Polarization in Trump's Tweets:
A Critical Discourse Analysis Study

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الاستقطاب في تغريدات ترامب: دراسة تحليل نقدي للخطاب

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Abstract:

The current study seeks to shed light on the strategy of polarization and investigate the macro-strategies and micro-strategies that former U.S. President Donald Trump employs in his tweets. This study develops an amalgam data analysis model that integrates two models, Van Dijk (2000:51-84) and Masroor et al (2019: 6-10). The study is limited to analyze the tweets directed against immigration policies adopted by Trump's opponents. Through the analysis, the study reveals that Trump employs four macro-strategies, two of them are in terms of positive self-representation: "the self is personification of Goodness" and "the self is the only nation's hope". The other two are in terms of negative other-representation: "the other is disloyal to our country" and "the other lacks credibility". These four macro-strategies are realized by the employment of seven micro-strategies: lexicalization, yperbole, modality, number game, consensus, metaphor, and irony.

ملخّص:

تسعى الدراسة الحالية الى تسليط الضوء على استراتيجية الاستقطاب واستقصاء الاستراتيجيات الكلية والفرعية التي يوظفها الرئيس السابق ترامب لتحقيق هذا الاستقطاب في تغريداته. تطور الدراسة انموذجا تحليليا مدمجا يكامل بين انموذجين هما فان دايك (٢٠٠٠) ومسرور واخرين (٢٠١٩). تقتصر الدراسة على تحليل التغريدات الموجهة ضد سياسات الهجرة التي يتبناها خصوم ترامب. تكشف الدراسة من خلال التحليل الى ان ترامب يوظف أربعة استراتيجيات عامة: اثنين منها فيما يتعلق بالتمثيل الإيجابي للذات وهما "الذات هي تجسيد للصلاح" "والذات فقط هي امل الامة". اما الاستراتيجيتين الاخرتين فهما فيما يتعلق بالتمثيل السلبي للطرف للآخر وهما "الطرف الاخر غير موال للبلد" و "الطرف الاخر فاقد للمصداقية". تتحقق هذه الاستراتيجيات الكلية من خلال توظيف سبعة استراتيجيات فرعية وهي: المعجمية، الغلو، النمطية، لغة الأرقام، الاجماع، المجاز والمفارقة.

الكلمات المفتاحية: الاستقطاب، تحليل الخطاب النقدي، الاستراتيجيات الكلية، الاستراتيجيات الفرعية، التمثيل الإيجابي للذات والتمثيل السلبي للطرف الاخر..

Keywords: polarization, critical discourse analysis, macro-strategies, micro-strategies, positive self-representation, negative other-representation.

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Introduction

Polarization is an opposition or competition between two parties or groups (Van Dijk, 2000: 49). Such opposition and competition are perceived through many discursive strategies under overall ideological strategy of positive self-presentation and negative other-presentation (our good things and their bad things (ibid). Hence, Trump is considered a highly polarizing American politician (Joseph et al 2019:1).

On the other hand, Bai (2017:6) argues that the use of social media platforms in electoral campaigns emerged because of their positive advantages at the political and public levels in terms of allowing politicians to communicate directly with the masses on the one hand and on the other hand allowing the public to engage in political issues. Twitter is among the many types of social networks that have received wide attention by users, as short messages are sent to a huge number of audiences (ibid: 6-7). One of the most important reasons that contributed to Trump's victory in the 2016 US presidential election is his active use of the social networking platform twitter to promote his election campaign and persuade the masses to vote for him (ibid: 1). Schneider & Eitelmann (2020:6) state that Trump is indeed a representative of the twitter age and the first president of social media. He uses twitter as a medium in unprecedented use in order to convey his political and private viewpoints (ibid). Therefore, it is important to involve into a critical analytical study that sheds light on the macrostrategies and microstrategies employed by Trump that reveal such polarization, which discloses his ideology and hidden purposes.

1.1. Problems of the study

First, what are the macro-strategies in which polarization is achieved? **Second**, how do these macro-strategies are achieved? **Third**, what are the micro-strategies used in creating macro-strategies?

1.2. Aims of the Study

The study aims at **first**, exploring the macro-strategies in which polarization is achieved. **Second**, explaining how these macro-strategies are achieved. **Third**, investigating the micro-strategies that create the macro-strategies.

