

## Interpreting repetition expressions in the writing of Trump's addresses during the Covid-19 pandemic

Mister Gidion Maru<sup>1\*</sup>, Gin Gin Gustine<sup>2</sup>, Slamet Setiawan<sup>3</sup>, Juniver Tadete<sup>1</sup> and Tirza Kumajas<sup>1</sup>

<sup>1</sup>English Education Department, Faculty of Languages and Arts, Universitas Negeri Manado, Indonesia

<sup>2</sup>English Education Department, Faculty of Language and Literature Education, Universitas Pendidikan Indonesia

<sup>3</sup>English Department, Faculty of Languages and Arts, Universitas Negeri Surabaya

### ABSTRACT

The emergence of the Covid-19 pandemic has driven a world crisis that requires world leaders to respond by voicing their policies and solutions. The political addresses serve to be the path for these purposes. This creates the need for effective rhetorical strategies or forms used by leaders, particularly presidents, to address the current issues which are not commonly beheld. This study shares the result of the inquiry on the use of repetition in President Donald Trump's speeches during the Covid-19 Pandemic in America. The study attempts to interpret the type of repetition found in the speeches and their general meaning implications. As a textual study, this research gained data from three speeches of Trump specifically addressing the issue of the Covid-19 pandemic delivered during his attempt to handle the emergence and spread of the Coronavirus in the U.S. since in American literature, an address is also viewed as a literary work, this study deployed Goffman's frame analysis which is also regarded as double hermeneutic for the analysis process. The findings, then, designate that Trump, in his addresses, applied seven types of repetition; from anaphora to root repetition. Further, the study found that anaphora serves to be the most used repetition, which means the main rhetorical instrument in the addresses. In terms of meaning implications, the repetitions apparently imply the reawakening of the jeremiad structure in the address and the affirmation of the American sense of greatness and role in the world. The findings of this inquiry are hoped to add more theoretical constructions and strategies for rhetoric texts for both crisis and socio-political communication contexts. Its practical contribution goes toward defining and exemplifying language expressions and functions in communicative text writing.

**Keywords:** Pandemic; repetition; speech; Trump

**First Received:**

12 August 2022

**Revised:**

9 December 2022

**Accepted:**

5 January 2023

**Final Proof Received:**

27 January 2023

**Published:**

31 January 2023

### How to cite (in APA style):

Maru, M. G., Gustine, G. G., Setiawan, S., Tadete, J., & Kumajas, T. (2023). Interpreting repetition expressions in the writing of Trump's addresses during the Covid-19 pandemic. *Indonesian Journal of Applied Linguistics*, 12(3), 708-719. <https://doi.org/10.17509/ijal.v12i3.49511>

### INTRODUCTION

Covid-19 is not the first pandemic to hit the world. Previously, the world had witnessed the spread of the Spanish flu in the early 19th century and the swine flu or HN21, but the Covid-19 pandemic has impacted many aspects globally. During the pandemic, almost everyone, on a daily basis,

accesses various information about this Coronavirus, in terms of its medication, the way it spreads, as well as the well-being of their families. The world is filled with a thirst for information about the Coronavirus due to the pandemic, so the term "Info emic" emerged (Glied & Levy, 2020; Yulliyanti, 2021). This cannot be separated from the

\* Corresponding Author

Email: [mrgidionmaru@unima.ac.id](mailto:mrgidionmaru@unima.ac.id)

communication and information that is very massive and essentially from all electronic media, including social media (Maru et al., 2021; Maru et al., 2021). The communication process determines the formation of pandemic information that is received by the public.

Leaders of world countries, together with the World Health Organization (WHO), are trying to minimize the impact of the pandemic by providing accessible and reliable information to people around the world. Rhetoric and speeches of state leaders become a reference for overcoming the impact of Covid-19 at this point, the president's speech plays a vital role in providing information about the pandemic as well as specific measures to be taken, even to reduce panic in the community (Glied & Levy, 2020; Utami et al., 2020). In a communication process like this, the president's voice is very influential in framing the public's response (Hartono & Hassan 2021). This means that the president's Speech 1s an important text in this pandemic. The words strung together in each line of speech can be seen as elements that contribute to shaping the public's response and attitude toward the Covid-19.

As a communication process, repetitive expressions in communication texts such as speeches often appear in the context of emphasizing certain messages (Farkhodovich, 2022; Marongiu, 2019). Repetition opens the accessibility of communication to be conveyed and to be responded to, and accepted by the public (De Vreese, 2012). Thus, the choice of words and repetitive expressions can be assumed to reveal the basic things in a presidential speech.

This study focuses on repetition in President Donald Trump's addresses regarding the response to the Covid-19 pandemic. The three speeches were collected from March 11th, 2020, Sept 22nd, and October 7th, 2020, namely:

- Speaking from the Oval Office, Trump announced a suspension of travel from Europe for 30 days, starting on Friday, March 11th, 2020 (Speech 1)
- Trump at the UN: "America is good, China is bad". Sep 22, 2020, 11:10 am EDT (Speech 2)
- Trump remarks transcript, entitled "Contracting COVID-19 *Blessing from God*". October 7, 2020 (Speech 3)

The selection of these American presidential speeches cannot be separated from some reasons. First, America is one of the largest countries in the world that are normally used as a reference for global issues and their impact on the world's response and international institutions (Abrusán, 2021; Trushin et al., 2021). On the other hand, America is currently the country with the largest Covid-19 victims in the world. These imply that speeches or rhetorical expressions delivered and rooted in American circumstances affect not solely

American people but also global communities. An American presidential address could be viewed as a contemporary index of the American mind and culture. The lines of the presidential address feature the situation, challenge, and hope. The ingredients of the address do not come from a vacuum. The ways the president view the present context configure the content of the address. This emphasizes the connection of a presidential address with the socio-cultural, political, and historical setting of America (De Vreese, 2012). Further, an American president is "a symbolic leader" who "draws together the people's hopes and fears" and who "nurtures, sustains, inspires the citizenry" (Schattschneider & Pearson, 2017). This suggests that the lines of the presidential address must align with the efforts to offer a better situation and hope for people. The expressions in the address imply the response toward the ongoing circumstances and the potential rhetorical strategies employed to deal with the condition at hand. It is such a phenomenon that highlights the importance of inquiring the presidential speeches, particularly their rhetorical strategies and meanings in time of crisis as the current pandemic.

