A PRAGMATIC STUDY OF EUPHEMISM AND DYSPHEMISM IN DONALD TRUMP'S POLITICAL SPEECHES

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Abstract

The current study is an attempts to examine the terms of euphemism and dysphemism in Donald Trump's political speeches. The study aims at finding out the kinds and functions of euphemism and dysphemism found in the political discourses of Donald Trump. This study is a qualitative one, i.e., it is content analysis and no statistical analysis is presented. The adopted model of study is based on the notions of Leech (1983) politeness principles and Grice (2002) cooperative principle since their notions are related to the aims of the present study.

Introduction

Hartman and Stock (1973:123-124) mention that all humans used language as the essential means of interaction. All people use language to communicate with each other in the same speech community. Language is the device that does not occur in space. It is typically used within context.

Struck and While (1972:72) indicate that language is continually in mutability. It is a fluctuating, changing, living stream and getting a new intensity from a thousand branches, losing ancient systems in the backwaters of time. To communicate fluently, language is used in multiple means; thus, many functions can be expressed by language.

On the other hand, context is the association between the entirety of the language and the specific situation or case for which it is used. **Wall Work (1969:57)** notes that context helps understand the precise meaning of a word, expression or utterance. Therefore, the link between context and language speakers is that users of languages may deduce meanings from the context of usage**.**

Pragmatics

Pragmatics is the study of language from the user's perspective, as stated by Crystal (1997)., especially the choices they make, the restrictions they face in social interaction when using language and the impact their use of language has on other members of the activity.

Yule (1996) illustrates that Pragmatics is the study of the speaker's context: the emphasis is on reading what people say by their utterances rather than what they mean by themselves in words in the statements. Pragmatics frequently explores the unseen meaning: understanding what is unspoken is an important aspect of dialogue. A perceptual, cultural or mental distance determines the proportions between what is being said and unsaid. In this regard, Pragmatics is the study of the illustration of relative distance.

Euphemism

The Greek language was the source of the term euphemism. Eu means good, and phemism means speech. Therefore, euphemism means equal or a decent address to speak equally. In other words, a euphemism is a term or expression that substitutes or serves to prevent scary or offensive topics with a taboo phrase**.**

Wilson (1993)also defines euphemisms as —words with interpretations or sounds that are sometimes believed to be smoother, fresher or more enhanced and are used as alternatives for comments that are considered hurtful, unrefined or unattractive in sound or perception.

Asher (1994:1180) sees euphemism as, instead of harsh or coarse words, "sounding good." He(ibid) also states that certain experiences of people's lives are too vulnerable to be openly addressed without safeguards; examples of such are essential subjects such as mortality, the supernatural, anatomy, body parts, and disorder, among others, of fear or guilt.

In addition, Neumann and Silver (1983: 5) illustrate that euphemism is a means of substituting a more overt, offensive word for an inflammatory or undesirable phrase, thereby veneering the facts by using respectful language. Similarly.

Consequently, based on the above definitions, it is plausible to conclude that euphemism serves a beneficial function and can be defined as a technique of communicating in a way that does not cause distress or offense to others.

Types of Euphemism

In general, euphemisms can be classified based on the context in which they are intended to be used. According to Allan and Burridge (1991:14), there are thirteen different types of euphemisms that might be employed. The first form of metaphor is one that relates to anything other than the literal meaning of the word.

The second type is the idiom, an expression that functions as a whole unit and whose meaning cannot be deduced from its constituent components.

Thirdly, circumlocution uses numerous words to convey information that may be expressed in a few words.

The fourth category is abbreviation and acronym. An acronym is a proper term formed from the initial letters of the first two syllables in a sentence that is pronounced similarly to the other words.

The Fifth type is a general-for-specific replacement . There are several subclasses of general-for-specific.

Sixth, hyperbole is a term that refers to exaggerated assertions designed for effect rather than literal meaning.

The seventh type is litotes (understatement), which employs a negative term to convey the opposite

The eighth sort of euphemism is technical jargon used in more familiar phrases, and some technical terminology is imported from another language.

