

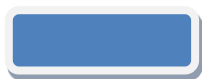
Concealment in Trump's Speeches: A Pragmatic Study

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Abstract

Concealment refers to hiding the truth by one of the participants in the communication events who purposes to deceive the other party. It is a process through which the participant is either changing the truth or manipulating of the information purposely or accidentally or even a deceptive strategy. It is regarded as one of the ways employed by politicians to fulfill specific targets and aims among them is effecting the beliefs, desires, as well as behaviors of the public to their own personal benefits. The core regard of the present study is to explore the concept of concealment in Trump's speeches. The findings of this study reveal that Trump is uncooperative with American people. Additionally, he is impolite. It is worth mentioning that he uses various strategies to achieve the process of concealment furthermore, he

employs implicit concealment more than explicit one.

Keywords: Concealment, explicit concealment, implicit concealment, political speech, concealment and silence.

1-Introduction

Concealment is the act of hiding or not putting forward any relevant fact in front of the insurer that need to be revealed. An applicant commits this fraudulent act intentionally or unintentionally that may lead to loss to the insurer (1).

Concealment is misrepresenting or withholding information to mislead others. Precisely, the current study attempts to answer the following questions: What are the pragmatic components of concealment in American Trump's political speeches? what are the main strategies resorted to by president D. Trump to accomplish concealment? What are the effects of

contextual clues on concealment in Trump's political speeches?

Consequently, this study aims to find out the answers to the above questions. In accordance with these aims, it is hypothesized that concealment is composed of certain pragmatic components and Trump uses certain concealed /misleading strategies to fulfill his goals and he uses certain views and policies while concealing others. And contextual factors enjoy the effect of influencing the strategies of producing concealment.

In this regard, he employs certain strategies which violate Grice's maxims such as equivocation, fabrication, and dissociation. Furthermore, he makes use of certain cognitive strategies like: hedging, metaphor, and presupposition.

2-The Concept of Concealment

Concealment is considered as one of the three interrelated strategies of dishonest speech: namely cheating, corruption and concealment. They are not mutually exclusive strategies of dishonesty. People use two of these strategies successively to achieve their aims. For instance, many acts of cheating contain a requisite element of concealment (Van Prooijen and Paul, 2018: 6).

In a prior study, Schroter (2017:17) states that concealment is a famous type of silence that is often rather wordy. It is a subtype of silence that can be distinguished from silence with regard to two sides: First, concealment can take place without words, but it is more typical that verbal communication can have a concealing function. Second: concealment, say(x) , always refers to something which is concealed. Furthermore, that (x) which is hidden must be relevant for persons for which (information about) (x) is withheld. According to Buller and Burgoon (1995:98), there are three common deception strategies for verbal deceit: falsification, concealment, or equivocation: Falsification is the creating of a false story i.e., "lying"; equivocation is defined as a dodging the relevant information; concealment is simply defined as the hiding of a "secret". They (ibid.) add that all three strategies fall under the umbrella concept of deception which they define as "a message knowingly transmitted by a sender to foster a false belief or conclusion by the receiver".

3-Types of Concealment

There are two types of concealment:

a- Explicit concealment

It is going along with the announcement not to say anything about for example (x). This mainly happens during the first hot days of a new scandal, or when the required matter is still under negotiation, and / or a party's stance on an issue has not yet been agreed.

b- Implicit concealment

It is avoiding or evading (x) by talking about (y) or (z), and this is special for political interviews. Another form of implicit concealment is covered up, commonly with lie. There is an intention to conceal (x) but also the expectation to reveal (x)– one can then say something about (x) that one does not think true (Schroter ,2107:18).

4-Political Speeches

Kenzhekankyzy(2015:192) conveys that political discourse is a collection of all speech acts, public law, tradition and experience, which is determined and expressed in the form of verbal formations, content, subject and the addressee of which belongs to the sphere of politics. Consequently, the political discourse is not just a communication; it brings together its clear aims and specific participants. The purpose and a choice of participants depend on the particular kind of a discourse, so in this case the purpose

of political discourse is the conquest and deduction of power; and its participants are politicians and society. Charteris–Black (2005:10), asserts that politicians need to appeal to attitudes and emotions that are already within listeners.

When the listeners perceive that their beliefs are understood and supported, the speaker has created connections to the policy that they wish to communicate. When putting forward arguments a speaker has to communicate at an emotional level and take standpoints that seem morally correct. Additionally, the listener must perceive that the arguments are relevant for the issue. This cannot be done by lexical means only though linguistic performance is the most important factor.

5. Types of Political Speeches

There are three types of political speeches:

1-Informative Speech

Informative speaking generally focuses on talking about people, events, processes, places, or things. Informing an audience about one of these subjects without being persuasive is often a difficult task to complete. All speech has an effect that might enable individuals to self-persuade themselves. The line walked

during an informative speech, as opposed to a persuasive speech, is not to make persuasion an explicit and obvious goal (Charteris– Black, 2005:10).

2–Persuasive Speaking

Persuasive speech is the type of speaking that most people engage in the most. This type of speech can involve everything from arguing about politics to talking about what to eat for dinner. Persuasive speaking is very connected to the audience, as the speaker must, in a sense, meet the audience halfway. Persuasion, obviously, is not entirely controlled by the speaker—persuasion occurs when an audience assents to what a speaker says. Consequently, persuasive speaking requires extra attention to audience analysis (ibid).

Traditionally, persuasion involves ethos (credibility), logos (logic), and pathos (emotion). By performing these three elements competently, a speaker can enhance their persuasive power.

3– Special Occasion Speech

Commemorative speeches are sometimes known as "ceremonial" or "epideictic" speeches. They pay tribute or praise a person, an institution, an event, idea, or place. Their focus is on VALUES. All societies hold certain values central to human existence: beauty, loyalty, wisdom,

kindness, tradition, success, innocence, experience, and courage, for example.