Another reason is related to President Trump himself, who is often considered a "Key Protagonist" in the language of today's political rhetoric. As a President, he "has the prerogative to speak the people's mind on the great issues of his time, to serve the spokesman for the real sentiment and purpose of the country" (Woll, 2004, p. 277). The lines of the address are regarded as the reflection of people's minds and situations. The words of the address are worthy resources. They are "the words that have spurred this nation" and "reminded us of our ideals in periods of morals and political crisis" (Torriceli & Carrol, 2002, p. 27). The president's words do not merely act as the instrument to convey the idea but also the entrance to the people and the nation as well as the global mind. As a text written to be spoken, a presidential address is a communicating and framing effort to obtain public acceptance and support. Within this framing process, repetition may take place to stress ideas and influence the audience (Chong & Druckman, 2007; Entman, 2003). Repetition in an address "leads to a higher and more constant level of accessibility, which increases the applicability of a framed message" (De Vreese, 2012, p. 370). The speaker of an address deploys repetition as the form of framing listeners or people in a certain momentum for recognizing the importance of a certain idea, for stirring a certain emotion, and for acting in a certain expected attitude or behavior.

Previous studies tried to investigate the content of Trump's political speech texts and other US Presidents' rhetoric texts of similar context (Derakhshani, et al., 2021; Homolar & Scholz, 2019; Ivana & Suprayogi, 2020; Medvid et al.,

2022) and provided some insightful inferences that the used rhetorical strategies related lexicogrammatical construction are intended to win a specific and targeted audience. In addition, within the context of social communication, speech strategies and tactics confirm their role and importance in establishing “the basis for the collaboration of society and the leader” (Medvid et al., 2022, p. 153). The studies also revealed that the main Trump ‘Trump-speak’ is “a politics of reassurance,” emphasizing the rhetoric strategy of spotlighting the present turmoil, pointing out the crisis bringer, and recalling the revival of the nation. It is obvious that these studies agree with the absolute impacts of the rhetoric strategies for engaging with the audience, yet they are concerned less with a specific form of language, just like repetition, that effectively contributes to negotiating and conveying the message(s) (Mardani et al., 2020; Reed & Walker, 2018). Therefore, this study on the use of repetition and its implications in President Trump's Speech 1s pivotal and significant to define the functional existence of language in the context of leaders' rhetorical texts and socio-political communication. More deeply, this study promises the revelation of potential and new rhetoric strategy features, considering the selected speeches are taken particularly from the moment of the Covid-19 pandemic, which may theoretically and practically add to the rise of the rhetoric pattern responding to a global crisis.

## **METHOD**

This study is within a qualitative paradigm and presented a descriptive analysis of the addresses of President Donald. J. Trump. The research is carried out by grounding its data in the forms of words as appeared in the lines of texts of president Trump's addresses, particularly three speeches considered to be most relevant to the issue of the Covid-19 pandemic. It means that the data from the text are used to comprehend and reveal the existence of repetition as a rhetorical instrument and its interpretive implications. This research constitutes a textual analysis activity. The texts of Trump's addresses are regarded as the source of data to investigate the existence of repetition and its implications. Therefore, the data are the script of the addresses, particularly the relevant lines. The primary data of this research are the texts of Trump's serving as the mental evidence to gain the repetition. The secondary data are taken from related sources in the forms of documents, commentaries, opinions, testimonies, and journals to support the arguments of the researcher.

For data analysis, since this is a kind of textual analysis for a communicative text, Goffman's Frame Analysis is applicable. It is for studying a text in relation to the communicative aspect (Goffman, 1997). It deals with frames intended for desired

effects or “impression management” (Goffman, 1997, p. 24). This prescribes that the analysis focuses on the attempts within the lines of the addresses to gain a particular purpose. It is what Goffman refers to as keying and stripping, which are functional. Keying constitutes “a set of conventions by which a given activity is transformed into something patterned on this activity but seen by the participants to be something quite else” (Goffman, 1974, p. 43-44).s It is within this proposition that repetitions in the lines of the addresses are regarded as a pattern to spotlight a particular intended frame of meaning.

Stripping in Goffman's approach is “any arbitrary slice or cut from the stream of ongoing activity, including here sequences of happenings, real or fictive, as seen from the perspective of subjectively involved in sustaining an interest in them” (Goffman, p. 10). It is connected with the intention to select parts of reality to draw attention to certain issues and stresses vitality. This is “a starting point for analysis” (Goffman, p. 10). That is why this Goffman's Frame Analysis is also called “double-hermeneutics,” which means “the art of interpreting everyone's art of interpretation” (Flick et al., 2004, p. 27). Thus, within this study, the repetitions are regarded, pursued, and analyzed as keying and stripping attempts in the frame of the schema of the American perspective and the context of a president and people.

## **FINDINGS**

### **A. Anaphora**

President Donald Trump, in his speeches, employed anaphora as part of the lines to speak to his people. The anaphora in Speech 1 is identified as words and phrases and clauses. Anaphora expressed in speech 1, his class of words, is seen in this sentence "This is not a financial crisis, this is just a temporary moment of time that we will overcome together as a nation and as a world". (*Line 68 Trump, Speech 1*). This repetition is also included in the type of anaphora repetition where the repetition is the word "This". This includes the definite demonstrative adjective, which can clearly see the object in question, and the word in question. in this example are the words financial crisis and temporary moment, their level, also belong to a category of a phrase.

Other phrases can also be seen in (*Lines 81-84 Trump, Speech 1*) "I will never hesitate to take any necessary steps to protect the lives, health, and safety of the American people. I will always put the wellbeing of America first". This sentence structure can be grouped into the type of repetition anaphora because the prefix "I will" is repeated in the next sentence, which also emphasizes the subject sentence. Grammatically, this is a sentence with a complete and equal pattern and the phrase that is

expressed in this sentence is "American people and America first," which, in this case, the explanation is in the specification of the American root word.

But another variant also contained in Speech 1 is the form of the clause listed "God bless you, and God bless America (Line 96 Trump, Speech 1)". This is a simple sentence that contains an anaphoric element in the word "God," which is also included in a sentence with a simple sentence pattern, and another element in a sentence containing a clause is the "God bless". It is similar to the Subject and Verb pattern in the line, "We will significantly reduce the threat to our citizens and we will ultimately and expeditiously defeat this virus". (Line 6-9 Trump, Speech 1).

Meanwhile, in Speech 2, the repetition of part of Speech 1s traced in the following line.

"We launched the most aggressive mobilization since the Second World War. We rapidly produced a record supply of ventilators creating a surplus that allowed us to share them with friends and partners all around the globe". (Line 6-11, Speech 2, Trump).

