



ISSN Print: 2664-8717  
ISSN Online: 2664-8725  
Impact Factor: RJIF 8.00  
IJRE 2023; 5(2): 40-45  
[www.englishjournal.net](http://www.englishjournal.net)  
Received: 18-05-2023  
Accepted: 22-06-2023

**Raneen Waleed Khalid**  
Assistant Inst., Department of  
Education in Tikrit, Ministry  
of Education, General  
Directorate of Education,  
Saladdin, Saladdin, Iraq

## A rhetorical study of Boris Johnson's tweets on COVID-19

**Raneen Waleed Khalid**

DOI: <https://doi.org/10.33545/26648717.2023.v5.i2a.124>

### Abstract

In 2020, coronavirus hits China and spreads over the whole world. It is the duty of politicians to persuade and calm their people. Their job is to deliver an active and persuasive message. This paper analyzes ten tweets of Boris Johnson and examines the use of different rhetorical devices. The main theme of these tweets is COVID-19. Focusing on this theme and using Aristotle's model of appeals with the different persuasive devices, the analysis is carried out to analyze the chosen tweets. This paper hypothesizes that Johnson employs more pathos than other types of appeals. Consequently, this study finds out that the phonological persuasive devices are used more than other devices. Pathos are applied more than other rhetorical appeals and they work interchangeably with other persuasive devices.

**Keywords:** Rhetoric, COVID19, persuasion, twitter, Boris Johnson

### Introduction

Do politicians employ more rhetorical strategies in their speech than other people? What kind of strategies are used to convey the desired message? Is rhetoric the same in crises and non-crises times? These questions and others are to be answered in this paper. As Baruchello (2015:10) <sup>[4]</sup> argues, rhetoric is the oldest form of organized articulation in human communication. Its history goes back to Plato's Gorgias (380 BCE) and the actual study of the art of persuasion started in the 5th century with the orators Corax and Tisias. For Simms and Tsokhas, (1979:255) <sup>[36]</sup> it comes to mean misleading language or persuasive one and affects people's perception. The use of techniques to drive audience to the speaker's point of view (Catháin, 2011:653) <sup>[9]</sup> and changing their minds without giving them new information (Aragones, *et al.*, 2014:2) <sup>[3]</sup>.

Politicians use language to establish rapport, have public support, etc. (Schulz, 2008) <sup>[1]</sup>. In this article, an analysis of Boris Johnson, the Prime Minister of the UK, tweets is carried out. It seeks to answer what rhetorical strategies are employed in these tweets to deliver the message to people during the time of COVID-19.

### Literature Review

#### Rhetoric, Persuasion and Twitter

Since the mid-1990s which marks the appearance of the internet and the popularizing of social networks from 2004, new modes of production arise (Furman and Tunç, 2019:2) <sup>[18]</sup>.

The success of a message to persuade people depends on a number of factors such as control of content, timing and delivery of the message. Politicians are more persuasive when approval is high (Miles and Haider-Markel, 2019:1) <sup>[27]</sup>. According to Petty and Cacioppo (1987: 4), the concept of persuasion encompasses any situation in which a deliberate endeavor is undertaken to alter an individual's cognitive perspective. Correspondingly, Cooper and Nothstine (1992: 2) <sup>[11]</sup> provide a definition of persuasion as the communicative process through which linguistic expressions and symbolic gestures exert an impact on the decision-making process of others. Miles and Haider-Markel (2019:3) <sup>[27]</sup> suggest that politicians use twitter to shape the attention of news agenda, to shift attention to another one and to gain support.

Burke (1969:172) <sup>[6]</sup> and Campbell & Huxman (2009:5-6) <sup>[7]</sup> concur on the interrelation of persuasion and rhetoric, positing that "wherever there is persuasion, there is rhetoric."