1.3. Hypotheses of the Study

The study hypothesizes that:

First, Trump employs the binary strategy of positive self-representation and negative other-representation to prove to the public that he is right and the other is wrong. **Second**, these macrostructures can be achieved by four other macrostructures, they are "the self is the personification of goodness", "the self is only the nation's hope", "the other is disloyal to the country", and "the other lacks credibility". **Third**, the macro-strategies are achieved through employing a set of micro-strategies, they are lexicalization, hyperbole, modality, number game, consensus, metaphor, and irony.

2. Theoretical Background

2.1. Critical Discourse Analysis

Critical discourse analysis (henceforth CDA) from the viewpoint of Van Dijk (2001:352): is a kind of discourse analytical research that mainly studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context.

Cameron and Panovic (2014: 66) consider CDA as the method that focuses on ideological, social and political dimensions of discourse. CDA plans to produce and transfer critical understanding, which enables people to release themselves through self-reflection from forms of dominance (Wodak & Meyer 2009:7). Therefore, CDA contributes to eliminating delusion on one hand and increases awareness on the other hand (ibid).

CDA intends also to examine and to criticize discourse, where there are two ways for doing that: first, by revealing the oppositions among discourses; second, the critique of analysts should be situated inside discourse (ibid: 36).

2.2. Polarization

Polarization is a strategy that refers to growingly aligning various differences in society to be at one dimension and people growingly conceptualize and describe society and politics in sense of "us" and "them" (McCoy,2018:16). The formal description of polarization is taken from the term polarity, which means the case of existing two reverse directions or viewpoints (McCarty 2019: 8). He mentions three related states for polarization:

1. Policy polarization which is a procedure, where radical opinions about something of public policy such as attitudes about government policies on abortion have become more generic during time(ibid:9).

2. Another state of polarization is ideological polarization, which is like policy polarization, but it works with ideologies such as liberal and conservative ideologies (ibid: 10).

3. Finally, partisan polarization that refers to the polarization about parties (ibid: 11).

Polarization emerges when there is an opposition or competition between two parties or groups (Van Dijk, 2000: 49). Such opposition and competition are perceived through many discursive strategies under overall ideological strategy of positive self-presentation and negative other-presentation (our good things and their bad things) (ibid). This is the procedural definition adopted by the study.

2.2.1. Polarization as a Strategy of Political Discourse

Galderisi (2015: 95) mentions that recently, in U.S. the level of the Congress division in supporting the president can be as a measurement for the polarization. Members of Congress are classified according to the percentage of times they support the president on enacting for which their

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positions are known (ibid). A large difference indicates a great distance between parties, and means increased polarization. In sum, polarization uncovers the different ideologies of different members of parties (ibid). Demata (2016: 97) mentions that language differences are the elaboration of discourse of ideological disagreement; what is published on social media pages may express the wider context of U.S. politics. Polarization of ideology dominates American politics for some time and it is permanent aspect of institution politics (ibid). Furthermore, ideological polarization is a phenomenon that takes place at both parties members and activists and among wide parts of electioneers and public audience as well (ibid).

In the context of the current study, Woods & Arthur (2017: 130) mention that the American election of presidency in 2016 witnessed an age of maximum polarization on the issues of immigration at the two levels: partisan news and elite press. Persily (2015:43) indicates that Polarization of the party on the immigration issue was severe, as proved by the bill being supported just by republicans, while democrats permanently rejected it. Immigration also is the most controversial topic and Trump's language on immigration plays an important role in his fruitful presidential campaign (Musolff 2019:101).

2.2.2. Polarization, Ideology and Linguistic Levels

Van Dijk (1998:69) mentions that polarization may act as a strategy of ideologies, where ideologies are social representations. Groups in society institute ideological image for themselves and others (ibid). They present polarized representations of positive self-representation and negative other-representation, which is the main characteristic of this type of polarization (ibid). Ingroup members, their friend and allies or their supporters are described in positive qualities, while outgroup members, enemies or opponents are described in negative qualities (Van Dijk, 1995:143). Furthermore, Van Dijk (2004:7) points out that ideology as a negative concept is the main component of the political discourse, it is a false system or misleading principles. For example, the ideology of anti-communism, which for many years governed politics in much of Western countries, ideology, was usually related to communism. This use as

negative concept presupposes the polarization process between "Us" and "Them" (ibid). For example,

-We have real information, while, they have ideologies (ibid).