In this anaphora, the pronoun "We" undergoes a repetition in the second sentence, but it comes in the form of the past tense. The anaphoric lines employing "We" is also detected in the line,

"We stood up two decades of China's trade abuses. We revitalized the NATO alliance, where other countries now pay a much fairer share. We forged historic partnerships with Mexico, Guatemala, Honduras, and El Salvador to stop human smuggling. We are standing with the people of Cuba, Nicaragua, and Venezuela, in their righteous struggle for freedom" (Line 43-46, Speech 2, Trump).

It is apparent that "We" is repeated in the parallel structure and emphasizes the current context. It combines the reference to past deeds with the declaration of the present standpoint. The expression "We" seem to deal with the attempt to stress and invite the involvement of American people in international coexistence.

Similar constructions of the anaphoric sentence with "We" are found in the lines:

"We will distribute a vaccine. We will defeat the virus. We will end the pandemic. And we will enter a new era of authentic prosperity, cooperation, and peace" (Line 12-13, Speech 2, Trump).

It is obvious that the repetitions in these lines are parallel anaphora. The structure of "We" followed by the modal "will" comes in resemble three consecutive patterns as those in the lines, "This month, we achieved a peace deal between Serbia and Kosovo. We reached a landmark breakthrough ...". (Line 50-55 Trump, Speech 2).

Such anaphora can also be found in the third Trump speech. In Speech 3, the use of "We" is shown in the sentence, "we have the greatest doctors in the world, we have the greatest nurses, the

greatest first responders... " (Line 7-10, Speech 3, Trump). These constitute a parallel structure highlighting the American potential to respond to the current circumstances. They are then reinforced by the presence of the other parallel structure anaphora as in the lines "It wasn't your fault that this happened. It was China's fault" (Line 52-56, Speech 3, Trump); "I felt good immediately. I felt as good three days go as I do now. (Line 11-15 Trump), and "I feel great. I feel like perfect " (Line 41-46, Speech 3). Likewise, the lines "So I want to get these things done. So we have to get them done. (Line 25-30, Speech 3. It is clear that these lines of Trump's third speech bear the characteristics of anaphora in terms of the repetition of a particular part of a syntactical structure or aspect. This means that anaphora as a part of repetition has been applied by Trump in his three speeches as a rhetorical device to communicate with the American people. The use of anaphora in its diverse forms has also pointed out that it may be regarded to be effective in sending messages to people.

### **B. Mesodiplosis**

Mesodiplosis pattern can be identified by the use of the same word in the word pattern, or phrase or in the middle of the sentence so that it requires accuracy. Different from anaphora, Mesodiplosis is marked by the repetition of the middle part of a particular syntactical construction in the form of a word, phrase, clause, or sentence. The word "always", for instance, is viewed as mesodiplosis in the next line "This is the way it always was and always will be" (Line 10-13, Speech 1). These citations are included in the mesodiplosis since the repetition of 'always' occurs in the middle. While the mesodiplosis phrase is apparent in the lines "They know it's great for them and it's great for the world" (Line 50-55, Speech 2), the adjectival phrases 'great for' undertake repetition in the middle of the sentence as that of mesodiplosis.

Similarly, in the expressions, "We have great people. This is a great country"(Line 7-10, Speech 3), here the noun phrase "Great people" and "Great country" are repeated. The repetition of the adjective 'great' bridges the formation of the two noun phrases. Positioning 'great' in the middle of the sentence characterized the presence of mesodiplosis in Trump's speeches. Further, the same form is shown in the lines, "We've authorized it. I've authorized it" (Line 15-16 Speech 3). Here, the verbal phrase "have authorized" as the perfect tense pattern is stated twice and located in the middle of the sentence which defines the trait of mesodiplosis. The detection of mesodiplosis in Trump's speeches suggests that this kind of repetition contributes to the effort to address issues relevant to the American people as the audience. Trump seems to use mesodiplosis to focus on engaging people with the idea of American

greatness. Repeating the word 'great' does not merely for the structural purpose but also seemingly for rhetoric strategy. It is easier to invite people's attention and participation when the appropriate rhetoric is applied. Trump uses this sort of repetition several times in his speech lines implying the conviction of its function in reaching, impressing and moving the American people as the targeted audience (Faiz, et al., 2022; Jensen & Lennø, 2020).

### **C. Tautology**

Tautology prescribes the repetition of the same affixes, words, phrases, clauses, and sentences either at the beginning or at the end, or in the middle of the line(s). The researchers found that this type of repetition colors the lines of Trump's speeches. In Speech 1, Trump uses the word "testing" in the line "Testing and testing capabilities are expanding rapidly, day by day". (Line 40-43, Speech 1). The same words are repeated in this line. It defines the existence of the tautology within the speech. It has been a part of the president's effort to address his people. As tautology is included in the lines of presidential speeches, it illustrates the role of tautology in presidential rhetoric.

The other tautology found in Trump's Speech 1s in the form of affix, in this case, the suffix "ly" as in "Young and healthy people can expect to recover fully and quickly if they should get the virus (Line 44-47, Speech 3). The adverb "fully" and "quickly" mark the repetition of the adverb of manner with the identifier "ly".

### **D. Epizeuxis**

Epizeuxis applies words or phrases, and clauses in a row in particular sentence construction. In Trump's speeches here, the researcher found three epizeuxes, especially in Speech 1 and Speech 3. In Speech 1, Trump seems to express Epizeuxis in the line "The elderly population must be very, very careful". (Line 44-47 Trump). The president affirms the word 'very' twice in one line of a sentence. This is consistent with the type of Epizeuxis. The word emerges consecutively in a row. The repetition corresponded with the same word from the word before the word was repeated and the phrase in the contraction of this sentence was the elderly population.

Epizeuxis in Speech 3 is uttered in the sentence "We're going to get it into the hospitals as soon as you can, as soon as we can" (Line 57-61 Trump). 'As soon as' is repeated in immediate sequence. This rhetorical expression is similar to "... we're going to have a great vaccine very, very shortly". (Line 31-36 Trump, speech 3) within which the adverb 'very' is said again in series. This features Epizeuxis as a means of communication used by Trump. It likely serves to be the rhetorical instrument in the attempt to highlight the role of the government in solving the national issue. All of the

Epizeuxises appear to deal with the adverb modifying government acts. Interpretively, such propensity expounds the functional use of the Epizeuxis within Trump's speeches in particular and presidential addresses in general.