The commemorative speech will celebrate these values. Types of commemorative speeches include the eulogy, the speech of nomination, the speech of goodwill, the wedding toast, and the award acceptance speech. It should be mentioned that the commemorative speech is not just informative. Thus, a speaker would not just give a biography of Ghandi, but rather would celebrate who he was, why he was worthy of praise, and encourage the audience to celebrate those values (2).

6. Concealment and Silence

Verschueren (1985, 73–121) explores forms and meanings of silence and concealment in political discourse by studying metalinguistic reference to it from public discourse. Based on his analysis of the repertoire for metalinguistic reference to acts of silence, he (ibid.) identifies a range of aspects such as codes, sounds, topics and contexts of silence as well as causes of and motives for silence. Similarly, by looking at meta–discourse about silence in political discourse, this study identifies contexts, topics, (claimed) meanings, causes and motives of silence specifically in political discourse.

It shows that silence can play a crucial role in meta-discourse about political discourse, i.e. that in some cases not only what is 'given', but also what is 'absent' is noted, and considered meaningful in public discourse.

Furthermore, this study was conscious of the characteristics of public (mediated) discourse and therefore also critically discussed the interpretations and evaluations of silence that its features, including the idealization of openness and transparency by participants which are not always credible in their claims.

Communicative silence depends on an intention (to remain silent or to conceal) as much as on (a disappointed) expectation (of speech), which is moderated by relevance; for there would normally not be any effort to conceal nor an expectation of speech when the issue at hand is completely irrelevant for all involved. Without a disappointed expectation of speech, an intentional, meaningful silence would not be perceived in public discourse, hence there would be no meta-discourse about it. Meta-discourse about silence and concealment reveals these (disappointed) expectations of speech, and analyzing the meta-

discourse also enables the researcher to investigate the basis of these expectations, i.e. ideals of democratic transparency and communicative openness (Schroter, 2013: 10).

The identification and classification of types of silence that can be found in the literature is based on Schroter (2013,22–28):

1– reasons for silence: anxiety to speak, disturbed relationships, topic –dependent silence , taboo, psychological , voluntary and involuntary silences; psycholinguistic silence and unintentional silence.

2– characteristics of the speech situation: role-dependent, situational silence, hierarchical silence, situational, normative, ritual, locational silence, sociocultural silences , textual and situational silences and

3– function or effect: phatic, didactic , evocative, positive/negative feedback, cold silence ,interactive silences.

It is worth mentioning that in communicative silence the 'sender' must have an intention to keep silent; the 'receiver' must have an expectation as to whether or not communication is supposed to take place, and the 'missing S' must be relevant for the sender and/or receiver. In the case of concealment,

these conditions apply with the difference that there is an S, a verbal signal. However, the dotted lines indicate that the signal is covering up for something else and/or it is something different from what the 'receiver' expected 'S' to be about.

7. *Concealment and Deception*

Buller and Burgoon (1988) introduce interactional deception theory IDT. They (1996:205) define deception as "a message knowingly transmitted by a sender to foster a false belief or conclusion by the receiver... deception occurs when communicators control the information contained in their messages to convey a meaning that departs from the truth as they know it".

According to Buller and Burgoon (1996:98), deceivers achieved their goals by manipulating information through falsification, concealment, or equivocation: Falsification is the creating of a false story i.e., "lying"; equivocation is defined as a dodging the relevant information; concealment is simply defined as the hiding of a "secret".

They (ibid.209) explain the deceptive messages as messages which are typically consisting of three components ;namely:

a) the central deceptive message (usually verbal in nature),

b) ancillary messages (verbal or nonverbal) bolstering the verisimilitude of the deceptive message or protecting the source in the event deception is detected, and

c) inadvertent behaviours (mostly nonverbal) divulging deceptive intent and/or the "true" state of affairs "leakage" and "deception" cues". The most important types are the central and the ancillary messages.

These two types function intentionally to foster credibility. Deception, as a communicative action, arouse from an interaction between the sender and receiver.

Buller and Burgoon (2004, : 239) state that politicians lying about their private lives, businessmen covering their deals, etc. they (ibid.:4-5) add that deception is an intentional act by which senders consciously transmit messages with the intention to send a false interpretation or information by the receiver and to achieve this act, they specify three classes of strategic activity; these strategies are: information, behaviour, and image management. The term management means that "deception is a motivated behaviour undertaken for a purpose".

The purpose here implies the benefits the sender gains, although it appears that these benefits are to be for the receiver or for a third party in the conversation. These three strategies work together to establish a believable message. Buller and Burgoon (2004:239) specify several factors to determine the process of deception since such a process is considered as a challenge because of its subtlety. These factors are: “contextual factors, senders’ and receivers’ pre-interaction, pre-existing knowledge, the positive or negative valence of the relationship between conversational partners, and initial expectations for honesty within the exchange”. These factors show that hold a relative advantage during deceptive episodes; the senders or receivers.

8. Concealment and Manipulation

Manipulation is “intentionally and directly influencing someone’s beliefs, desires and/or emotions such that he falls short of the manipulator’s ideals for belief, desire and/or emotion in ways typically not in his self-interest or ways that are likely not to be in his self-interest in the present context” Good in (1980:59). According to Van Eemeren and Grootendorst (1984) manipulation must be intentional on the

part of the speaker or writer and for successful manipulation this intention must remain hidden.

To McCornack et al.(2014: 350) ,“when deceiving others, people manipulate information in myriad ways that align with the Grice maxims (1989)”. The speaker may intentionally select to delete , change or falsify certain facts to let the receiver believe in what is set in advance to be untrue information. The process of perception from the part of the receiver of this information is called information manipulation.

Additionally, Grice’s maxims and the (CP) as bases for describing deceptive message. Deception is as a result of obvious violations of one or more of Grice’s four maxims (quality, quantity, relevance, and manner). The violations of quality will result in the falsification of information, the violations of quantity will result in “lies of omission”; the violations of relevance will result in deception by evasion; and the violations of manner will result in deception by equivocation. Keeping in mind that the violation of these maxims will result in conversational implicature (McCornack et al. 2014: 350).

