in sentences 2 and 3, and are repeated again in sentence 4 in the form of the phrase ‘new companies’. In addition, parallelism rhetorical tools in the form of repetition of the structure of the verb in the future will also be applied by the speaker. In addition, we can also see here that using anaphoric techniques the speaker is trying to persuade the audience (Americans) to pay attention and accept his plans to develop existing companies and rebuild closed

companies and create and retract companies that move to other countries.

The word 'wealthy' is repeated using their pronouns in three times. The list of three rhetoric tool is used by the speaker to influence the audience to pay attention to the role of rich people who have an important role in creating jobs. In an effort to influence the audience to agree with his ideas, then, in accordance with the repetition position of the words placed in front of this sentence, the speaker in his presentation in the debate applies the anaphorical rhetoric technique.

There are three clauses, each of which contains a repetition of three words as found in the verb 'land.' Verb 'land' which is followed by information about this place is a repetition of structure called structure parallelism. Thus, the speaker in his debate seems to use two rhetorical tools of three-word repetition and parallelism. Through this rhetorical tool, the speaker tries to influence the viewer to see the condition of airports in several states in unfavorable conditions. Even in his presentation, he revealed that the condition of the airport there was like an airport owned by third world countries.

Repetition of words consists of prepositional phrases: for + NP. The repetition of the noun phrases above shows that the speaker applies a list of three rhetorical tools consisting of 'myself', 'my family', and 'my employees'. In addition, through the data above the speaker is also seen using a parallelism rhetorical tool in which the repetition of the word 'my' is followed by the repetition of the same structure, namely word class 'noun'. Furthermore, to complement his ideas regarding himself as the head of the household and at the same time as a businessman, the speaker added another noun phrase related to his company, namely 'for my companies'.

The repetition of word 'community' is explained by different adjectives, namely 'tough', 'brilliant', and 'wealthy'. However, those three words are included in the same structure, namely, as a class of adjective words whose function is to explain the nouns before them. Thus, the speaker through sentence one above is implementing two rhetorical tools, namely list of three and parallelism.

The word 'against' is repeated three times, followed by a repetition of the same structure, namely the noun (against + NP.). Thus, in this context by applying the rhetorical repetition tool of preposition and parallelism, the speaker wants to emphasize to the audience that the business he runs is not discrete but is open and can be enjoyed by all groups, ethnicities, religions and so on.

The repetition of 'whether' followed by the noun clause is an anaphorical rhetorical technique applied by the speaker to emphasize that his party has never cooperated to destroy anyone's documents, including state documents. In addition, the use of list of three tools (three-word repetition) and parallelism (a repetition of the same structure) in a noun clause has strengthened the message delivered by the speaker.

The repeating of verb 'defend' is a list of three rhetoric tool and the repetition of the same class structure of 'noun', namely 'Japan', 'German', 'South Korea'; all are a rhetorical tool of parallelism. The combined two rhetorical devices are used by the speaker to remind rivals and audience that protecting the American alliance countries is wasting a lot of money.

The repetition of the comparative word 'more and more' is used by the speaker to emphasize the words he describes, namely places, states, and nations. The repetition of the three words makes it clear that ISIS has entered into various places, various countries and nations. Therefore, the existence of ISIS with its various terror activities becomes a major problem for the security of America and the world. Therefore, by using the list of three rhetoric tools and parallelism the speaker agrees with the idea of his political rivals and at the same time invites the audience to fight ISIS and drive it away.

There are 14 data which concern with the contrastive pairs as rhetorical tools in



presidential debat applied by the speakers can be presented as follows.

The word that is repeated is ‘I’ juxtaposed with pair of words that have opposite meanings, namely ‘voted for’ vs ‘voted against’. This pair of words is used by the speaker to emphasize that he will support all trade agreements that can create jobs for America, but rather will refuse or not sign agreements that do not benefit the citizens.

The repetition of words occurs in the words ‘way’ attached to pairs of words that have the opposite meaning, namely the word ‘right’ vs. ‘ineffective’. This pair of words is used by the actual speaker to comment on the counterpart of the debate who wants to implement a security system policy which he considers is not in accordance with the law or the constitution. Accordingly, the speaker suggested that the security system in America should refer to the law. Security system policies that are in accordance with the constitution are called ‘right ways’, while those that are not in accordance with the law are called ‘ineffective ways.’

The next repeated word is ‘go’ attached to the pair of words whose meanings are contradictory, i.e., ‘low’ vs. ‘high.’ The speaker, in this case, wanted to insinuate that although Trump always insulted and despised President Barach Obama, Obama remained at the top as president of the United States. In other words, Obama is a person who has high dignity, even though people think that he comes from the descendants of black people of African descent who are not proper to occupy the position of president of America.

The contrastive pair rhetorical tool found in the debate is the word pair ‘agree’ vs. ‘disagree.’ These two words with opposite meanings are used by the speaker in order to respond to the ideas conveyed by his opponents on a particular issue. That is, the speaker accepts some of the ideas of the opponents of the debate, but rejects some of the others. With the application of the contrastive pair tool, it is hoped that the audience can compare which ideas are better, the speaker or the opponent, but the speaker himself hopes that the audience follows his ideas.