On the other hand, Freeden et al (2013:206) explain that an ideologized discourse generally offers polarized constructions of tacit ideologies and attitudes. These constructions commonly focus on positive aspects of us (ingroup) and negative aspects of them (outgroup). This polarization may influence the surface levels of discourse such as sounds and visible structures, syntax, and lexicon, as well as the underlying levels of discourse such as the levels of meaning in pragmatic, semantic, and different levels of rhetoric such as alliteration, hyperboles, and metaphor as will (ibid).

3. Methodology

According to Van Dijk (2001:363), the integration of different approaches is very significant to get a satisfactory multidisciplinary CDA. In addition, Wodak and Meyer (2001:30) mention that diversity represents the elective feature of CDA. CDA works eclectically in different respects of various theories and of different levels of each one (ibid). Therefore, the current paper develops an eclectic model for analysis that integrates two models: they are Van Dijk (2000:51-84) and Masroor et al (2019:6-10). The analysis directs towards a qualitative research methodology rather than statistical one; this means it depends on discursive description rather than numbers.

3.1. Data Collection and Description

After searching the websites, Trump's twitter archive with URL: https://www.thetrumparchive.com/ was accessed on July 15, 2021. It contains 56,571 Tweets between the dates of 4 May 2009 to 8 January 2021. The study chose eight most representative tweets between 2014 and 2020. The tweets chosen occur in two occasions: **firstly**, the tweets that are in the context of preparing and competing for the 2016 U.S. presidential elections and **secondly**, the tweets that are in the context of

preparing and competing for the U.S. presidential elections in 2020. In both cases, polarization played an active role in the process of influencing the voter's thought and attracting his attention, and thus winning electoral votes.

3.2. Context

Duranti and Goodwin (1992 cited in Van Dijk 2006:732-733) argue that discourse should be realized by the structures of context. In political situation it is essential to know categories such as who is speaking, when, where, and with whom (Van Dijk, 2006: 733). Hymes (2005: 9-15) sets out eight factors that contribute in understanding discourse. He represents these factors by the letters of the word **speaking** to be more memorable (ibid).

1. Setting: is the time and place of physical situation on which the discourse took place. With regard to the occasion of tweets for the current study, it is divided into three: the pre-election 2016 competition; during Trump's presidency; and the pre-election 2020 competition.

2. Participants: are the addresser and the addressee. Regarding the current study, the addresser is Trump and the addressee is the followers in specific and the audience in general.

3. Ends: are the outcomes and goals of participants' discourse. The goals of Trump in the tweets are to influence public opinion and win the voters.

4. Act Sequence: is the form and content of the message. Analyzing data reveals the form and content of the message.

5. Key: is the tone and style of the message. It refers to the style of discourse. For example, whether it is serious, sarcastic, affirmative or interrogative, and so on. In this study, spirit of competition prevails Trump's tweets.

6. Instrument: is the way of delivering the message. In this study, written text of tweets is the data of analysis.

7. Norms: they are those of interaction and interpretation. In this study, they are the standards of the social networking platform. Twitter as social

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media is determined as the method of communication wherein the writer writes something on twitter for the followers or addressees.

8. Genre: the conventional form of discourse. The tweets are form of discourse and the data of analysis in this study.

3.3. Model of Analysis

The model of analysis of this study is a combination of Van Dijk's (2000:51-84) binary of positive self-representation and negative other-representation as macrostructures extended to four sub-strategies devised by Masroor et al (2019:6-10) that are realized by seven analytical microstructures mentioned by Van Dijk (2000: 51-79), so analyzing modal format will be as follows:

A. Macrostructures

Macrostructures are the semantic global structures or inclusive structures that represent the whole meaning of the discourse, usually known in terms topics and themes (Van Dijk, 1980: 5). The study integrates four analytical macrostructures that achieve Van Dijk's binary of positive self-representation and negative other-representation, they are:

1. Positive self-representation
a. The self is the personification of goodness
b. The self is only nation's hope
2. Negative other-representation
a. The other is disloyal to the country
b. The other lacks credibility

B. Microstructures

Microstructures are the semantic local structures or specific structures that represent the meaning of words and sentences (Van Dijk, 1980:10). The study relies on seven microstructures for analyzing tweets, which achieve the objectives of the research, they are as follows:

1. Lexicalization: It is the choice of positive or negative words according to whether they are directed to the self or the other.

2. Hyperbole: is a rhetorical tool that exaggerates meaning.

3. Number game: is the use of numbers to convincingly present objectivity.

4. Modality: it indicates the contrast in attitudes signaled by the verbs and related categories (Crystal, 2008: 308). It is a device that modifies propositions such as necessity, probability and ability (Van Dijk, 2000:51).