### **E. Epistrophe/ Epiphora**

Epiphora lies at the end of a sentence or of a line or sequential sentence. As sort of parallelism. It commonly appears in literary works such as poetry and speech. Trump's speeches display several epiphora elements ranging from words and phrases. Out of three speeches, Trump utilizes several epiphoras distributed in the lines of Speech 1 and Speech 3 sentences. Within Speech 1, Trump voiced, "I am proudly putting America first, just as you should be putting your countries first" (Line 66-71 Trump, Speech 1). The phrase 'America first at the end of this line is said again in "I will never hesitate... I will always put the well-being of America first". (Line 81-84, Speech 1 Trump). The repetition occupies at the end of these lines characterizes the presence of the epiphora. So doing the repetition in the following lines, "you're going to get better. You're going to get better" (Line 21-24 speech 3 Trump). These are found in Trump's Speech 3. The verbal phrase "to get better" undergoes repetition at the end of the lines. The same practice occurs in the expressions the lines, "I know they call them therapeutic, but to me, it wasn't therapeutic" (Line 25-30, Speech 3, Trump). If in the first speech, epistrophe comes in the form of a phrase. The Speech 3 applies the word 'therapeutic' for the epistrophe.

### **F. Epanalepsis**

The next type of repetition is epanalepsis referring to the act of repeating a word or phrase that appears at the beginning of a clause or sentence or line and then uttered again at the end of the line. As a part of the rhetorical device, it seems that this type of repetition is rarely used in speech deliverance. Within this collection of Trump's speeches, one is only found one epanalepsis in Speech 2 as in the line, "Our military has increased substantially in size: We spent \$ 2.5 trillion over the last four years on our military" (Line 42, Speech 2 Trump). The phrase 'our military' confirms the existence of the epanalepsis in the speech. Further Its potential to be included as a rhetorical device in spite of its infrequent use. The appearance of such repetition clarifies that repetition in its general form colors the lines of rhetoric text as presidential speeches.

### **G. Root Repetition**

The root repetition, as the term suggests, deals with the restating or consecutive use of a particular root of a word in the sentence or line. Yet, it is important to note that in this type of repetition, it is not exactly the same words that are repeated but the same root.

It indicates that the different meanings of the word might be different since inflections and affixes may occur. A certain root of a word may appear in the consecutive line with, for instance, a certain suffix that changes the meaning of the root word as it turns to a different kind of a part of speech or to distinct the tense aspect of the word.

The presence of the root repetition in Trump's speeches can be begun to be identified in the following lines, "It only matters how you respond, and we are responding with great speed and professionalism" (*Line 10-13, Speech 1, Trump*). These lines display that the root word 'respond' is repeated in the expression "responding"; the root is added with the -ing form becoming gerund and implying the progressive meaning instead of affirmative meaning as in the previous line. In another word, albeit the meaning might be distinguished, the root being repeated is the same. Similarly, the following line, "I will be ... Because of the economic policies that we have put into place over the last three years, we have the greatest economy anywhere in the world, by far. (*Line 62, Speech 1, Trump*). The root word 'economy' is being said twice with a different part of speech, namely 'economic' and 'economy'; noun and adjective. That means the root is repeated with a slight change of meaning.

Within Trump's speech, the root repetition appears in the next line, "Those who attack America's exceptional environmental record while ignoring China's rampant pollution are not interested in the environment" (*Line 27-31, Speech 2, Trump*). Trump affirmed 'environment' and 'environmental', which are actually derived from 'environment'. It indicates that the root repetition in this line refers to the use of the word 'environment'.

While in the third speech, Trump deploys the root repetition in several lines as follows

"And by the way, ..., we have the greatest doctors in the world, we have the greatest nurses, the greatest first responders, law enforcement, by the way, incredible, firefighters, everybody. They're just great. We have great people. This is a great country". (*Line 7-10, Speech 3, Trump*).

These lines confirm that the root word 'great' apparently is employed as repetition in Trump's speech. It is expressed as 'greatest' and 'great'. As an adjective, it is inflected into the degree of comparison, particularly the positive and superlative degree. In the next lines, the same pattern occurs when the repetition of the root "vaccine" is seen below

"That's much more important to me than the vaccine. But on the vaccines, we have many companies in the the final stages for the vaccines, Johnson & Johnson. Moderna, Pfizer, all great companies, but many of them, and we're going to have a great vaccine very, very shortly" (*Line 30-3, Speech 3, Trump*).

It is clear in this line that 'vaccine' come in two forms namely singular and plural. Trump states the plural forms for referring to the products. The repetition takes place as Trump emphasizes American effort to build their immunity toward Covid-19. Trump uses such repetition when he declared, "I walked in, I didn't feel good. A short 24 hours later, I was feeling great" (*Line 43, speech 3, Trump*). Trump highlights his recovery by indicating the aspect of the tense of 'feel'. As a linking verb, the root 'feel' is changed into 'feeling' as the turn from past tense to the past progressive. It is theoretically an indication of root repetition. The such tendency also occurs in the lines "I wanted to get out of the hospital, and that's what I want for everybody". (*Line 44-45, Speech 3, Trump*). The root is repeated with an addition of a past verb mark at one is being repeated. 'Want' becomes 'wanted' in the repetition without altering the part of speech or totally changing the meaning. The same case is in the line, "I want to get for you what I got, and I'm going to make it free." The root word 'get' undergoes a shift to the past verb when it turns into "got." Yet, it did not necessarily modify the meaning. It even strengthens the message of stressing the intention to provide the same service to the American people. By the root repetition used, Trump clearly draws his people's sympathy by urging the will to serve people with qualified and free vaccines. The point is that the use of repetition has facilitated Trump to express his political rhetoric to the American people (Hughes et al., 2021; Liu & Lei, 2018).

## DISCUSSION

The results of the above research reveal several important aspects related to the use of repetition in the rhetorical text of Trump's speech. Speech, as a form of rhetorical text, is created to achieve certain goals or form certain goals in the audience and seems to place repetition as an aspect that cannot be separated. In Trump's rhetorical text, several important propositions can be drawn.

The use of repetition in Donald Trump's three speeches which were chosen from the midst of the Covid-19 pandemic atmosphere as in the results of the study above, reflects the meaning associated with three main frames characterized by the use of anaphora, mesodiplosis, tautology, and epizeuxis, epiphora, epanalepsis, and root repetition. The frame of meaning reflects the "keying" bond, which is the application of phrases in the form of repetition according to the context of the delivery of Speech 1 implies'.