In a prior study McCornack et al. (1992:11) state that manipulative utterance involves undetected

concealment, fabrication, distortion and equivocation of the truth. The speaker, who intends to manipulate his addressee, works on hiding relevant information which could affect addressees' decisions. "When one deceives, one violates a conversational maxim; but does so covertly." Mc Cornack (ibid.:13) asserts that "people have at their disposal indefinite numbers of ways they can play with or "manipulate" information in deceiving others,". Baron (2003: 40-5) identifies multiple type of manipulation. They are:

- 1- Deceptive Manipulation includes outright lying by making false promises, misleading through encouraging false assumptions or fostering self-deception to view things differently or interpreting the situation in the light favorable to the speaker's purpose.
- 2- Pressure to Acquiesce involves browbeating, wearing down the other's resistance, and making someone agrees to something just to avoid further discomfort or embarrassment. By pressure, the target can receive the wrong sort of reason for opting in favour of the speaker's proposals.
- 3) Emotional includes eliciting an emotion with the goal of making use of it. Main emotions used to manipulate are fear,

sympathy, a sense of gratitude towards the target, and feelings of guilt if the target does not agree on what the speaker wants. To Baron, manipulation is a kind of deception, so it can be concluded that deception and manipulation work on the same way and to fulfill the same objectives.

Van Dijk (2006:360), declares that manipulation is "a communicative and interactional practice, in which a manipulator exercises control over other people, usually against their will or against their best interests". He (ibid.:) adds the properties of manipulation and links them to discourse, cognition and society.

He asserts, **first**; most manipulation achieves by text and talk, **second**; "those being manipulated are human beings, and this typically occurs through the manipulation of their "mind"," because manipulation is always concerned with the mental manipulation and **third**; "manipulation is a form of talk-in-interaction, and since it implies power abuse and power, a social approach is also important".

He considers that manipulation is domination. It is a kind of practicing "a form of illegitimate influence by means of discourse". Power and domination are types of control that some politicians,

media, people or social groups exercise over others.

9. Pragmatic of Concealment

Flouting Grice maxims is the main pragmatic perspective of manipulation, deception and subsequently concealment. McCornack (1992:11) assumes Grice's (1989) conversational maxims and basically bases on conversational implicature in his classification of manipulation into: **Fabrication, distortion, equivocation and concealment.** These four strategies fit to the four Grice's conversational maxims. The conversation should be as informative as required, truthful and complete, relevant information, and how it is said clearly and precisely. Grice's four maxims need to be followed during communication, otherwise, manipulation, deception and subsequently, concealment necessarily occurs as a result of the violation of these maxims in the following ways: "The violation of quality involving falsification of information, the violation of quantity involving omission, the violation of relevance involving evasion and the violation of manner involving equivocation. In other words, certain facts are omitted, altered, falsified, withheld or presented before others in a vague manner" (Mittal,2013:5).

The pragmatic dimension of concealment also covers several pragmatic theories as well as contextual factors as concealment is manipulated just to achieve certain aims and goals linguistically.

It is the process that can be identified through the presence of breaching conversational maxims, rhetorical devices, certain personal deixis, politeness theory, and fallacious arguments because these pragmatic strategies are necessarily needed to achieve the speaker's goals and aims and make the speeches pragmatically achieved.

10. Context of Concealment

Hymes (1972: 13-53) introduces the notion of context, and he suggests the acronym "**S P E A K I N G**" model to collect all contextual factors.

1- Setting and Scene: Setting is the time, place and physical circumstances in which the event occurs whereas scene is the psychological setting, i.e. the cultural definition of a setting which comprises the degree of formality and sense of seriousness.

2- Participants: This contextual factor covers the speaker, the hearer and the audience.

3– Ends: This means the aims and the goals of the speaker(s) in certain speech event besides the outcomes, i.e. the effects of the event.

4– Act–Sequence: This factor refers to the form and order of the event.

5– Key: It refers to the clues employed by participants in a speech event helping to demonstrate the tone, manner, or spirit of the speech act.

6– Instrumentalities: Stands for the form and style of speech.

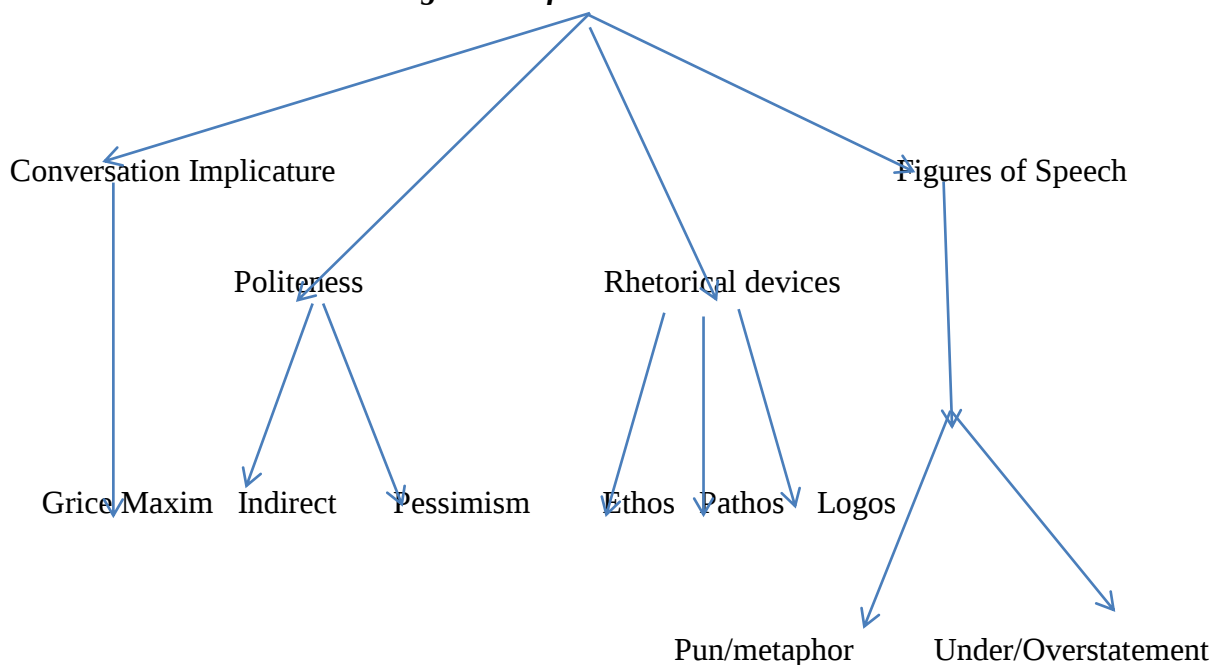
7– Norms: Symbolizes both the social rules that grip the speech event in addition to the participants' actions and responses.