5. Irony: is a contradiction between words and the sense required in the context intended by the speaker (Wales, 2011:240). It is a rhetorical device that makes an argument more effective (Van Dijk, 2000:76).

6. Consensus: is a political strategy that expresses the unity of the nation's citizens against foreigners such as immigrants.

7. Metaphor: it is a process of knowing one conceptual domain in terms of another (Crystal, 2008: 98). It is a rhetorical figure that makes abstract and unfamiliar meanings more concrete and familiar (Van Dijk, 2000:77).
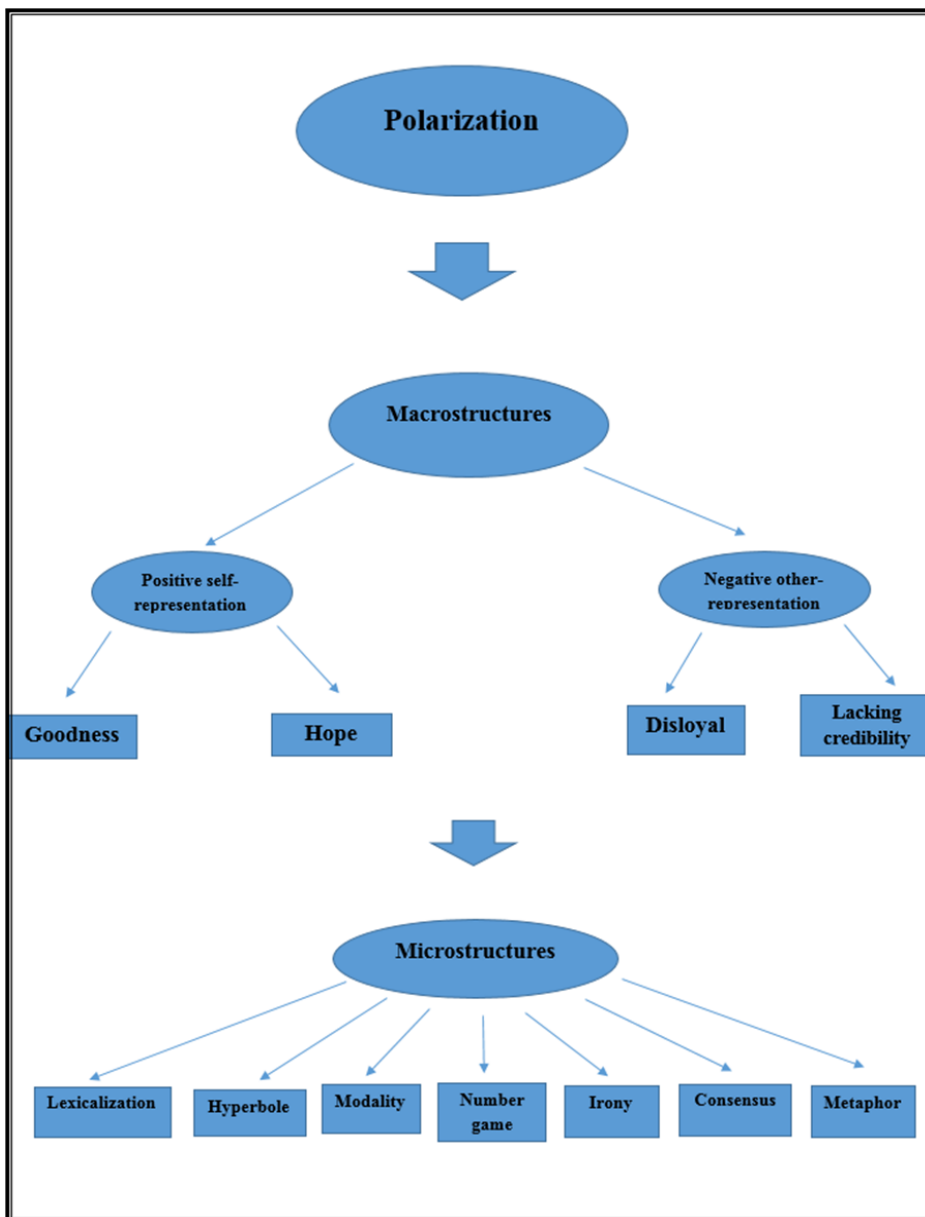
Figure (1) The model of the study depending on Van Dijk (2000) and Masroor et al (2019)

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4. Data Analysis

4.1. Emphasizing Positive Self-Representation

4.1.1. The Self is Personification of Goodness

Tweet 1

This is my 500th. Day in Office and we have accomplished a lot - many believe more than any President in his first 500 days. Massive Tax &amp, Regulation Cuts, Military &amp, Vets, Lower Crime &amp, Illegal Immigration, Stronger Borders, Judgeships, Best Economy &amp, Jobs EVER, and much more...(Trump, Jun 4th 2018).