### Identifying Current Crisis

President Trump, in his repetitions generally uses words such as 'this,' 'real,' 'vault,' 'testing' which leads to the identification and acknowledgment of

the crisis that is currently engulfing America, namely the Covid-19 pandemic. Trump describes the situation facing American society today. The repetition that was included in the lines of his speech led Americans to understand that the difficult situation they were in was mainly related to the outbreak of the coronavirus which was so uncontrollable. By affirming 'this,' Trump seems to show that the Covid-19 problem is real and ongoing. The first health crisis facing America in modern times. Conditions that Americans never expected. The impact is detrimental to all sectors of life in this superpower country. Americans are going through a real test. America is being tested.

However, Trump denies that this crisis results from negligence or the behavior of Americans or their government. For President Trump, this crisis is related to the fault, the "fault", the foreign party, namely China. The president blamed the Chinese government for this health crisis. Repeated affirmation of China's mistakes cannot be separated from the emergence of the coronavirus in China. On the other hand, it seems that Trump also highlights the context of his address on the growing expansion of China's business in America. Thus, Trump is actually implying the current crisis that America is suffering from is related to health and economic issues that stem from China's actions. In other words, the repetition of Trump's speech has framed the picture of the turmoil facing America and suggested that the cause of the crisis in China. Trump does not seem to blame American Society for the birth of this crisis. The lines of Trump's speech emphatically repeated that China was responsible for the difficult times America was facing. The leaking of laboratories in China became the basis of reference for the origin of the global health crisis and America in particular.

### **Emphasizing American Strength**

Trump not only uses repetition of various types to highlight and present America's crisis when his Speech 1s delivered but also raises the spirit or strength of America to face the nation's problems. In the lines of his speech, Trump emphasized 'great doctors', 'great responders', 'great people', 'exceptional environments', 'responding', and 'always', indicating a reference to America's beliefs in its strength in the course of history. America has gone through various difficult times in its development as a nation since the era of the independence revolution until now. Trump repeated words such as "exceptional" and "great People," which cannot be separated from the sense of American Exceptional that has been echoed and lived by American society since the time of the first arrivals to the new world, namely the Puritan separatists to Ply month and the Non-Separatist Puritans to Massachusetts. Bay Colony. Trump's reputational words in these three speeches reminded

the American People of their greatness and potential as a nation. Trump has rhetorically stressed America's ability to deal with crises with the strength it already has. Something very important for America's existence in the midst of crisis. With his speech, President Trump framed resilience and strength as a great country, namely standing firm in any difficult situation, including facing the unprecedented spread of Covid-19. This means that the repetition in the speeches acts as an instrument of Trump's rhetoric in embracing, awakening, and reviving the soul and strength of America (Edwards, 2018). This further means that repetition cannot be ignored since it is a crucial aspect of Trump's speeches in particular and the speeches of an American president in general.

### **Promising Solutions**

The lines in Trump's speech also clearly show the use of repetition for the purpose of calming the American people by affirming his administration's position in resolving the threat of Covid-19. The meanings associated with the use of words or phrases include; 'putting America first,' 'therapeutic,' and 'vaccine,' which illustrate the steps Trump will take as a leader to resolve the crisis that people are currently suffering from. It is seen that Trump applies repetition in this section to present a concrete solution to the difficulties due to Covid-19 exposure. He emphasized that in the process of addressing this issue, the American public was prioritized, as he stated for 'putting America First'. Trump promised real and immediate steps that will be proven by the production of a 'Vaccine' which is not "therapeutic\_" but fully heals. Vaccines that will soon be enjoyed soon are reflected in his assertion that treatment for the American people will be as fast as possible, "as soon you can" and complete and fast; 'fully' and 'quickly'. For the elderly, Trump uses repetition to show his concern by stating, "the elder people in "very-very shortly". These repetition affirmations reflect President Trump's efforts to offer the promise of a solution and at the same time increase the support of Americans to overcome the Covid-19 pandemic. Such support is vital for preparing policies and regulations from a leader. Equally important, these expressions have the potential to convince and call upon the American public to take part in efforts to resolve America's current crisis. In other words, the repetition in President Trump's Speech 1s a strategy or rhetorical instrument used in order to foster optimism through the promise of a solution to the crisis and raise the spirit of participating with the steps and policies of the American President.

Seeing the frame of meaning that is reflected in the use of repetition in the lines of President Trump's speech, this seems consistent with the view that basically, the American president's Speech 1s a political sermon (Romagnuolo, 2009) namely the



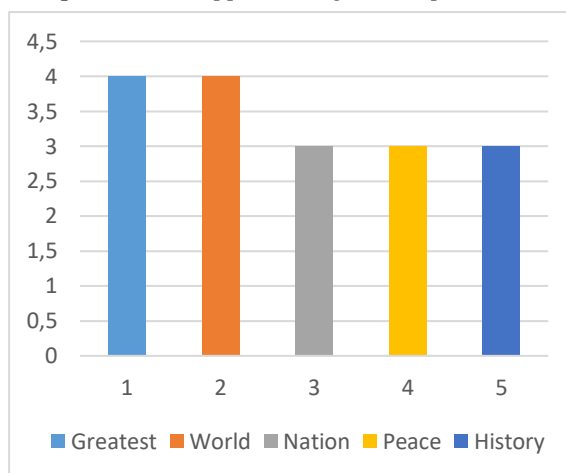
form of a speech that contains political perspectives that followed the formula of Jeremiad's preaching of the Puritans since the beginning of America. The characteristics of the speech that begins with identifying the crisis, exploring the nation's values, and promising solutions through change and a participatory attitude are characteristics inherent in the Puritan Jeremiad structure (Smith & Smith, 1994). Although there are differences in the substance of jeremiad, the structure of thought in President Trump's speech appears similar to that of jeremiad. Both the jeremiad and the president's address apply the same order of structure namely identifying present turmoil, reference to the existing values, and promise of a better future.

The difference is seen in President Trump's speech which raised the issue of the current crisis, namely the Covid-19 pandemic, and saw it as a result of the deeds of foreign people namely China, not American society, while in Jeremiad, the problems faced by the community were always associated with the attitude of people's disobedience or acts that reflected the broken of the covenant of the people and God. Likewise, the reference to the value changes. If Jeremiad prioritizes references to Biblical verses and figures, on the other side, in his speech, President Trump invites Americans to continue to believe in the empirical conviction of America's greatness. Something markedly different from the pattern often encountered in the Puritan Jeremiad. Further, Trump ended his address with a promise of a concrete solution in the form of vaccine production in the near future to stop the pandemic and assured that the government would soon do it with the support of the American people while Puritan Jeremiad tended to emphasize that people's lives could be improved if people repented and returned to the covenant path. with God (The covenant with God). Repentance will bring prosperity. This means that the role of the people is very basic in bringing about the nation's improvement. Through his speech with used repetition, Trump promised his role in bringing American society out of the Covid-19 crisis. Unlike Jeremiad, who generally reminds the people of his repentance as a way to free America from a disaster or pandemic. This means that the role of the people is very fundamental and pivotal in bringing about the improvement of the nation's lives. Through his speech with its repetition uses, Trump promised his role in bringing American society out of the Covid-19 crisis. It is unlike a message of jeremiad that generally reminds people of their repentance as a way to free and relieve American people from a disaster or pandemic.