8– Genre: This factor illustrates the type of discourse.

All these factors must be available in any speech in order to be realized as fully comprehended speeches; otherwise the participants will not be able to achieve mutual understanding.

11. Model of the Analysis

The Pragmatics of Concealment



12. Data Collection and Description

The data collected for analysis are represented by (10) situation containing concealment randomly chosen from (20) political speeches as a whole. These data are characterized by the following features:

12.1. Genre

The data to be analyzed in this work are political speeches where the politician is the only speaker. This does not mean that there is no interaction between the speaker and his addressees as there is a simple kind of interaction especially in American contexts represented by a word of praise or complaint but mainly the audience response is of the non-verbal kind like facial sympathy, cheer applause, laughter, etc.

12.2. Length

The speeches under study vary in length. Their length ranges from four to twenty pages. This characteristic enables the politician to exert all what he has of persuasive strategies to get the target point.

12.3. Theme

The main themes of the data of this work are election, war, political programs, promises and threats. This doesn't

exclude tackling other themes. For example, while the politician is trying to convince the audience to give him support in election, he may discuss the social system or healthcare and how he is going to bring change to them.

12.4. Form

All political speeches are scripted. Only scripts are considered in this study.

13. Data Context

Since the context is important in understanding how the meaning of speech is construed, it seems necessary to introduce some details about the context of political speeches. Context of speech refers to the rhetorical situation which includes: speaker, audience, message, channel and goals (Brydon and Scott, 2008: 133).

13.1. The Speaker

The speaker in a political speech is a politician. This may be the president, a minister or any other member of the government (3). In the data scrutinized, the speaker is the president Trump.

13.2. The Addressee

This refers to the addressees or respondents to whom the speech is directed. The audience in political situations are often characterized as being heterogeneous and diverse. Audience

diversity plays an important role in shaping the form of a political speech (ibid.).

Diversity refers to the demographic, cultural and individual features that vary among the audience members. Demographic diversity refers to the differences such as age, sex, gender and ethnicity. Cultural diversity refers to differences of cultures to which audience members belong. Individual diversity refers to the differences of beliefs, values, motives, attitudes, knowledge, expectations and needs (ibid.: 145). The speeches under study are mainly directed to the Americans.

13.3. The Topic

This refers to the content of the speech: what is the speech talking about

and what type is it . Political speeches, as previously mentioned, may deal with wide range of topics like national defense, attack, legislations, election, etc. (Scott, 2010: 34).

13.4. Setting

They refer to the time and place of the speech (ibid.).

13.5. Purpose

Political speeches are meant to achieve many purposes, but they are mainly delivered with the purpose of changing the mind of the addressee so as to adapt to the speaker's interests.

The contextual factors of the data under analysis can be illustrated in the table below:

Table(1): Contextual Factors of Political Speeches

C contextual factors	Description
S Speaker	P President Trump
A Addressee	A American people
T Topic	Content and type
P Purpose	The main intention behind the intended sp speech
S Setting	Ti Time and place of the speech

14.Data Analysis

14.1. Method of Analysis

The model developed in will be the means of pragmatically analyzing concealment.

14.2. Overall Analysis of Concealment

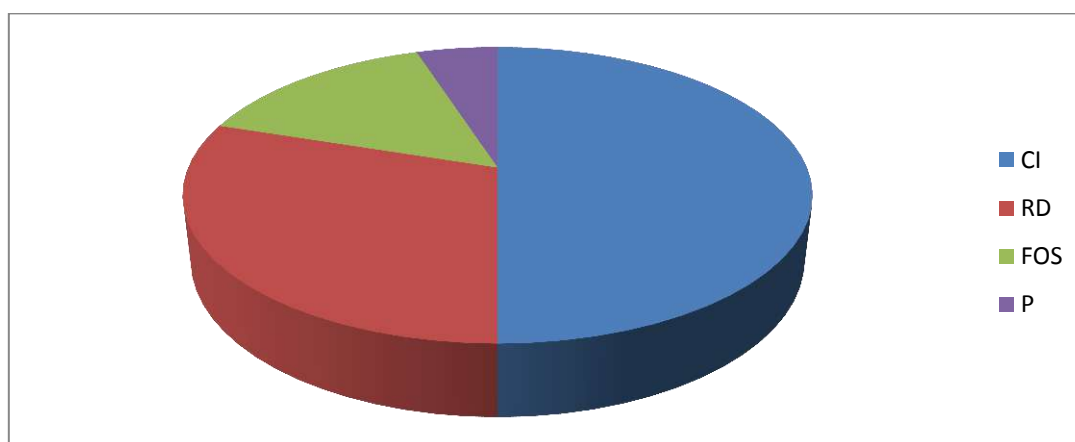
As far as concealment is concerned, the analysis shows that concealment is a product that is composed of many pragmatic components: conversational

implicature, figures of speech, politeness and rhetorical devices.

