

CHAPTER I

INTRODUCTION

This chapter provides a general overview of the research, including the research background, research problem, research objectives, research significance, and definition of key terms.

1.1. Background of the Research

Campaign rally are public events held by political candidates or parties to meet directly with supporters, promote campaign programs or platforms, and build support during the election period. At these events, candidates often deliver speech containing political promises, visions, and missions that they want to achieve if elected. The rally atmosphere is usually dynamic, full of enthusiasm, and designed to strengthen the loyalty and boost the morale of supporters, which is expected to encourage them to actively participate, such as voting or supporting the campaign directly (Paget et al., 2023).

Donald Trump, former President of the United States and the Republican front runner for the 2024 election, used campaign rallies as a primary means to mobilize support. In major cities, including a significant event at Madison Square Garden, Trump focused on core issues such as national security, the economy, and his “America First” policies. These rallies aimed not only to attract votes, but also to strengthen the loyalty of the supporter base and boost their morale ahead of the election, emphasizing anti-establishment messages and promises.

This research specifically focuses on Trump's campaign rally 2024 speech, aiming to explore Trump’s persuasive strategies using rhetorical elements such as ethos, pathos, logos and how presuppositions support Trump’s persuasive strategies.

According to Aristotle in Griffin et al., (2019, p. 276), there are two types of persuasion: artistic and inartistic. Inartistic, or external proofs, are things the speaker doesn't create, like witness testimonies or documents such as letters and contracts. Artistic, or internal proofs, are those the speaker

creates. There are three types of artistic proofs: logos, pathos, and ethos. In English, these terms are often translated as logical, emotional, and ethical. Logos appeals to what the audience finds reasonable, rather than strict logic, and comes from the arguments in the speech. Pathos relates to the emotions the speaker evokes in the audience, whether positive or negative. Ethos is about the speaker's credibility, or how the audience perceives their character based on the message and its delivery. The focus of this research is on artistic proofs: ethos, pathos, and logos.

Presupposition is defined as something that the speaker assumes to be true before making an utterance. It is about the belief or assumption held by the speaker, not about the truth of the sentence itself (Yule, 1996). Presupposition refers to the background assumptions or beliefs that a speaker holds to be true before making an utterance. It is an integral aspect of communication that allows both the speaker and listener to share a mutual understanding of certain information, even though that information may not be explicitly stated within the sentence. The concept of presupposition goes beyond the literal meaning of the words used in an utterance; instead, it focuses on the pre-existing knowledge or beliefs that the speaker assumes the listener also holds.

For example, when someone says, "My brother is coming to visit," the presupposition here is that the speaker has a brother. The sentence does not directly say that the speaker has a brother, but the speaker assumes that the listener understands or believes this to be true. Therefore, presupposition does not deal with the truth value of the sentence itself, but rather with the beliefs and assumptions that underlie the conversation.

In essence, presuppositions are crucial for effective communication because they fill in the contextual gaps that may not be directly stated but are assumed to be known by both parties involved. Without presuppositions, much of what is communicated would require more extensive explanation, making conversation inefficient and overly complicated. Thus, presuppositions streamline interactions by relying on shared knowledge and expectations

between speakers and listeners. The researcher will analyze it through the ethos, pathos, and logos approaches based on Aristotle's rhetorical theory, and will analyze it pragmatically using the presupposition theory proposed by Yule.

Previous studies, there were several related studies that had been conducted. The first research observed by Zhiyong (2016) this study analyzes David Cameron's 'No Going Back' speech delivered before the Scottish independence referendum. The study aims to examine the rhetorical strategies used in the speech based on Aristotle's three methods of persuasion, namely logos, pathos, and ethos. The research found that logos, pathos, and ethos were used effectively in the speech to persuade the audience to vote 'No' on the Scottish independence referendum. Cameron used logos by citing facts and history of the UK's achievements to build confidence in the strength of a united country. He uses pathos by evoking a sense of Scottish national pride and emphasises the emotional toll of separated families in the event of independence. Cameron used ethos by presenting himself as a concerned citizen and delivering the message directly to the Scottish people, showing respect and goodwill. The research concludes that the effective use of rhetoric played a crucial role in persuading the majority of Scottish voters to vote 'No' in the independence referendum. The study highlights the importance of logos, pathos and ethos in effective political communication and encourages speakers and writers to better understand the principles of rhetoric to improve the quality of their communication and the researcher conclude that further research can be conducted at the micro level, for example analysing word choice, sentence structure, and language style syntactically and semantically.