In the context of preparing and contesting for the American presidential election 2020, Trump tries to influence the public, thus winning the voters. After nearly two years of taking presidency office, he presents himself as the reformer who fixed what was corrupted by the political opponents to gain public opinion, preparing for the presidential elections in 2020. He talks about the five hundred days spent in the presidency, considering them as a short period for achieving many achievements, compared to others. Here, Trump integrates a set of microstructures, in an attempt to embody goodness for himself.

a. **Number Game**: He uses the language of numbers through the expression "This is my 500th. Days", where the 500 day in his view as few days, compared to many achievements such as "Massive Tax", "Regulation Cuts", "Lower Crime", "Stronger Borders", and "Best Economy".

b. **Hyperbole**: This strategy is employed by a wide use of comparative adjectives such as "more", where Trump refers to himself as the president who accomplished more tasks in the least time more than any president: the expression "stronger borders" is used to refer to the strength of the border compared to its weakness during the era of the presidents who preceded him; "best economy" is used to refer to the growth of the economy in his era; and "lower crime" to point to the decrease in crime as a result of the decrease in the number of immigrants due to the strengthening of borders.

The strategy of hyperbole is employed also by using adverbs like "a lot" in the expression "we have accomplished a lot" to refer to a large number of achievements; "many" in the expression " many believe more than any President in his first 500 days", indicating the large number of believers who believe that Trump achieved more than any president in his first 500 days; "EVER" with capital letters in the expression "Jobs EVER" to highlight improving jobs more than ever; and "much more" to exaggerate the meaning of reform and indicate that there are many achievements have not been mentioned.

c.   Lexicalization: Trump employs lexical items such as "accomplished", "massive", and "best" to make his argument more influential and serve his intentions.

d.   Consensus: By using the inclusive pronoun "we", Trump tries to join his people and share them his achievements, showing his humility in an attempt to win their satisfactory.

e.   Modality: This strategy is employed by using the sentence "we have accomplished a lot -many believe more than any President in his first 500 days", where Trump tries to use the proposition of proving the argument with an evidence.

Through this integration of employing these strategies, Trump draws a positive image for himself to the recipient as a good president, and this in turn pushes towards the inclusive strategy of emphasizing positive self-presentation that leads finally to political polarization.

Tweet 2

"Our first duty, and our highest loyalty, is to the citizens of the United States. We will not rest until our border is secure, our citizens are safe, and we finally end the immigration crisis once and for all" (Trump, Jun 22, 2018).

The context of this tweet is that during Trump's rule and in preparation for the 2020 presidential elections, tries to show himself as a good man who cares about his country and its citizens in the first place and

at the expense of his comfort. To achieve that, he employs three microstructures: lexicalization, consensus and modality.

a.   Lexicalization: Trump tries to denote that he is a good man by employing the strategy of positive lexicalization through the use of words such as "our first duty", where he says our first duty to make this task not only his duty but his first duty; "our highest loyalty" to show his sincerity and devotion to his country and his citizens; "not rest until our border is secure" to show that he works on securing the borders at the expense of his comfort; and "safe" to express his interest to protect the citizens. At the same time, by using these powerful words, he tries to strengthen his argument and make it more effective. This good presentation for the self rises the macrostructure strategy of emphasizing positive self-representation that provokes political polarization.

b.   Consensus: Trump focuses on using the plural pronouns "our" four times and "we" twice, as an attempt to belong and join his people, showing his humility with them and that he is one of them. On the other hand, through the use of plural pronouns, Trump seeks to show his solidarity with his citizens towards the fateful issues that they concern, and he presents himself as the mouthpiece of their tongue.

c.   Modality: Trump employs this strategy through using the modal verb "will" and the expression "we finally end the immigration crisis once and for all", where he shows the future probability of his discomfort until the borders and citizens are safe, and end the immigration crisis forever.