The frequencies of these components differ according to the contextual factors of the data scrutinized: conversational implicature has the highest frequency 50%, rhetorical devices 30%, figures of speech 15% and politeness 5%. These finding are illustrated in table (2) and schematized in figure (1) below:

Table(2): The pragmatic components of concealment

Conversational implicature	Rhetorical devices	Figures of speech	Politeness
50%	30%	15%	5%



CI refers to conversational implicature, RD refers to rhetorical devices, FOS refers to figures of speech and P refers to Impoliteness.

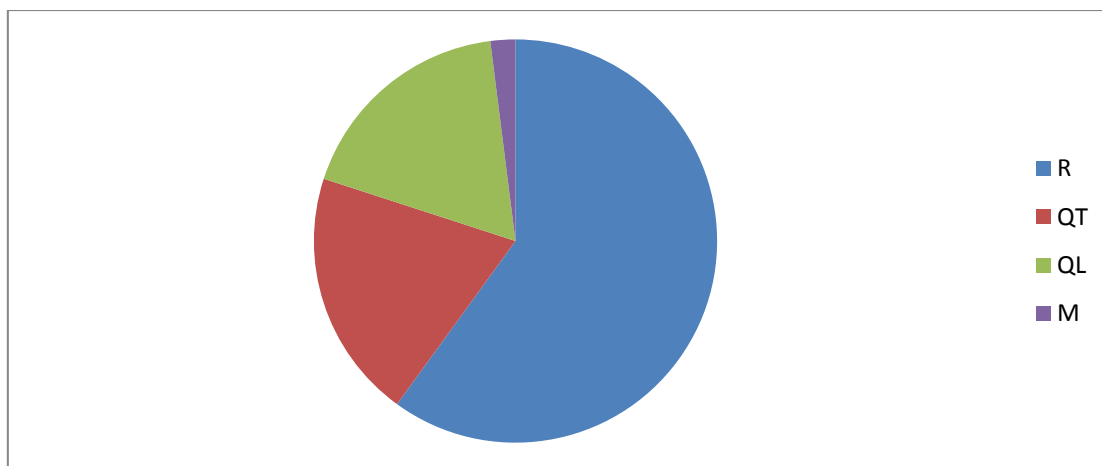
Figure(1): Rates of the pragmatic component of concealment

refers to

Regarding, the conversational maxims are concerned; it is found that violating relevance strategy has the highest frequency 60%, whereas preaching the quantity maxim gets 20%, quality maxim, 18% and manner maxim 2%.

Table (3): Rates of the strategies of conversational implicature

Relevance maxim	Quantity maxim	Quality maxim	Manner maxim
60%	20%	18%	2%



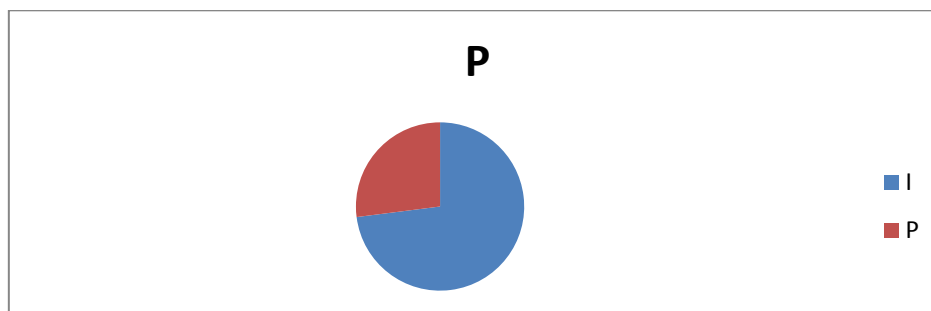
R refers to relevance, QT refers to quantity, QL refers to quality, M refers to manner. with different strategies: indirectness 73% and pessimism 27%.

Figure (2): Rates of the strategies of the conversational implicature These results are shown in the Table and figure below:

Concerning politeness strategies, it is found that both strategies are used but

Table(4): Rates of the impoliteness strategies used by Trump

indirectness	Pessimism
73%	27%



I refers to indirectness, P refers to Pessimism

Figure(3): Rates of the Polite strategies used by Trump

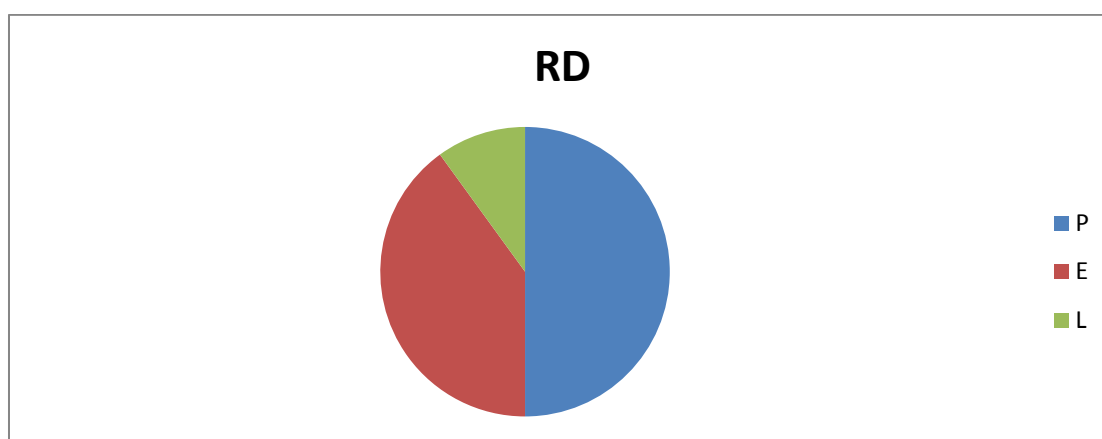
Strategies of rhetorical devises, i.e., appealing to ethos, pathos and logos, they

are also used with different frequencies: pathos 50%, ethos 40% and logos 10%.