**Corresponding Author:**  
**Raneen Waleed Khalid**  
Assistant Inst., Department of  
Education in Tikrit, Ministry  
of Education, General  
Directorate of Education,  
Saladdin, Saladdin, Iraq

Moreover, they assert that persuasion permeates the realm of meaning. Additionally, Frijda & Mequita (2000:45) <sup>[17]</sup> expound on Aristotle's perspective on persuasion, emphasizing the need for rationality to prevail over emotions. Aristotle states that "The orator persuades by means of his hearers when they are roused to emotion by his speech, for the judgments we render are not the same when influenced by joy, sorrow, love, or hate".

Fairclough & Fairclough (2012:19) <sup>[16]</sup> propose that the association between persuasion and rhetoric can be traced back to Aristotle's era. Aristotle establishes a significant correlation between the human capacity for speech and the intention to effect change, particularly within various social domains, notably the realm of politics.

### Rhetorical Strategies of Persuasion

Aristotle's contributions to the field of rhetoric include the formulation of a significant concept known as "proofs," which serve as essential elements for convincing an audience of one's arguments. According to Aristotle, persuasion in public discourse can be achieved through three distinct means. These proofs are categorized into three pillars: ethos, pathos, and logos (Kennedy, 1985:24) <sup>[23]</sup>.

#### Logos, the rational appeal

The intended message of an argument, as introduced by the persuader, encompasses the substantive content under discussion. The presentation of the issue is characterized by logical coherence and avoids arbitrary or random elements, aiming to culminate in a result that is both realistic and credible (Larson, 2010:75-76) <sup>[24]</sup>. It is that element of persuasion to affect people which heavily depends on logical evidence and reasoning (Carvill and Watt, 2018:2) <sup>[8]</sup>. Aristotelian logos, then, is a rational aspect of rhetoric focused on the facts and dedicated to persuasion. The main aim of logos is to provide examples, figures or statistics and an orator gets a logical argument by providing these in the situation s/he talks about (Swift, 2010:9) <sup>[38]</sup>. Persuasively speaking, reasoning in the realm of logic manifests itself through the utilization of syllogism and induction. Within the realm of rhetoric, reasoning is commonly expressed through the application of the enthymeme and the example (Corbett, 1990: 39) <sup>[12]</sup>.

Logos is a persuasive appeal that places significant reliance on both inductive and deductive reasoning. This appeal signifies the presence of internal consistency within the persuasive message, the validity of the claim being made, the rationality underlying its supporting reasons, and the effectiveness of the evidence presented (Ivan, 1989:319) <sup>[22]</sup>. Swift (2010:9) <sup>[38]</sup> claims that in Twitter's logos, an orator provides convincing arguments to get beliefs of audience in return. Logos get the audience attention and connect the orator with them. There exist five attributes essential for capturing an audience's attention and swaying them toward an argument. These five attributes encompass referrals, memes, hashtags, replies, and keywords. They are defining characteristics of any argument to determine the logical power of tweets.

- a. Enthymeme; the demonstration of certain propositions' truth leading to the inevitable or frequent truth of another distinct proposition signifies the nature of reasoning. It is evident, therefore, that an individual who possesses superior insight into the construction of a syllogism will also possess expertise in the use of the

enthymeme. This proficiency is further enhanced by an understanding of the subject matter of the enthymeme and the distinctions it holds in relation to the more rigidly logical syllogism (Aristotle, 1954:5).

- b. Example; is a way in logical reasoning by which a speaker bases elaborates and explains his idea using similar cases.

#### Ethos, the ethical appeal

The term "ethos," as expressed by Aristotle, aligns with the contemporary notion of credibility as recognized by present-day scholars in the field of communication (Boone and Kurtz, 1994: 271) <sup>[5]</sup>. Swift (2010:16-17) <sup>[38]</sup> elucidates that Isocrates, Cicero, and Quintilian all concur on the development of ethos, which is contingent upon the speaker's personality. Ethos can be constructed through deliberate means or arise naturally, or it can even manifest as a combination of both. The success or failure of messages is influenced by three distinct categories of credibility: initial credibility, derived credibility, and terminal credibility (Boone and Kurtz, 1994: 271, 40) <sup>[5]</sup>.