The ninth category is denial, which is a statement or assertion used to conceal the true meaning.

The tenth form is euphemistic dysphemism, which demonstrates euphemistic locution but illocution on dysphemism.

The eleventh category is metonymy, which refers to designating only a portion of something, such as the inventor or the owner because the meanings are inextricably linked.

Synecdoche is the twelfth kind. Synecdoche is a term that refers to the transition from general to specific.

The final sort of euphemism is associative engineering, which refers to the process through which the semantic or meaning of words or phrases is altered.

In conclusion, euphemisms can be classified into thirteen categories, each of which can be used for any euphemism. To a greater extent, choosing the euphemisms provided by Allan and Burridge is a wise choice. Additionally, such classifications are more precise and comprehensive.

In addition to the classification demonstrated above, Rawson (1981) discusses three primary types of Euphemism; Euphemism of positivity and negativity and euphemism of the metaphor.

Rawson (1981:1) states that positive euphemisms are classified as stylistic or exaggerating (hyperbole) euphemisms, those that "flap and magnify, making the items that are euphemisticappear to be greater and more important than they actually are**.**

Negative euphemisms, according to Rawson, are those that "deflate, diminish, and are protective in nature, compensate for the potency of forbidden expressions, and otherwise erase from the language, things that people prefer not to deal with directly."

Functions of Euphemism

a)   Function of avoiding Taboo

Almost every language has certain unmentionable words or phrases that cannot be used in public debates because they often convey offensive meanings. These unfriendly words or phrases are taboos that stem from a faulty cognition or misunderstanding of the relationship between concepts and signals, namely the idea of being treated equally as a referent.

b)   Function of concealment

Joanna Channell (2000: 147) defined the "covering-up function" as "deliberately withholding information," which translates to "not disclosing knowledge that the speaker possesses and that may be suitable in the situation.

c) The function of refinement

In social communication, the refining function of euphemism is critical. Western journalists routinely use euphemisms in their news reports to soften up displeasing facts or something else that will almost certainly undermine public credibility to avoid offending other people's sentiments.

d)   Function of politeness

According to J.S. Neaman (1983: 39), euphemisms have two fundamental psychological bases: taboo and politeness. Without a doubt, politeness has been a universal occurrence throughout history in various languages and cultures, as it constrains human action and speech and helps coordinate interpersonal relationships.

e) Function of compliment

The final significant purpose of euphemism is commendation, which often relates to using neutral or commendatory words or phrases to represent specific facts. In western society, occupational status is highly visible; few individuals with relatively low social levels are extremely sensitive.

Politeness and Euphemism

Communication is defined as the process of transmitting and receiving messages and information between two or more people. In human communication, people interact with each other to tell them about what you want, what you know, what they say, what you share, and others like that. It is important to follow what other people's minds are doing to get along with them. Being respectful and going along with what other people say will always have an important role in human communication. Some people will do their best to be polite, but others will not. Others will be polite because they know that it's what their peers did, and others would not do their best to be polite because they have a non-respect for others freedom and privacy. Euphemism is part of the category of politeness. Euphemisms conceal facts that are found to be unpleasant; thus, they come under the category of politeness as posted by Allan and Burridge (2006:30).

Dysphemism

The word dysphemism originates from the Greek meaning "unsuitable, inapplicable." "miss" and "pheme" refers to "promise" and "statement", respectively. Dysphemism is an expression of unpleasant or derogatory significance—traits referring to a particular person or community (Allan and Burridge, 2006:31).

Dysphemism is described as the reverse of euphemism because it draws attention to defects or shame. Your appearance makes you a hideous person because you are "the ugly one". Words may be considered bad depending on the sense of usage and the term's actual meaning (Rawson, 1989:3).

Types of Dysphemism

Allan and Burridge In Mohammed (2011:38) illustrate that two forms of dysphemism are discussed.

1. Conventional Dysphemism:

Using a taboo term. A subject in a respectful way or an impolite manner. This article is more emphasises on the connotation of niceness than the speaker's interest. "For example, "fuck" versus "getting laid".