Furthermore, the analysis of Trump's three speeches also implies the meaning to be emphasized and strengthened by repetition. This can be seen from the words that are framed together with the lines colored by used repetition. Some words found

to frequently appear along with the line of repetitions are shown in the following diagram.

**Figure 1**  
*Frequent Words Appear along with Repetition*



This diagram indicates that repetition in President Trump's speeches bridges some big ideas and living values in the American mind. The diagram shows that these words come are detected to be often in the same line as the repetition. The most frequent words are as pointed out in the diagram namely 'greatest', 'word', 'peace,' and 'history.' In fact, few other words are also found, yet, these words are the most attached in the repetition lines in Trump's speeches. Further, having interpreted the words in combination with lines of the repetition, it comes to the following frames of meaning.

**Affirming the Sense of American greatness.**

The sense of American greatness constitutes the other way of saying American exceptionalism. It is a "sentiment deeply embedded in American history, rhetoric, and culture" (Williams, 2020, p. 369). Americans view their existence as the only outstanding nation in the world; the focus of all the eyes, a city upon a hill' as introduced by John Winthrop in his speech before stepping down from Arabella. It is this idea that is apparently elaborated and reinforced in Trump's repetition as, "we have the greatest doctors in the world, we have the greatest nurses, the greatest first responders... They're just great" (*Line 7-10, Speech 3, Trump*). within these lines, it is clear that the presence of the word 'greatest' and 'great' is a part of the efforts to engage American people with the sense of American greatness. Rhetorically, it serves as the words to catch the people's attachment to the president's presentation and notions. It is easier to win people's sympathy when the president meets their values. Trump tries to remind the nation of the shared values that have already shaped its existence. America has always positioned itself as the largest country in the world. The use of repetition leads



Americans, the speech audience, to recall America's greatness in various fields. Thus, in the context of the Covid-19 pandemic, Trump interpretively hopes America nation must think and act as a great nation. The pandemic may hit the foundation of many aspects of American life. Yet, they are a great nation. The crisis is supposed to shape American greatness. Through his address, the president seemingly energizes the people to enact their values to overcome the present crisis. Trump applies repetition in the lines of his address to frame the American people to realize their power as a great nation. The greatness is marked by the great dedication of doctors, nurses, and medics. In the context of the Covid-19 pandemic, the medical team has worked hard to treat victims and prevent transmission of the virus to millions of citizens. By linking and combining the 'words of greatness' with repetition, Trump's speeches gain the channel to people's hearts which is rhetorically crucial. Sympathy, empathy, and participation for a president may derive from such rhetoric. Trump's repetition apparently works for that reason and purpose; to encourage the American people to regain and claim their greatness to face the threat and spread of Covid-19.

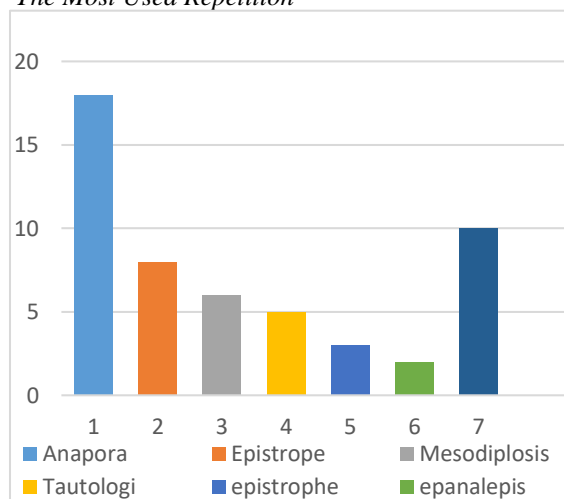
**Framing America's role in the world.**

From the findings of this study, it can also be seen that repetition is used in the context of emphasizing America's role in the world, including in a health crisis situation with the emergence of the Covid-19 pandemic (Fragidis & Chatzoglou, 2018; Octa, 2019; Sukesih et al., 2020). America is ready to contribute to the world. With the existence of medical personnel who are considered the best in the world, as seen in the lines "The most advanced health care, and the most talented doctors, scientists and researchers anywhere in the world" (*Line 88-90, Speech 3, Trump*). By repeating the word 'most' with putting it in the line as 'world', Trump summarizes America's prominent position in the world. It spotlights American status as the biggest nation. That status defines and clarifies the American role in the world. With all of its resources, America is ready to help and support the world in dealing with the Covid-19 pandemic (Darmawan et al., 2020; Feyisa, 2020). America expressed its readiness to help other countries in the world. It is in this expression that it is clear that the repetition in the rhetorical text of President Trump's Speech 1s useful to confirm America's role not only for its citizens but also for the world (Quijano & Bulusan, 2020). A typical American foreign country is that it plays a role in the global world. This is marked by the emergence of the word "world" which represents the existence of America and embraces the world

**Anaphora is the most employed repetition in Trump's speeches**

The results further designate that anaphora constitutes the most used repetition form in these chosen speeches. Trump employs a total of eighteen anaphora in his three speeches as shown in figure 2. Anaphora dominates the lines of address in the form of words, phrases, and clauses.