Twitterers gain their credibility through the content of their tweets (Swift 2010:19) <sup>[38]</sup> so they must be careful with their followers. It's about the value twitterers can add not the one they get. Ethos has the following features:

- a. Perceived Intelligence; by showing intelligence to persuade people in his/her speech (Widyawardani, 2016: 38) <sup>[40]</sup>. People tend to believe a person when he is shown as credible.
- b. Virtuous Character; a speaker shows his virtuous character to the audience in order to be more persuasive. The speaker's personal experiences, core values, and underlying motives serve as powerful instruments for instilling trust within the audience (ibid).
- c. Goodwill; is the belief of the audience by which they create about a certain speaker. This speaker, according to them sympathize with them, understands them, etc. people are willing to believe what others' say when they believe in speakers' goodwill (Widyawardani, 2016:40) <sup>[40]</sup>.

#### Pathos, the emotional appeal

The objective of evoking fear, compassion, pride, anger, shame, reverence, or similar emotions is aimed at engendering specific sentiments within the listeners. Thus, the appeal to pathos involves directing attention towards the emotional experiences of the audience (Carvill and Watt, 2018:2; Boone and Kurtz, 1994:42) <sup>[8, 5]</sup>. Westen (2007:85-88) <sup>[39]</sup> highlights the impact of emotions on political preferences and cognitive processes, indicating that our emotional response often surpasses reason and rational arguments in influencing our judgments. Larson (2010:28) <sup>[24]</sup> expounds on the utilization of narrative as a potent tool for conveying emotional appeal. When seeking to persuade, speakers can employ three strategies to generate emotional resonance. One method entails employing words infused with emotional connotations, while another involves crafting vivid and intricately detailed examples that personalize concepts and evoke an emotional connection among the listeners (Boone and Kurtz 1994:42) <sup>[5]</sup>.

Swift (2010:20) <sup>[38]</sup> states that in Twitter, people builds phatic communication with others and tweets become as novel sorts to connect others emotionally. Twitter is a

powerful tool for communication in politics for more than a decade in which it provides fast, immediate and widespread communication (Ross and Rivers, 2020:1-2)<sup>[33]</sup>.

Lastly, Connolly (1959: 445)<sup>[10]</sup> and Renkema (1992: 54)<sup>[32]</sup> acknowledge the existence of five essential components within a persuasive discourse. These components encompass the introduction, the presentation of factual information or relevant circumstances, the provision of evidence or validation, the refutation of counterarguments, and the conclusion. As for pathos, it possesses the following distinctive attributes:

- a. Anger; as explained by Aristotle (1954: 70-71) is an individual-based behavior that we face when we are dissatisfied and we did not fulfil our need.
- b. Calmness; for Aristotle (1954:75) is the opposite of being angry. It is a process by which we settle down or quieting anger.
- c. Friendship: according to Aristotle (1954:78), friendship is achieved by wishing someone good and wish them good as you wish for yourself
- d. Hatred; according to Aristotle (1954), hatred arises with no offences against anyone. An individual who harbors negativity seeks to express sympathy towards someone they previously held disdain for (Aristotle, 1954).
- e. Fear: is that feeling we face because of future events. It comes from mental illness or some disasters in a particular time and place or something we believe to happen in the future (Widyawardani, 2016:45)<sup>[40]</sup>.
- f. Confidence; for Widyawardani (2016:47)<sup>[40]</sup> is that feeling of superiority over others because of experience or success.
- g. Envy: a speaker happens to show envy when someone has features better than his or hers.

### Persuasive Devices

Politicians must exercise caution in their selection of appropriate rhetorical devices, as emphasized by Smith (2009:57)<sup>[37]</sup>. Syntactic devices encompass various elements, including the rhetorical question, which, as noted by Quirk *et al.* (1985:826)<sup>[31]</sup>, possesses the assertive force of an assertion rather than seeking information or eliciting a direct response. An example of a rhetorical question can be observed in the phrase, "Who doesn't know?" indicating a rhetorical assertion that assumes widespread knowledge.