The second research which observed by Ko (2015) discovered that ethos, pathos, and logos were widely used in Taiwanese President Ma's political discourse on the cross-Straits Economic Cooperation Framework Agreement (ECFA). The fascinating results of the study showed that Ma's pathos is abundantly filled with the negative elements of fear and anger, and positive elements of hope and security. The findings indicate that pathos is the

most prevalent rhetorical strategy that Ma adopts during the cross-strait ECFA Debate; whereas, ethos was found to be the least rhetorical strategy used.

The third related studies conducted by Kwasau (2023) this study analyzes Atiku Abubakar's 2023 presidential declaration speech from a pragmatic point of view, focusing on the use of presuppositions, which are background information or assumptions that the speaker assumes to be true and that the audience is expected to know. The main findings show that the speech is dominated by existential presuppositions, such as the assumption of support from the audience, and lexical presuppositions, such as the use of the word "rekindle" which implies the existence of a Nigerian dream that needs to be revived. Atiku uses these presuppositions for persuasive purposes, establishing common ground with the audience and highlighting the issues that exist in Nigeria, while offering himself as the solution. The analysis also reveals how politicians utilize linguistic tools such as presuppositions to shape public opinion and advance their agenda. Overall, the study emphasizes the importance of understanding presuppositions in political discourse to uncover the implied meanings and persuasive strategies employed by politicians, showing how language is used strategically to influence public perception and gain support.

Another studies, Renaldo (2021) this study looks at Joe Biden's ideology as expressed in his inauguration speech by examining the use of presuppositions, which are assumptions that the audience is expected to already know. The research focuses on the detailed structure of the speech, analyzing transcripts from the official White House website. The study identified three types of presuppositions in Biden's speech: lexical presuppositions, existential presuppositions, and factual presuppositions, with no evidence of structural, non-factual, or counter-factual presuppositions. The analysis reveals Biden's views on important issues like immigration, healthcare, racism, democracy, and climate change. In summary, Biden is portrayed as a democrat who values unity, opposes racial injustice, supports the rights of immigrants, and is

concerned about climate change. This research shows how language, especially presuppositions, can help uncover a leader's political beliefs.

Previous studies have explored persuasive strategies and presupposition in political speech. However, the study in which analyzing persuasive strategies using rhetorical elements such as ethos, pathos, and logos alongside presuppositions in an campaign rally speech has not been performed yet. The proposed study will address this gap by deeply analyzing persuasive strategies and presuppositions in Donald Trump's 2024 campaign rally speech, providing previously undiscovered insights.

In an attempt to analyze the persuasive strategies and presuppositions in Donald Trump's 2024 campaign rally speech, the researcher hopes this study will fill a gap in the existing research.

1.2. Research Questions

Based on the research background, the researcher determines that two questions will be the primary focus of this study:

1. What are the persuasive strategies used in Donald Trump's 2024 campaign rally speech?
2. How are the presuppositions contained in Donald Trump's 2024 campaign rally speech support the persuasive strategies?

1.3. Research Purpose

Based on the formulation of the research question above, the purposes of this research are:

1. To identify what are the persuasive strategies used in Donald Trump's 2024 campaign rally speech.
2. To identify how are the presuppositions contained in Donald Trump's 2024 campaign rally speech support the persuasive strategies.

1.4. Research Significances

Researchers aim for the findings of this study to be beneficial both theoretically and practically.

1. Theoretical perspective, the researchers hope the results will enhance understanding of rhetorics and pragmatics, particularly regarding ethos, pathos, logos and presupposition. This study is anticipated to contribute to the future development of ethos, pathos, logos, and presupposition theory and serve as a valuable resource for expanding existing theoretical knowledge, making it a reference for subsequent research.
2. Practically, this research can assist readers in analyzing ethos, pathos, logos, and presuppositions in speech. The researchers aspire for this study to provide empirical insights for future researchers and individuals interested in ethos, pathos, logos, and presupposition. Additionally, they hope that others interested in rhetorics and linguistic studies, especially ethos, pathos, logos, and pragmatics, will further develop this research.