**Figure 2**  
*The Most Used Repetition*



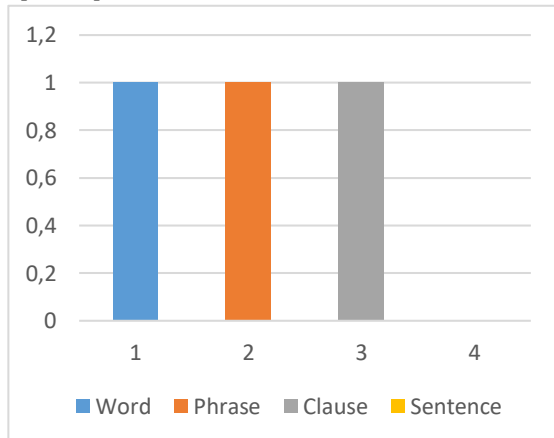
This figure implies that all forms of repetition are found in the speech, yet anaphora occupies the top used one. It implies that rhetorically anaphora is considered to be effective in conveying messages to the American people. The frequent use of that particular repetition confirms its vital contribution to communicating with the public, negotiating values, and motivating and moving people. An effective Speech 1s is justified by the success of such traits. Since the anaphora colors Trump's three speeches, it shows that anaphora serves as a main rhetorical device. It might be viewed as the main tool to win and influence people's favor. In addition, the tendency to deploy anaphora in the lines of Trump's addresses illustrates that it is crucial to repeat essential messages or ideas at the beginning of the addresses. Anaphora emphasizes certain messages at the beginning of lines of an address meaning by the recurring expressions in the first lines of the address (Muassomah et al., 2020). Being the dominant type, this positions anaphora as a powerful device for speech lines. Such a tendency goes with the argument of (Javed & Janjua, n.d.) concerned with the use of repetition including anaphora to "maintain the emotive function" and "the overall message is conveyed" (p. 67). By affirming the anaphoric lines, a speaker of an address is sustaining audience's emotional engagement and ensuring the communication of the intended messages. It is in congruence with the synthesis claiming "the use of 'anaphora' gives association and emphasis to goals and visions for the country" (Quijano & Bulusan,

2020). In so doing, the speaker like President Trump is highlighting the core, emphasis, attention, and clarification of projected messages to the people.

### Epanalepsis as the least used repetition type

Researchers found in all three of Donald Trump's speeches during the pandemic that the type of epanalepsis repetition was the least one. This can be seen in the analysis results as summarized in the following diagram:

**Figure 3**  
*Epanalepsis*



The diagram indicates that the epanalepsis expressions that appear in the form of repetition are not many. It seems that the structure of the use of the word at the beginning of the sentence must be exactly the same at the end of the sentence is difficult to apply. This is inconsistent with the proposition indicated by the findings of research (Munthe & Lestari, 2016) on the repetition in “Wendys’ Tagline revealing that epanalepsis is one of the dominant repetitions used, which potentially “shows emotional spontaneity” and “raises “it (p. 170). This suggests that in terms of rhetoric texts or especially in the form of speech, epanalepsis is not regarded to be as effective as in the advertising form. It seems to be the ground for not being frequently included in the lines of Trump’s addresses.

Reflecting on this discussion, it is apparent that Trump’s rhetorical strategies of employing repetition have constructed and recalled the basic use of language forms and functions for socio-political communication. However, it is noted that more leaders’ speeches during the pandemic are required to overcome the limitation of the study in comprehensively formulating and modeling a crisis rhetoric text or communicative text writing for a global context.

### CONCLUSION

The application of the framing analysis on Trump’s three addresses, particularly in terms of the use of

repetition, has revealed that the expressions in the lines of the addresses show the inclusions of anaphora, epistrophe/epiphora, root repetition, epizeuxis, tautology, and Epanalepsis. These types of repetition serve as rhetorical devices in Trump’s addresses. They are applied to spotlight, stress, and embrace people with proposed messages and ideals of the presidents. In the context of the Covid-19 Pandemic, the repetition appears to be employed to recall public conviction and support for the government in general and the president as the national leader. This is implied in the presence of the jeremiad structure in the lines the addresses the assertion of the American sense of greatness and the emphasis on the role to the world. The identification of these jeremiad aspects also provides challenges for future studies on whether such patterns appear consistently in presidential speeches or solely emerge in the time of crisis and whether or not repetition works for writing of global rhetoric texts.

### REFERENCES

- Abrusán, M. (2021). The spectrum of perspective shift: Protagonist projection versus free indirect discourse. *Linguistics and Philosophy*, 44(4), 839–873. <https://doi.org/10.1007/s10988-020-09300-z>
- Chong, D., & Druckman, J. N. (2007). A theory of framing and opinion formation in competitive elite environments. *Journal of Communication*, 57(1), 99–118. <https://doi.org/10.1111/j.1460-2466.2006.00331.x>
- Darmawan, D., Miharja, D., Waluyajati, R. S. R., & Isnaeniah, E. (2020). Sikap keberagaman masyarakat menghadapi wabah Covid-19 (The religious attitudes of the community in facing the Covid-19 pandemic). *Religious: Jurnal Studi Agama-Agama dan Lintas Budaya*, 4(2), 115–124. <https://doi.org/10.15575/rjsalb.v4i2.8596>
- De Vreese, C. H. (2012). New avenues for framing research. *American Behavioral Scientist*, 56(3), 365–375.
- Derakhshani, M., Qaiwer, S. N., Kazemian, B., & Mohammadian, S. (2021). Critical discourse analysis and rhetorical tropes in Donald Trump’s first speech to the UN. *Theory and Practice in Language Studies*, 11(10), 1224–1236.
- Edwards, J. A. (2018). Make America great again: Donald Trump and redefining the US role in the world. *Communication Quarterly*, 66(2), 176–195.
- Entman, R. M. (2003). Cascading activation: Contesting the White House’s frame after 9/11. *Political Communication*, 20(4), 415–432. <https://doi.org/10.1080/10584600390244176>
- Faiz, A. P. N., Sholikhah, I. M., & Muttaqin, U. (2022). Donald J. Trump’s protest response:

- Rhetorical language of his speech at the “Save America” rally. *Elsya: Journal of English Language Studies*, 4(3), 214–226.
- Farkhodovich, B. F. (2022). Philosophical analysis of the features of language and culture in the process of globalization. *Academia Globe: Inderscience Research*, 3(3), 1–6.
- Feyisa, H. L. (2020). The world economy at Covid-19 quarantine: Contemporary review. *International Journal of Economics, Finance and Management Sciences*, 8(2), 63–74.  
<https://doi.org/10.11648/j.ijefm.20200802.11>.
- Flick, U., Von Kardorff, E., & Steinke, I. (2004). What is qualitative research? An introduction to the field. *A Companion to Qualitative Research*, 1, 3–11.
- Fragidis, L. L., & Chatzoglou, P. D. (2018). Implementation of a nationwide electronic health record (EHR): The international experience in 13 countries. *International Journal of Health Care Quality Assurance*, 31(2), 116–130.  
<https://doi.org/10.1108/IJHCQA-09-2016-0136>
- Glied, S., & Levy, H. (2020). The potential effects of coronavirus on national health expenditures. *JAMA*, 323(20), 2001–2002.  
<https://doi.org/10.1001/JAMA.2020.6644>
- Goffman, E. (1974). *Frame analysis: An essay on the organization of experience*. Harvard University Press.
- Goffman, E. (1977). *Gender advertisements*. Harvard University Press.
- Hartono, H., Suparto, S., & Hassan, A. (2021). Language: A ‘mirror’ of the culture and its application English language teaching. *Linguistics and Culture Review*, 5(1), 93–103.  
<https://doi.org/10.21744/lingcure.v5n1.835>
- Homolar, A., & Scholz, R. (2019). The power of Trump-speak: Populist crisis narratives and ontological security. *Cambridge Review of International Affairs*, 32(3), 344–364.
- Hughes, B., Miller-Idriss, C., Piltch-Loeb, R., Goldberg, B., White, K., Criezis, M., & Savoia, E. (2021). Development of a codebook of online anti-vaccination rhetoric to manage Covid-19 vaccine misinformation. *International Journal of Environmental Research and Public Health*, 18(14), 7556.
- Ivana, P. S. I., & Suprayogi, S. (2020). The representation of Iran and United States in Donald Trump’s speech: A critical discourse analysis. *Linguistics and Literature Journal*, 1(2), 40–45.
- Javed, S., & Janjua, F. (n.d.). Using ‘Verbal parallelism’ as a tool in developing Jakobsonian six functions of language: A case study of Dastoor by Habib Jalib. *Hayatian Journal of Linguistics and Literature*, 2(1), 58–70.
- Jensen, N., & Lennø, C. H. (2020). An emotional, erratic rant or a display of clever linguistic tactics? A CDA analysis of president Trump’s 2020 impeachment victory speech.
- Liu, D., & Lei, L. (2018). The appeal to political sentiment: An analysis of Donald Trump’s and Hillary Clinton’s speech themes and discourse strategies in the 2016 US presidential election. *Discourse, Context & Media*, 25, 143–152.
- Mardani, D. M. S., Sadyana, I. W., & Adnyani, L. D. S. (2020). Learning Japanese language based on 2013 curriculum at elementary schools in Bali. 394, 246–251.  
<https://doi.org/10.2991/assehr.k.200115.040>
- Marongiu, M. A. (2019). Teaching materials and CLIL teaching. *Linguae & - Rivista Di Lingue e Culture Moderne*, 18(2), 81–104.  
<https://doi.org/10.7358/lcm-2019-002-mar0>
- Maru, M. G., Pikirang, C. C., Ratu, D. M., & Tuna, J. R. (2021). The integration of ICT in ELT practices: The study on teachers’ perspective in new normal era. *International Journal of Interactive Mobile Technologies*, 15(22), 44–67. <https://doi.org/10.3991/ijim.v15i22.25533>
- Maru, M. G., Pikirang, C. C., Setiawan, S., Oroh, E. Z., & Pelenkahu, N. (2021). The internet use for autonomous learning during Covid-19 pandemic and its hindrances. *International Journal of Interactive Mobile Technologies*, 15(18), 65–79.  
<https://doi.org/10.3991/ijim.v15i18.24553>.
- Medvid, O., Vashyst, K., Sushkova, O., Sadvynychyi, V., Malovana, N., & Shumenko, O. (2022). US presidents’ political speeches as a means of manipulation in 21st century society. *Wisdom Journal*, 2(3).
- Muassomah, Abdullah, I., Istiadah, Mujahidin, A., Masnawi, N., & Sohras. (2020). Believe in literature: Character education for Indonesia’s youth. *Universal Journal of Educational Research*, 8(6), 2223–2231.  
<https://doi.org/10.13189/ujer.2020.080605>
- Munthe, A. M., & Lestari, R. (2016). The impression of rhetorical devices in Wendy’s taglines. *Journal of Language and Literature*, 16(2).
- Octa, A. (2019). Hubungan pengetahuan dan sikap terhadap perilaku cuci tangan pada masyarakat kelurahan Pegirian. *Jurnal PROMKES*, 7(1), 1.  
<https://doi.org/10.20473/jpk.v7.i1.2019.1-11>
- Quijano, M. G., & Bulusan, F. (2020). Language and politics: Exploring the rhetorical appeals and devices employed by three Philippine presidents in their first state of the nation addresses. *The Asian ESP Journal*, 31.
- Reed, L., Oraby, S., & Walker, M. (2018). Can neural generators for dialogue learn sentence planning and discourse structuring? *11th International Natural Language Generation Conference, Proceedings of the Conference*,

- 284–295. <https://doi.org/10.18653/v1/w18-6535>
- Romagnuolo, A. (2009). Political discourse in translation: A corpus-based perspective on presidential inaugurals. *Translation and Interpreting Studies. The Journal of the American Translation and Interpreting Studies Association, 4*(1), 1–30.
- Schattschneider, E. E., & Pearson, S. A. (2017). *Party government: American government in action*. Routledge.
- Smith, C. A., & Smith, K. B. (1994). *The White House speaks: Presidential leadership as persuasion*. Greenwood Publishing Group.
- Sukesih, S., Usman, U., Budi, S., & Sari, D. N. A. (2020). Pengetahuan dan sikap mahasiswa kesehatan tentang pencegahan Covid-19 di Indonesia. *Jurnal Ilmu Keperawatan dan Kebidanan, 11*(2), 258. <https://doi.org/10.26751/jikk.v11i2.835>
- Torriceli, R., & Carrol, A. (2002). *In our own words*. Kodansha International.
- Trushin, V. A., Zavodovskaya, A. I., Oveshnikov, I. A., & Toporishchev, E. V. (2021). Study of the impact of speech-like interference on the psychological and emotional state of a human. *Journal of Physics: Conference Series, 1791*(1). <https://doi.org/10.1088/1742-6596/1791/1/012063>
- Utami, R. A., Mose, R. E., & Martini, M. (2020). Pengetahuan, sikap dan keterampilan masyarakat dalam pencegahan Covid-19 di DKI Jakarta. *Jurnal Kesehatan Holistic, 4*(2), 68–77. <https://doi.org/10.33377/jkh.v4i2.85>
- Williams, Lucy. (2020). Blasting reproach and all-pervading light: Frederick Douglass's aspirational American exceptionalism. *American Political Thought: A Journal of Idea, Institution, and Culture, 9*(3), 369–395.
- Woll, P. (1996). *American government: Readings and cases*. HarperCollins College Publishers.
- Woll, Peter. (2004). *American government*. Pearson.
- Yuliyanti, L. (2021). Peningkatan kompetensi belajar siswa melalui strategi kolaborasi komunitas dengan memanfaatkan aplikasi google meet untuk pembelajaran daring yang interaktif dan komunikatif. *JIRA: Jurnal Inovasi dan Riset Akademik, 2*(8), 1298–1308. <https://doi.org/10.47387/jira.v2i8.211>