Repetition serves as a rhetorical device employed to elicit rhythm and create emphasis through the repetition of words, sounds, or ideas (Cuddon, 1998:742)<sup>[13]</sup>. This device can be examined at three distinct levels. Firstly, phrasal repetition involves the reiteration of a group of related words that lack the subject-verb relationship. Secondly, clausal repetition, defined by Crystal (2003:352), entails the repetition of a group of words with a subject-verb relationship, serving as a constituent part of a sentence. Additionally, a refrain, as defined by Abrams (1999:263)<sup>[1]</sup>, refers to the repetition of a line or part of a line, often with slight alterations, typically occurring at the end of a verse. Although the term "repented" can be used interchangeably with "refrain," it generally exhibits greater variation and occurs in different positions within a text (ibid:742). Finally, sentence repetition denotes the recurrence of the same sentence two or more times.

Ellipsis, according to Halliday and Hasan (1976:142)<sup>[20]</sup>, holds significant value in terms of economy and aesthetics. It is classified into three types by Halliday and Hasan

(1976:146)<sup>[20]</sup>: nominal ellipsis, verbal ellipsis, and clausal ellipsis. Parallelism, on the other hand, entails a balance achieved through the repetition of similar words, phrases, clauses, or sentences (Alwan *et al.*, 2014:14)<sup>[2]</sup>.

Semantic devices, as persuasive devices, encompass various aspects. Firstly, simile, derived from the Latin word "similes," refers to a figure of speech in which one thing is likened to another, enhancing and clarifying the imagery through the use of "like" or "as." Metaphor, in contrast, presents a comparison without employing "as" or "like." Unlike simile, metaphor involves an implicit comparison rather than an explicit one. Metonymy, as conceptualized by Gibbs (1994:11)<sup>[19]</sup>, serves as a stylistic device that represents a behavioral or experiential concept. Phonological devices include the following: alliteration (McManus, 1998:623-)<sup>[26]</sup> is defined as "the repetition of the same sound at the beginning of two or more consecutive words to make one's speech memorable, and enhance his opinion." In addition, assonance occurs in words close to each other, the same sound may be repeated for persuasive purposes (Cuddon, 1998:58)<sup>[13]</sup>.

### Political Rhetoric

Rhetoric is the flesh and blood of politics (Dempsey, 2013:125). The use of logical fallacies is a characteristic of political rhetoric and fear becomes an essential part since 9/11(ibid:125). The use of emotional language in order to persuade people or to drive them to a certain issue is remarkable in politics.

Political rhetoric also plays a role in highlighting some issues and neglecting others. It has long been used to seek votes in campaigns and to win public support (Perry, 2011: 569)<sup>[29]</sup>. The use of language to have an emotional effect in the listener and neglecting facts. The choice of words can be misleading such as the use of euphemisms and dysphemisms (Dempsey, 2013:128).

In politics, orators try to get support by defending their theses in which they address. Each party defends their side and weakens the other side (Perelman *et al.* 1984:129-30)<sup>[28]</sup>.

### Rhetoric and Crises

Any crisis is defined by habitual expectations and it does not end until the causes return to their nature (Seidel, 1988:166)<sup>[35]</sup>. It is measured in the context whether psychological, economic or medical. For medical crisis, a patient either dies or lives (ibid). The emergence of COVID-19 originated in Wuhan, China, in December 2019. The virus was officially identified and publicly disclosed on January 11-12, 2020. It is originated in bat populations and spreads as a result of contact between human and animals (World Health Organization, 2020:2)<sup>[41]</sup>.