4.1.2.   The Self is the only Nation's Hope

Tweet 3

"I will end illegal immigration and protect our borders! We need to MAKE   AMERICA   SAVE   &   GREAT   AGAIN #Trump2016https://t.co/wd3LIMz01I" (Trump, February 13, 2016).

In the situation of contesting and preparing for the American presidential election 2016, Trump tries to influence the audience by portraying an image that he is the one who is the hope of the nation and

the reformer that thinks and concerns to protect his country and retrieving it to its greatness. To achieve that, he employs four microstructures:

a.   Modality: Trump uses the modal verb "will" to indicate future probability, trying to present a promise to the public to end suffering caused by illegal immigration, preserve borders, and thus save the country and its citizens.

b.   Lexicalization: He uses positive lexicalization strategy by choosing the words like "protect" in the expression "protect our borders" to show that he will protect the borders after they were open to criminals. The word "save" in the expression "MAKE AMERICA SAVE" is used with capital letters to highlight the fact that America is not preserved because of illegal immigration supported by his Democratic opponents; and "great" in the expression " GREAT AGAIN" with also capital letters to show and highlight the weakness that America reached during the rule of Democratic Obama, presenting himself, thus, as the hope that would return the country to its greatness.

c.   Consensus: Trump employs this strategy by using plural pronoun "'we" to express his solidarity with his citizens in needing to make America save and great again.

d.   Hyperbole: Trump writes the expression "MAKE AMERICA SAVE AND GREAT AGAIN" in capital letters to confirm and intensify the idea that he is the hope that will restore America's greatness and security.

These microstructures contribute in one form or another in promoting the macrostructure of emphasizing positive representation of the self, which in turn increases the divergence and division between parties that is ultimately the form of political polarization.

Tweet 4

"Jobs are returning, illegal immigration is plummeting, law, order and justice are being restored. We are truly making America great again!" (Trump, Apr 12, 2017).

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Trump launched this tweet in the context of taking office after the 2016 U.S. presidential elections to convince the recipient in his reform process that he had undertaken. Thus, he presents himself as the hope that reformed what was disrupted in the regime of Obama. He employs five microstructures to achieve that:

a. **Lexicalization**: Trump displays what is being done of achievements during his rule as President of the United States of America, employing a positive lexicalization strategy through choosing words like "returning" in the expression "Jobs are returning" to refer to the burden that led to the scarcity of jobs caused by immigrants; "plummeting" in the expression "illegal immigration is plummeting" to refer to the strengthening process of borders that he achieves; and the word "restored" in the expression "law, order and justice are being restored", where he tries to present a hope to restore order, justice and law to convince the recipient that he is hope the people have been waiting for to fix what has been corrupted by the opponents.

b. **Hyperbole**: In the second sentence of this tweet, Trump employs the strategy of hyperbole by using words "truly" and "great" to focus on the meaning of the hoped reform and to make his argument more effective in portraying the extent of his interest in restoring his country to the greatness.

c. **Consensus**: Trump uses the inclusive pronoun "we" to indicate that he is one of the people and that he needs them to fulfill the hope of restoring America to its strength and security.

d. **Metaphor**: This strategy is employed by using the word "plummeting" metaphorically. Trump tries to exaggerate his reform of illegal immigration by employing this metaphor.

e. **Modality**: Trump uses the adverb "truly" in the sentence " We are truly making America great again" to express the inevitability proposition of making America great again.

By employing these two strategies, Trump presents himself positively, and this representation increases the gap and division between the two parties, and thus increases political polarization.

4.2.   Emphasizing Negative Other-Representation
4.2.1.   The other is Disloyal to our Country

Tweet 5

Democrats are far more concerned with Illegal Immigrants than they are with our great Military or Safety at our dangerous Southern Border. They could have easily made a deal but decided to play Shutdown politics instead. #We Need More Republicans In18 in order to power through mess! (Trump, Jan 20 2018).

In the context of preparing for the 2020 presidential elections, Trump tries to accuse his democratic opponents that they are disloyal to the country, its army and its citizens by presenting them as unconcerned to the American military and the safety of citizens at the borders as much as they are concerned with illegal immigrants. He employs four microstructures:

a.   **Lexicalization**: Trump categorizes the military by lexical item "great", in contrary, he categorizes the immigrants by negative lexical item "illegal". Through this use of lexical words, he attempts to create a comparison between the bad foreigner backed by Democrats and the great army of the country backed by the Republicans. Negative lexical item like "shutdown" is used to express the democrats' laziness and ineffectiveness in solving immigration problem despite the presence of easy opportunities for that.

b.   **Modality**: Using modal verb "could" is to show that Democrats were able solve the problem of illegal immigration. He ended his tweet by calling for more Republicans to be elected to fix what the democrats had corrupted, portraying them as the opposite party who serves and is loyal to his country.

c.   **Consensus**: Trump employs this strategy through using inclusive pronouns "our" and "we" in order to express his solidarity and loyalty to his people in contrary to Democrats who are disloyal to the country.

d.   **Hyperbole**: By using the expression "far more", Trump attempts to exaggerate disloyalty of Democrats to the country.