These findings are illustrated in the table and schematized in the figure below:

Table (5): Rates of rhetorical devices resorted to by Trump

Pathos	Ethos	Logos
50%	40%	10%



RD refers to rhetorical devices, P refers to pathos, E refers to ethos and L refers to Logos

Figure(4): Frequencies of the rhetorical devices as used by Trump

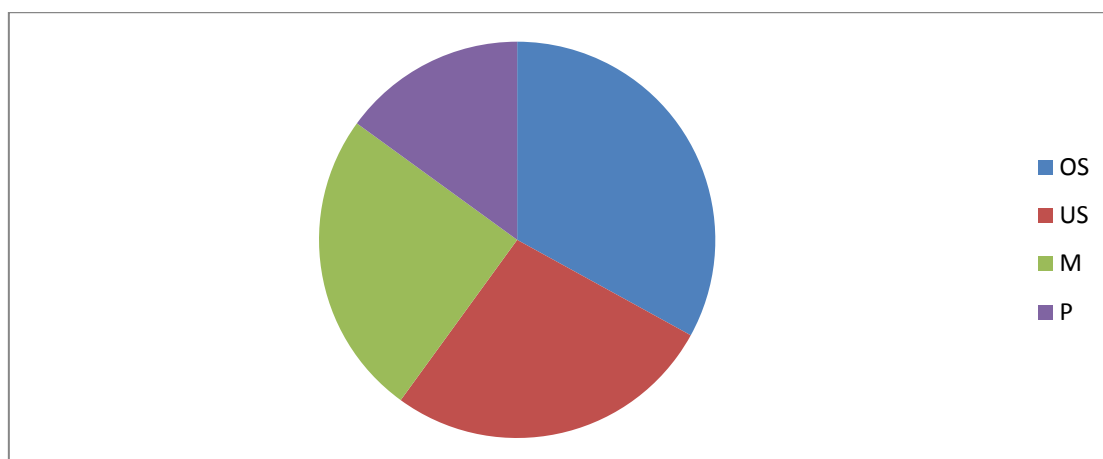
According to the frequencies of figures of speech, it is found that overstatement and

understatement have got the higher frequencies: overstatement 33% and understatement 27%, metaphor 25% and 15%.

These findings are illustrated in the table and figure below:

Table (6): Rates of the figures of speech used by Trump in the data scrutinized

Overstatement	Understatement	Metaphor	Pun
33%	27%	25%	15%



Figure(5): Rates of the figures of speech used by Trump in the data scrutinized

15.Detailed Analysis of Concealment

15.1.Illustrative Analyzed Examples

Since the situations representing the data are too many, and analyzing all of them occupies a large space in the present study; only some illustrative examples are presented, viz. four examples are presented for analysis here. This is done for two reasons: first, to reveal what kind of analysis is conducted; and to shed light on the findings of analysis.

However each illustrative example is analyzed and examined to reveal the pragmatics of concealment, i.e. the elements forming the concealment construct. Moreover, the pragmatic strategies are demonstrated so as to shed light on the roles of these strategies in triggering and operating concealment.

Then, the influence of contextual factors on concealment is explicated.

Then, the findings arrived at are advanced and justified. Finally, those findings are tested to achieve the aims of the present study and verify or reject its hypotheses.

15.1.1. Text 1

First of all, Trump starts his speech by using " my fellow " , (i.,e.) the possessive pronoun. Possessive pronouns are used to talk about how things or people are connected to other things or people. By using a possessive pronoun, the speaker indicates that something is associated with or belongs to something or someone. Possessive pronouns are often used when the speaker wants to show contrast. He

uses "our" which is unspecified reference to mislead and conceal the audiences.

*My fellow Americans: Today, I want to update the world on **our** efforts to prevent Iran from acquiring a nuclear weapon.*

Then, the use of inclusive "**we**" is used to express in-group feeling with the aim of manipulation.

*Over the past few months, **we** have engaged extensively with **our** allies and partners around the world, including France, Germany, and the United Kingdom. **We** have also consulted with **our** friends from across the Middle East. **We** are unified in **our** understanding of the threat and in **our** conviction that Iran must never acquire a nuclear weapon.*

In the above text, Trump resorts to equivocation for the sake of misleading the public and convincing them to condemn Iran. He violates the maxim of manner by making use of an expression with no clear reference.

He utilizes the pronoun "our" four times without specifying its referent as in "We have engaged extensively with our allies ...", "We have also consulted with friends from across the Middle East", "We are unified in our understanding of the threat and in our conviction that Iran must never acquire a nuclear weapon.", and "They are controlled fully". In the previous

utterances, Trump resorts to the ambiguous use of pronouns. He uses the pronoun "our" with no specified reference to create his unfair utterances. Thus, his utterances are misleading.

Trump, explicitly in this speech, breaches the maxims of quantity, quality and relevance. He is considered to be uninformative saying false and irrelevant allegations. He uses overstatements by portraying the dangerous of Iranian nuclear.

The Iranian regime is the leading state sponsor of terror. It exports dangerous missiles, fuels conflicts across the Middle East, and supports terrorist proxies and militias such as Hezbollah, Hamas, the Taliban, and al Qaeda.

Trump continues to deliver false faking assumptions to the audience, in this argument, the misleading, faked assumption, exaggerated things and outright lying are quite obvious when he says that:

Over the years, Iran and its proxies have bombed American embassies and military installations, murdered hundreds of American service members, and kidnapped, imprisoned, and tortured American citizens. The Iranian regime has funded its long reign of chaos and terror

by plundering the wealth of its own people.

Trump goes on his exaggeration talk stating that:

No action taken by the regime has been more dangerous than its pursuit of nuclear weapons and the means of delivering them.