COVID19 is a pandemic which affects the whole globe and forces people to stay home. Inglis (2012:268)<sup>[21]</sup> points out, "under the conditions of globalization what happens here is influenced not just by what happens there but in a whole series of theres" (Dong, 2019:30)<sup>[15]</sup>. Rhetoric emerges from context and affected by context in which it occurs. Thus, rhetorical strategies shift to fit the new situation that the world faces (Litvin, 1976:20)<sup>[25]</sup>. Thus, audiences have various experience, political and cultural ideologies, knowledge levels, etc. and they gain support by changing the rhetoric or the frame of evaluating facts (Dong, 2019:31)<sup>[15]</sup>.

**Methodology**

In this study, 20 tweets are analyzed according to Aristotle's appeals to show how many times Boris Johnson resorts to Logos, Ethos and Pathos. It tries to discover the way Johnson rhetorically persuades his people. The chosen data are selected from Boris Johnson's account on [www.twitter.com](http://www.twitter.com). The criterion upon which these data are chosen is; the theme of coronavirus.

**Tweet No.1**

"Let's continue to fight this virus by staying alert, keeping 2 metres away from others, and regularly washing our hands."

**Analysis**

In this case, Johnson uses logos to explain his idea to his people by resorting to enthymeme. He uses reasoning in his tweet to deliver people and persuade them about to be safe. Assonance is used by Johnson to provoke a strong persuasive impact on his audience as in (staying, keeping, washing).

**Tweet No.2**

"We're past the peak, but we can't get complacent. Stay alert, keep 2 metres away from others and wash your hands regularly."

**Analysis**

In this tweet, Johnson uses pathos in order to make his audience feel of superiority over others because of experience or success they have the ability to win. Parallelism is a way of persuasion, Johnson uses it in order to convince and deliver his tweet rhythmically and musically. This device serves to enhance the evolving significance of a tweet while also adding a touch of aesthetic flair, akin to artistic expression (We're past the peak).

**Tweet No.3**

"The common sense of the British people got us through that first phase of this disease. I am absolutely confident it will get us through the next as well"

**Analysis**

In this case, Johnson speaks to this audience by using calmness process by which he settles down their fear about this virus. Calmness is a part of pathos used to persuade audience in this tweet. The persuasive device is phonological one because the twitterer uses parallelism in order to create symmetry in sentences and adds force his tweet.

**Tweet No. 4**

"It is absolutely critical in managing the spread of this virus that we take the right decisions at the right time, based on the latest and best evidence."

**Analysis**

In this tweet Johnson uses ethos as a way to show the credibility of his speech which can be shown in his perceived intelligence. By showing intelligence, he persuades his people that they will pass these difficult times. The twitterer also uses his experience, values and motives as a tool gain trust among the audience. Syntactic devices are used also in this tweet by repeating the same nominal

phrases (the right decisions at the right time) which is a device of persuasion.

**Tweet No.5**

"This country will get through this epidemic, just as it has got through many tougher experiences before."

**Analysis**

In this tweet Johnson uses example which is part of logos is a way of logical reasoning by which Johnson bases, elaborates and explains his ideas using similar cases. Simile is used in this tweet as a persuasive device to clarify and enhance images of the previous experience for the audience.

**Tweet No.6**

"We will get through this together, and we will beat the virus. To win this fight, we need everyone to follow our advice: as far as possible, we want you to stay at home. The more effectively everyone does this, the faster this country will recover. #StayHome SaveLives"

**Analysis**

In this tweet, Johnson tries to make his audience feel calm. Pathos appeals are used to tell them that they will win this fight and everything will be good. The persuasive device in this tweet is a semantic one as he uses metonymy to conceptualize behavior and strength of this vital virus.

**Tweet No.7**

"If you don't follow these instructions, you are putting people's lives at risk: You must stay at home to protect our NHS and save lives. #StayHomeSaveLives"

**Analysis**

Johnson uses pathos to warn his people. He uses emotional language mixed with fear to face future events. These come from the virus in Britain during these days. Phrasal repetition is a persuasive device a twitterer uses to enhance his tweet for persuasion.