Trump in this tweet employs these strategies to show disloyalty of Democrats to the country and on the other hand, to show his loyalty to the country, consequently achieving the duality of negative representation of the other and positive representation of the self which in turn leads to the polarization.

Tweet 6

"Crooked Hillary Clinton wants to flood our country with Syrian immigrants that we know little or nothing about. The danger is massive. NO!" (Trump, Jul 27th 2016).

In the context of the conflict on winning the 2016 presidential elections, Trump launches this tweet to send a message to the audience that his democratic opponent Hillary Clinton lacks loyalty to the country. Here, he employs five strategies: metaphor, hyperbole, lexicalization, consensus, and modality.

a.   **Metaphor**: Trump uses the words "crooked" and "flood" metaphorically in order to exaggerate the meaning in describing his opponent negatively and highlight the continuous entry of huge numbers of Syrian immigrants.

b.   **Hyperbole**: Trump uses this strategy twice, once by employing metaphor strategy and another by using the expression "The danger is massive", where he tries to maximize the danger caused by immigrants.

c.   **Lexicalization**: Trump in this tweet chooses lexical negative items such as "danger", "massive" and "no" to highlight the negativity and carelessness of Democrats in solving illegal immigration crisis.

d.   **Consensus**: Trump uses plural pronouns "our" and "we" to join his people against Democrats and illegal immigrants.

e.   **Modality**: By using the expression "the danger is massive. NO" Trump attempts to show the future possibility of the danger to the country and its citizens because of the entry of the huge numbers of unidentified Syrian immigrants. He then expressed his refusal to allow immigrants to enter to the country by "NO".

By employing these strategies, Trump tries to portray his opponent in a negative image, accusing her of indifference to the interests of the country and her carelessness about the risks posed by the increasing numbers of immigrants crossing the country's borders. This presentation thus increase the dispute and division between the two competing parties and paints a picture of political polarization.

4.2.2. The other Lacks Credibility

Tweet 7

"Another cover-up. Obama won't disclose how many illegal immigrants he has released into our country http://t.co/h8WhM3htvF No surprise" (Trump, Jun 24, 2014).

 Trump tries, in this tweet, to bring down his Democratic opponent Obama, attempting to undermine his credibility in the context of preparing for the 2016 U.S. presidential elections to win the voters. For that, he employs five strategies:

a. **Lexicalization**: He employs lexicalization strategy by choosing words such as "Another cover-up, won't disclose", and "released", insinuating that Obama does not reveal the facts for more than once and thus undermining his credibility.

b. **Irony**: By using the expression "No surprise" at the end, Trump tries to mock his opponent, creating an image for the recipient that this is not new and that his opponent often hides the facts.

c. **Consensus**: This strategy is employed by using the pronoun "our". Trump uses this pronoun to achieve solidarity and to send a message to the audience that the harm caused by illegal immigrants will affect everyone.

d. **Metaphor**: Trump uses the noun "cover-up" metaphorically to exaggerate the meaning of Trump's incredibility.

e. **Modality**: By the sentence "Obama won't disclose how many illegal immigrants he has released into our country", Trump tries to hint to unwillingness of Obama in disclosing the numbers of illegal immigrants he has released to the country.

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This use of strategies contribute in one way or another to perpetuating the polarization based on the emphasizing the negative representation of political opponents.

Tweet 8

We must maintain a Strong Southern Border. We cannot allow our Country to be overrun by illegal immigrants as the Democrats tell their phony stories of sadness and grief, hoping it will help them in the elections. Obama and others had the same pictures, and did nothing about it! (Trump, Jun 22, 2018).