The speech act that has been resorted to in the aforementioned text is that of assertion – totally, false assertion– because Trump asserts things from his own side with the aim of attacking Iranian regime to justify breaking the "the unclear deal".

Trump's adept deployment of figurative language was on full display at his Feb. 16 news conference. He uses Metaphors and pun in words many times. *He mobilized:*

the mechanical "My administration is running like a fine-tuned machine";

the medical: "Isis has spread like cancer," "the bleeding of jobs from our country";

the aquatic: "drain the swamp of corruption in Washington, D.C."; and

the athletic: "to bring our jobs back to this country. big league," "we've issued a game-changing new rule."

"I love to toot my own horn."

"All that glitters is gold."

"The Iran deal is dead."

Trump's figurative language is clever ,and that's exactly what makes it very effective.

The fact that his metaphors and similes are stark, common and even a bit stilted makes them more powerful because they are comparisons that ordinary people can understand.

Additionally, Trump makes use of rhetorical devices (i.e.,) he appealed to ethos, pathos and logos. They are three Greek words Aristotle used to describe the modes of persuasion used to convince audiences. *Ethos* relates to the personal character of the speaker and *pathos* to the emotional influence of the speaker on the audience. *Logos* is the content and argument the speaker uses to persuade the audience.

"We should create a better healthcare system for all Americans"

"We should ensure that Americans with pre-existing conditions have access to coverage, and that we have a stable transition for Americans currently enrolled in the healthcare exchanges."

"We should help Americans purchase their own coverage, through the use of tax credits and expanded Health Savings Accounts."

"We should give our great State Governors the resources and flexibility

they need with Medicaid to make sure no one is left out."

He appealed to the emotions of the audience (pathos) using simple and direct language:

"We will get our people off welfare and back to work. We will follow two simple rules, buy American and hire American."

Finally, he appealed to logos. The following example shows his appeal to logos.

"Every American child deserves a brighter future."

He uses all rhetorical devices for persuading and manipulating so as to conceal the real facts.

15.1.2.Text 2

Less than one year has passed since I first stood at this podium, in this majestic chamber, to speak on behalf of the American people and to address their concerns, their hopes, and their dreams. That night, our new administration had already taken very swift action. A new tide of optimism was already sweeping across our land. Each day since, we have gone forward with a clear vision and a righteous mission, to make America great again for all Americans.

Trump starts his speech with the strategy of violating Grice's conversational maxims in an attempt to gain the listener's

interest. He tries, but in vein, to make a clear relationship between what he has said in the past and what is he doing now that's why he violates the relevance maxim a lot.

At the same time, Trump uses the pronoun "I" which is used to hide power and responsibility. Trump, in this text, conceals the fact that he is the decision maker of the addressees.

Over the last year, we have made incredible progress and achieved extraordinary success. We have faced challenges we expected and others we could have never imagined. We have shared in the heights of victory and the pains of hardship. We have endured floods and fires and storms. But through it all, we have seen the beauty of America's soul and the steel in America's spine. Each test forged new American heroes to remind us who we are and show us what we can be.

He continues his speech using the personal pronoun 'we' which is a key to "ethos". This inclusive gesture as used by Trump is used to refer to the speaker and the addressees as one community in making the success and facing the challenges he is talking about. Through appealing to ethos and pathos, Trump is trying to implicitly cover and conceal the

fact that “it is the American people and not Trump himself who did all what is mentioned”.

Trump makes great use of figures of speech represented by the strategy of overstatement:

the act of describing or explaining something in a way that makes it seem more important or more serious than it really is. He is exaggerating the progress that he has made and overstating the challenges he has faced and showing off the victory and endurance he has done. This strategy is resorted to by Trump in an attempt to conceal the fact that he controls everything.

This, in fact, is our new American moment. There has never been a better time to start living the American dream. So to every citizen watching at home tonight, no matter where you have been or where you have come from, this is your time. If you work hard, if you believe in yourself, if you believe in America, then you can dream anything, be anything. And together, we can achieve absolutely anything.

In this situation, Trump makes use of the strategy of indirectness. He is so indirect in this text trying to persuade the addressees to accept the new taxation system. The concealment lies in his

orders to the addressee to accept this system.

We find that there is also an appeal to the addressees interests (pathos). Trump is encouraging them to accept the hard taxation system by appealing to their dreams, wishes, and beliefs.

Tonight I want to talk about what kind of future we are going to have, and what kind of a nation we are going to be. All of us, together, as one team, one people, and one American family, can do anything. We all share the same home, the same heart, the same destiny, and the same great American flag.

Look at the wicked way of appealing to emotions, Trump is so clever speaker and he knows very well what kind of word people want to hear, that's why he resorts to the language of emotions.

15.1.3.Text 3

Tonight, I want to speak with you about why we have taken this action.

One year ago, Assad launched a savage chemical weapons attack against his own innocent people. The United States responded with 58 missile strikes that destroyed 20 percent of the Syrian Air Force.

Last Saturday, the Assad regime again deployed chemical weapons to slaughter innocent civilians — this time, in the town

of Douma, near the Syrian capital of Damascus. This massacre was a significant escalation in a pattern of chemical weapons use by that very terrible regime.

The evil and the despicable attack left mothers and fathers, infants and children, thrashing in pain and gasping for air. These are not the actions of a man; they are crimes of a monster instead.

Any one reads or hears this text can recognize that there is something concealed implicitly and Trump is very assiduous to keep it concealed. Trump here is after covering the fact the he is the main doer of the massacre in Douma.

Trump resorted to different strategies to accomplish this concealment successfully. The first strategy is violating Grice's cooperative maxims. Trump violates the quantity maxims because he doesn't give enough information to the addressee to enable them to analyze what happened in Douma.

At the same time, he violates the Maxim of manner in being too obscure in speaking about Douma and Al-Assad regime.

The second strategy used by Trump is indirectness. He is indirectly asking the addressee to agree with him that "it is Al-

Assad himself who attacked his people and not Trump or ISS".