**Tweet No.8**

"Thank you to everyone who is saving lives by staying at home this weekend. I know it's tough, but if we all work together and follow the guidance we will beat #coronavirus. #Stay Home Save Lives"

**Analysis**

Rhetorically speaking, the twitterer uses logos namely enthymeme to achieve his purpose and deliver his message effectively depending on reasons and evidence. Alliteration is used, in this tweet, as a persuasive device alliteration as the repetition of the same sound at the beginning of words (we, we). It generates intrigue and aids in understanding.

**Tweet No.9**

"This morning I took part in a minute's silence to remember those workers who have tragically died in the coronavirus pandemic. The nation will not forget you."

**Analysis**

In this case, Johnson tweets friendly (as part of pathos appeals) with his audience in order to comfort them. He tells them that he is one of this society and he wishes for them

what he wishes to himself. The twitterer also uses metonymy in representing the nation as a person.

#### **Tweet No.10**

“I have no doubt that the British public will continue to show the same resolve in fighting the virus as they have throughout the outbreak. We will get through this if we stay alert, control the virus, and in doing so save lives.”

#### **Analysis**

Logos is used by the tweet by giving an example depending on which a speaker bases elaborates and explains his idea using similar cases. Simile is appeared in this tweet as persuasive device to depict the action of the British.

#### **Conclusions**

The findings of the current investigation led to the following conclusions:

1. Pathos is used by the twitterer more than other rhetorical appeals such as logos and ethos.
2. Practically, tweets are persuasive and aesthetic at the same time. The twitterer uses them to achieve his purpose and add the persuasive devices.
3. 4 phonological persuasive devices are used four times other than the other types. Parallelism is used two times, illustration once and assonance once.
4. Semantic devices are used; simile and metonymy are used twice for each.
5. Syntactic persuasive devices are used twice in the chosen tweets.