This tweet is in the context of almost two years since Trump took office and he prepares to the American presidential elections 2020. He tries to accuse his Democratic opponents as they are dishonest, in an attempt to bring them down, thus winning the public opinion and audience. Here, he employs four microstructures, they are modality, lexicalization, consensus, and hyperbole.

a. **Modality**: Trump uses three modal verbs "must", "cannot", and "will" in three propositions. First, he uses the modal verb "must" to express the very need to keep borders strong in contrast to what Democrats want of opening the borders. Second, he uses the negation modal verb "cannot" to express the country's inability to allow entry of the huge number of illegal immigrants. Third, he use the modal verb "will" in depicting the probability that Democrats benefit from immigrants for their own purposes, which is to support them in the elections.

b. **Lexicalization**: Trump chooses words such as "phony" in the expression "phony stories" and "hoping" in the expression "hoping it will help them in the elections" to challenge the credibility of his opponents, assuming that they support illegal immigrants for electoral purposes at the expense of the security and safety of the country and its citizens.

c. **Consensus**: This strategy is employed by using the pronouns "we" and "our". Trump in this tweet attempts to show his belong to his citizens in confronting threat of illegal immigrants.

d. **Hyperbole**: Trump uses the word "phony" to show that Democrats convey false stories for private interests, thus exaggerate the meaning of incredibility.

This employment of these strategies highlights the inclusive strategy of emphasizing negative other-representation, which in turn represents a form of political polarization.

5. Results

It has been shown that Trump employs polarization strategy in his tweets by using four macro-strategies. Two of them are on the level of creating the positive self-representation. The first one is "the self is the personification of goodness" which is realized by five microstructures: lexicalization, hyperbole, modality, number game, and consensus. Trump through using these strategies tries to show himself as a good man in an attempt to win the public and persuade them to vote for him. The second one is "the self is only nation's hope" which is realized by five microstructures: lexicalization, hyperbole, consensus, metaphor, and modality. By employing these strategies, he tries to present himself as the hope that rids people of the negative effects that occurred because of his opponents, using expressions such as "I will end immigration", "save the borders", and "make America great again" and others. The other two macro-strategies are on the level of creating the strategy of negative other-representation. The first one is "the other is disloyal to the country" which is realized by five microstructures; lexicalization, hyperbole, modality, consensus, and metaphor.

Through these strategies, Trump seeks to portray his opponents that they do not care about the fateful issues of the country, accusing them of being more interested in illegal immigrants than in the great American military, and that they are able to solve the immigration crisis, but they do not care about that. The second one is "the other lacks credibility" which is realized by six microstructures: lexicalization, consensus, metaphor, hyperbole, modality, and irony. Trump portrays to the public that his opponents lack credibility through expressions such as "Another cover-up.

Obama won't disclose how many illegal immigrants he has released into our country". The importance of the employed strategies varies through the concentration of their uses, for example, Trump emphasizes the use of the lexicalization strategy in both of its negative and positive types rather than other strategies. This gives an image that Trump focuses on his choice of words in undermining his opponents and praising himself.

6. Conclusions

The study concludes that polarization is the strategy employed by Trump through showing good image for himself and bad image for his opponents by employing macrostructures of the binary: positive self-representation and negative other-representation. This employment proves the first hypothesis. Trump achieves these macro-strategies by employing four other macro-strategies that are more specialized in creating polarization, two of them in terms of positive self-representation they are "the self is the personification of goodness. For example, he uses language of numbers such as "This is my 500th Days" and the expressions such as "lower crime", "stronger borders", " our first duty", and "our highest loyalty" to show himself as a good man who achieved what no one else did; "the self is only the nation's hope", for example, he uses the expressions such as "I will end illegal immigration", "protect our borders", and "make America save and great again" to show himself as the hope of the nation; "the other is disloyal to the country", for example, he uses the expressions such as "Democrats are far more concerned with Illegal Immigrants than they are with our great Military" and "They could have easily made a deal but decided to play Shutdown politics instead" to show carelessness and disloyalty of his opponents to the country; "the other lacks credibility", for example, he uses the expressions such as "Another cover-up" and "the Democrats tell their phony stories of sadness and grief, hoping it will help them in the elections". This employment proves the second hypothesis. All these strategies, in turn, are employed by Trump through the use of seven micro-strategies: lexicalization, hyperbole, modality, number game, metaphor, consensus, and irony, and this what proves the third hypothesis.

In sum, Trump employs the strategy of polarization in his tweets through the use of a set of macro and microstructures in an attempt to highlight his achievements and positive qualities on the one hand, and on the other hand, to expose the ills of political opponents to bring them down and thus winning public opinion and the voters to win the presidential elections.

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