Some contrastive pairs or antithesis are also used by the speakers, namely ‘new’ vs. ‘old’, ‘increase’ vs. ‘cut’, and ‘cut’ vs. ‘raise’. Each word that contradicts its meaning is followed by a repetition of the noun: companies, regulations, and taxes. The pair of words that are contrary to their meaning are used by the speaker to explain to the audience that the policies to be adopted by his government will differ between him and his political rival, even contrary to each other. For example, the speaker wants to cut regulation; on the one hand, on the other hand, his rival will increase regulation; the speaker wants to cut income tax; otherwise, his rival will raise taxes, and so on

Word pairs with opposite meanings are found in the debate, namely ‘the wealthy’ vs. ‘middle class’. The two pairs of words are contained in pairs of sentences that have the opposite structure, that is, ‘positive sentences’ vs. ‘negative sentence’. The opposite pair of words is used by the speaker to emphasize the importance of attention to these two economic classes. That is, the existence of a high economy class society is important to support the middle class economy, so it is hoped that there is a synergy between wealthy entrepreneurs and middle class entrepreneurs to revive the economy in this superpower country.

Word pairs that have opposite meanings used by the speaker occur in the word ‘no impact’ vs. ‘big impact’. Through this pair of words, the speaker wants to explain the importance of applying what is called a stop-and-frisk policy. Implementing such a policy has been able to significantly reduce crime rates in New York. However, his political rival (Clinton) did not agree with the implementation of policies using this system because he considered it unconstitutional. Thus, it is clear that with the use of contrastive pairs rhetoric tools, the speaker is able to explain the difference in views between himself and his political rival to the audience.



Word pair that have opposite meanings is 'not true' vs. 'true'. The use of the word is related to the search for validity of President Obama's citizenship status at that time. The speaker himself, in this case, has the role to track and at the same time, he is as the person who successfully managed to find the president's birth certificate. However, it was alleged that his confession was considered untrue by the media, but he explained that it was he who got President Obama's birth certificate.

The contrastive in the verb 'got in' v.s 'got out' are used by the speaker to express his disappointment with the Obama administration, which had created an atmosphere of vacuum\_ American troops (got out) of Iraq, (which should have been American security forces) had remained there (got in). This vacuum can lead to the emergence of ISIS as a dangerous organization. Thus, by applying this contrastive pairs rhetoric tool, the speaker wants to explain to the audience that this Obama administration's move is wrong, causing chaos in the Middle East due to the birth of ISIS.

There are two rhetorical tools also applied by the speaker in debat; first is contrastive pairs that occur in verbs 'know' vs. 'does not' and the second is the parallelism experienced by the repetition of the noun clause 'how to win'. The two combinations of rhetorical tools are used by the speaker to show his optimism in front of the audience that he 'knows' how to win this Presidential Election. In addition, with this rhetorical device he wants to convince his rivals that his temperament is not an obstacle in communicating with others; on the contrary, his temperament actually supports him from various walks of American society. It's just that his rival 'does not know' the strategy to win this Presidential Election.

The device that contains contrastive pairs of rhetoric occurs between the words 'nuclear weapon' vs. 'global warming'. Therefore, by using the contrastive pairs rhetorical device the speaker wants to show the differences of views between himself and his rival Clinton about the problems facing the world today. The speaker considers that the problem of the world today is a matter of developing nuclear weapons, while its rivals consider that the problem currently being faced by the world today is the problem of global warming.

It is also found in the debate two words 'protect' vs. 'help' pairs which have conflicting meanings; 'defend' contains meaning for itself, while 'helps' means for the benefit of others. In other words, the verb pairs 'defend' vs. 'help' turn out to have conflicting meanings. Thus, through this contrastive pairs rhetoric tool, the speaker is used to encourage Japan to help the American domestic problem, namely the country's debt problem.

There are two words that have opposite meanings, namely verbs 'have' and 'do not have.' These two words that have opposite meanings are called contrastive pairs, which are used by the speaker as a rhetorical tool in his presentation in the debate. This contrastive pairs debate tool is used by the speaker to criticize his rival in front of the audience. In the speaker's view that as a president later his rival must (have) basic skills, especially in running a business. However, it is unfortunate if this rival (does not have) the basic capabilities.

The connector 'but' that connects the two clauses above gives the meaning of conflict between the pair of 'experience' vs. 'bad experience.' Thus, the word pairs include contrastive pairs, where the two words have conflicting meanings. Because the word 'experience' generally has positive meanings, its opposite is 'bad experience.' This is proven when the two words are included in the sentence, then the correct connector is 'but' and not 'and.' Thus, by using this contrastive pairs rhetoric tool, the speaker wants to explain to the audience that his rival Clinton is a person or presidential candidate who has experience but has had a bad experience.

## Conclusions

The different frequency of lexical cohesion devices occurs because the candidates have different perspectives in understanding the problems their country faces. Clinton and Trump, through repetition of words, phrases, or sentences trying to submit ideas and arguments related to the three main topics discussed, namely Achieving Prosperity, America's Direction, and Securing America. Furthermore, both candidates in their presentation apply some rhetoric tools, which include metaphorical language, a list of three, contrastive pairs, parallelism, and climax. Trump uses more rhetorical tools (35x) than Clinton (26x). However, Clinton applies higher percentage for every rhetorical tool than Trump. Meanwhile, the types of rhetoric technique used by both debate participants stretch in different topics, but both of them use the same types of rhetoric techniques, namely anaphora, epiphora, and climax.

Repetition device that serves to emphasize that the repeated words are important and become the focus of the conversation. So, it is also necessary to think about the follow-up of research related to the repetition of words, phrases, or sentences used in other contexts, such as the context of prayer and dzikir in the Islamic tradition. Furthermore, the meaning or message implied in the presidential debate texts show persuasive and argumentative expressions, which tend to political propaganda, but not able to touch important aspects of the other different speech strategies suitable to the context of situation and culture and people's religions. So, there must also be further research related to the use of linguistic rhetorical tools to see the depth of messages associated with more various types of texts.

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# INSANIYAT

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