#### **References**

1. Abrams MH. *A Glossary of Literary Terms* (7<sup>th</sup> ed.) Fort Worth: Harcourt Brace College Publishers; c1999.
2. Alwan ZH, Mukheef RN, Al-Salim SA. Persuasive Devices in English and Arabic Sermons: A Contrastive Study. *Journal Dawat*. 2014;1(1):3-58.
3. Aragones E, Gilboa I, Postlewaite A, Schmeidler D. Rhetoric and analogies. *Research in Economics*. 2014;68(1):1-10. doi:10.1016/j.rie.2013.09.002
4. Baruchello G. A classification of classics. *Gestalt psychology and the tropes of rhetoric*. *New Ideas in Psychology*. 2015;36:10-14.
5. Boone T, Kurtze E. *Persuasion*. New York: William Morrow; c1994.
6. Burke K. *The Rhetoric of Motives*. Berkeley: University of California Press; c1969.
7. Campell KK, Huxman SS. *The Rhetorical Act: Thinking, Speaking, and Writing Critically*. Belmont, CA: Wadsworth; c2009.
8. Carvill C, Watt A. Classical Rhetoric and the Political Tweet. Paper presented at American Society for Engineering Education/ASEE Annual conference & Exposition; c2018.
9. Catháin C. Towards a rhetoric of TRIZ. *Procedia Engineering*. 2011;9:653-658. Doi: 10.1016/j.proeng.2011.03.151
10. Connolly F. *A Rhetoric Case Book* (2<sup>nd</sup> ed.) New York: Harcourt, Brace and Company; c1959.
11. Cooper M, Nothstine WL. *Power Persuasion*. Greenwood, In: Educational Video Group; c1992.
12. Corbett EPJ. *Classical Rhetoric for the Modern Student*. (3<sup>rd</sup> ed.) Oxford: Oxford University Press; c1990.
13. Cuddon JA. *Dictionary of Literary Terms and Literary Theory*. London: Penguin Books; c1998.
14. Dempsey LP. *The Daily Show's Exposé of Political Rhetoric*. Kwantlen Polytechnic University; c2013.
15. Dong L. *Rhetoric of Public Crises: Constructing Communication Networks in Transcultural Contexts* (Doctoral dissertation); c2019.
16. Fairclough I, Fairclough N. *Political Discourse Analysis: A method for advanced students*. Routledge. Taylor & Francis Group. London and New York; c2012.
17. Frijda NH, Mesquita B. *Beliefs through Emotions*; (eds.), Cambridge University Press; c2002.
18. Furman I, Tunç A. The end of the Habermasian ideal? Political communication on Twitter during the 2017 Turkish constitutional referendum. *Policy & Internet*; c2019. doi:10.1002/poi3.218
19. Gibbs RW. *The Poetics of Mind: Figurative Thought, Language, and Understanding* Cambridge: Cambridge University Press; c1994.
20. Halliday MAK, Hasan R. *Cohesion in English*. London: Longman Group Ltd; c1976.
21. Inglis D. *An invitation to social theory*. Malden, MA: Polity Press; c2012.
22. Ivan S. Aristotle. In *The World Book Encyclopedia*. Chicago: World Book, Inc.; c2018.
23. Kennedy GA. *Aristotle: On Rhetoric*. New York: Oxford University Press Inc; c1985.
24. Larson C. *Persuasion: Reception and Responsibility*. (12 ed.). Northern Illinois University. Emeritus; c2010.
25. Litvin J. The rhetoric of crisis. *Politics*. 1976;11(1):20-22. doi:10.1080/00323267608401536
26. McManus J. *How to Write and Deliver an Effective Speech*. London: Simon and Schuster Macmillan Company; c1998.
27. Miles MR, Haider-Markel DP. Trump, Twitter, and Public Dissuasion: A Natural Experiment in Presidential Rhetoric. *Presidential Studies Quarterly*; c2019. p. 1-15. doi:10.1111/psq.12615
28. Perelman C, Wincheste J, Verene MB. *Rhetoric and Politics*. *Philosophy & Rhetoric*. 1984;17(3):129-134.
29. Perry RK. Kindred political rhetoric: Black mayors, President Obama, and the universalizing of Black interests. *Journal of Urban Affairs*. 2011;33(5):567-590. doi:10.1111/j.1467-9906.2011.00571.x
30. Petty RE, Cacioppo JT. *The Elaboration Likelihood Model of Persuasion*. San Diego: Academic Press; c1986.
31. Quirk Randolph, Greenbaum Sidney, Leech Geoffery, Svartvik Jan. *A Comprehensive Grammar of the English Language*. London: Longman Group Ltd; c1985.
32. Renkema J. *Persuasion*. New York: Oxford University Press; c1992.
33. Ross AS, Rivers DJ. Donald Trump, legitimisation and a new political rhetoric. *World Englishes*; c2020. doi:10.1111/weng.12501
34. Schulz W. *Political Communication*. In W. Donsbach (Ed.). *The International Encyclopedia of Communication*. Oxford: Blackwell publishing; c2008.
35. Seidel M. Crisis rhetoric and satiric power. *New Literary History*. 1988;20(1):165. doi:10.2307/469326
36. Simms M, Tsokhas K. Ideology, rhetoric and Liberal Party policies on public enterprises, *Politics*. 1979;14(2):252-264.

37. Smith S. The Poetry of Persuasion: Early Literary Theory and Its Advice to Legal Writers. *Journal of Association of Legal Writing Directors*. 2009;6:5674.
38. Swift JC. *Twitter Rhetoric: From Kinetic to Potential* (Doctoral dissertation); c2010.
39. Westen D. *The Political Brain: The role of emotion in deciding the fate of the nation*. New York, NY. Public Affairs Books; c2007.
40. Widyawardani YI. *Rhetorical Analysis of Donald Trump's Presidential Candidacy Announcement Speech* (Bachelor's thesis, Sanata Dharma University); c2016.
41. World Health Organization. *Coronavirus disease 2019 (COVID-19): Situation Report*. Author, 2020, 94(94).