The Trump makes used of the strategy of appealing to pathos. He appeals to fear in using the strategy of terrifying the addressee by mentioning chemical weapons and the slaughters made in Syria.

The evil and the despicable attack left mothers and fathers, infants and children, thrashing in pain and gasping for air. These are not the actions of a man; they are crimes of a monster instead.

Here, Trump appeals to pity. He tries to gain the addressee's pity so as to convince them to accept his argument. Appeal to pity is one of the clever political strategies that is mostly used in war and election political speeches. This is so because in these two types of speeches, there is an urgent need to conceal facts.

Following the horrors of World War I a century ago, civilized nations joined together to ban chemical warfare. Chemical weapons are uniquely dangerous not only because they inflict gruesome suffering, but because even small amounts can unleash widespread devastation.

The purpose of our actions tonight is to establish a strong deterrent against the production, spread and use of chemical

weapons. Establishing this deterrent is a vital national security interest of the United States. The combined American, British, and French response to these atrocities will integrate all instruments of our national power — military, economic and diplomatic. We are prepared to sustain this response until the Syrian regime stops its use of prohibited chemical agents.

In this situation, Trump is overstating thing and understating others. He is overstating the importance of his action throughout using the expressions: “strong, deterrent, vital, and prohibited”. At the same time, he is understating the Syrian action.

15.1.4. Text 4

As I've said from the beginning, ours was not a campaign but rather an incredible and great movement made up of millions of hardworking American men and women who worked together to make America better for their family.

It is a movement combined of all races, religions, backgrounds, and beliefs who want and expect to serve the American people and serve the people it will. Working together, we will begin the urgent task of rebuilding our nation while fulfilling the American dream. I've spent my entire life in business looking at the untapped potential of the American people all over the world.

In this speech, Trump is concealing the hard times that are waiting America during his presidency. To conceal this fact, Trump employs different strategies.

First, he violates the cooperative principle through violating the relevance maxim. He is mentioning things which are irrelevant to the theme of his speech. At the same time, he is so obscure in this situation. When he is talking about fulfilling the American dream, he doesn't say how this dream will be fulfilled.

There is a clear appeal to pathos. Trump is appealing to the people interest so as to make them believe him. Also, there is an appeal to ethos at this situation.

overstatement is employed successfully in this speech especially when he is talking about the noble aims of his campaign.

That is now what I want to do for our country. Tremendous potential. It's going to be a beautiful thing. Every single American will have the ability to realize their fullest potential.

The forgotten men and women of our country will be forgotten no longer. We are going to fix our inner cities and rebuild our highways, schools, hospitals. We will rebuild our infrastructure. Which will become second to none, and we will put millions of our people to work as we rebuild it.

Trump continues exaggerating his great promises to America and its people.

We will have great relationships. We expect to have great great relationships. No dream is too big no challenge is too great. Nothing we want for our future is beyond our reach. America will no longer settle for anything less than the best. We must reclaim our country's destiny and dream big and bold and daring. We have to do that. We are going to dream of things for our country.

Note the expressions “great, too, big, best, bold, daring.....”. These expressions are resorted to by the speaker to overstate his work or, in other words, to overstate his fragile promises. The type of concealment in this speech is implicit concealment.

Conclusions

This study has come up with the following conclusions:

1. Concealment, the act of deceiving others by covering and hiding facts in a clever way, is a product structured of certain pragmatic components: conversational implicature has the highest frequency 50%, rhetorical devices 30%, figures of speech 15% and politeness 5%. These frequencies reveal that Trump is uncooperative in his communication with

the people of America. At the same time, he is so impolite. This finding achieves the first aims of the study and verifies the first hypothesis.

2. Different strategies are used to accomplish the product of concealment. As far as the conversational maxims are concerned, it is found that violating relevance strategy has the highest frequency 60%, whereas violating the quantity maxim gets 20%, quality maxim, 18% and manner maxim 2%. Concerning politeness strategies, it is found that both strategies are used but with different strategies: indirectness 73% and pessimism 27%. Strategies of rhetorical devices, i.e., appealing to ethos, pathos and logos, they are also used with different frequencies: pathos 50%, ethos 40% and logos 10%. As for the strategies of figures of speech, it is found that overstatement and understatement have got the higher frequencies: overstatement 33% and understatement 27%, metaphor 25% and 15%.

3. The frequencies of these components and their strategies differ according to the contextual factors of the data scrutinized.

4. It is found that the most common type of concealment that appeared in the data scrutinized is implicit concealment.

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الملخص:

الاخفاء في خطابات ترامب: دراسة تداولية

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المستخلص:

الرئيس الامريكي ترامب . من خلال الدراسة وجد الباحث ان الرئيس الامريكي غير اجتماعي مع المواطنين وغير ويفتقد التلطف و يتميز بالغلظة . استعمل الرئيس الامريكي مختلف الاساليب في الاخفاء ليحقق اهدافه من الاكلام بالإضافة الى ذلك استعمل الاخفاء الضمني اكثر من الاخفاء المباشر.

الكلمات المفتاحية: الإخفاء ، الإخفاء الصريح ، الإخفاء الضمني ، الخطاب السياسي ، الإخفاء والصمت ، الإخفاء والخداع.

يشير الاخفاء الى كتم الحقيقة بواسطة احد المشتركين بالنقاش والذي يهدف الى خداع الطرف الاخر. الاخفاء هي عملية يقوم المشترك من خلالها بتغيير الحقيقة او التلاعب بالمعلومات قصدا او بدون قصد او يستعمل الية الخداع . يعد الاخفاء احد الطرق التي يوظفها السياسيون للوصول لأغراض معينة منها للتأثير على معتقدات ورغبات وسلوك الحضور وذلك لفائدة شخصية لهم . الغرض الرئيسي من هذه الدراسة هو شرح فكرة الاخفاء في خطب