2. The General Dysphemism

It is used to classify an object. "occurrence". General negative language means stuff other than good. Metaphors are also identical. For instance, the word "bitch" compared with "irritating woman".

The Functions Of Dysphemism

Dysphemism expression also has its function, whether oral or written. The function shows what a speaker and a writer want to tell to hearers or readers.

According to the dysphemism function proposed by Allan and Burridge (2006:23), there are seven functions of dysphemism, namely: dysphemism used to humiliate others, dysphemism used to characterize an identity of a group, dysphemism used to show anger, dysphemism used to emphasize something or some condition, dysphemism used to state and represent a very bad thing or condition, dysphemism.

First and foremost, dysphemism is employed to degrade and humiliate others. Humiliation is the act of setting someone else down.

Difficulty expressing one's own identity is represented by dysphemism, which serves the second function. Sometimes people use dysphemism without intending to do so or with no special objective in mind.

The third function is dysphemism, which is a slang term for expressing rage. When people are upset, it is unavoidable that they will do harm to themselves and others as well as be impolite.

Furthermore, the fourth function is dysphemism, which is a phrasing device that is employed to draw attention to something or some condition. The use of dysphemism to draw attention to something or some circumstances is analogous to the usage of an adverb.

The next function is dysphemism, which is used to describe and portray something or a condition that is extremely terrible. If dysphemism is used as an adverb in the preceding function, then dysphemism is used as a noun and an adjective in the next function because it is used to state and describe a really bad item or condition.

The final example is a dysphemism that is used to express surprise or wonder. Dysphemism indicates a negative intention or taboo topics, as well as a positive intention such as expressing awe or wonder at something.

The Previous Studies

When studying a term, there have been several studies on euphemism and dysphemism. The researcher found five prior studies from diverse writers already researching the same topic as this research. The first case study of euphemism and dysphemism is entitled Metaphor in Using and Recognising Euphemism and Dysphemism (Pfaff et al., 1997).

In the second study, Rusman examined the word definitions of the Indonesian and American English vocabulary. He discovered that in the field of linguistics, "Political Euphemism in News Media ".

The last research I read was titled "A Study on Euphemism used in Newsweek Magazine", written by Any Mazidah (2007). The researcher spent time reading articles from Newsweek magazine focusing on the different types of euphemism used.

Unlike the previous researches, the present analysis is pragmatically aimed not only at figuring out the types and function of euphemism but also at illustrating the types and functions of dysphemism and also demonstrating the difference between euphemism and dysphemism and how people use these terms in their speeches and articles but also at recognizing the frequency of such words in Donald Trump's political speeches.

Research Design

In general, researchers conduct their analyses according to the purpose of the topic or the investigations and interpretation through qualitative research.

This study will try to achieve its aims by looking into a descriptive qualitative approach and how the writer seeks to figure out the forms and functions of euphemism and dysphemism in the political statements of Donald Trump using text analysis. This study identified the types and the roles of euphemism and dysphemism contained in the political speeches of Donald Trump and.

Research Instrument

The main instrument of this research is the researcher himself since he can get the data only by searching for them. The researcher himself is the one who is using the instrument of the research. The researcher spent a lot of time analyzing the political speeches and speeches of the two Presidents, Donald Trump, trying to find out the type and function of the most form of euphemism and dysphemism.

Data Collection

Media plays an important part in influencing the views and perceptions of the population. The new research discusses (5) the arguments of President Donald Trump.

The data from this analysis were obtained in several steps. Firstly by capturing Donald Trump's political speeches. Secondly, to pick such political statements containing euphemism and dysphemism. Thirdly, to read and comprehend the political speeches. And the last move is to identify the expressions of euphemism and dysphemism and analyzing them according to the Leech (1983) Politeness Principle and Grice (2002) Cooperative Principle.

In addition to the adopted Models, the researcher tries to make his analysis steps according to the researcher' Xiaorui Hong' in his article entitled "A Pragmatic Study of Euphemism in English Political News". The researcher' Xiaorui Hong' mainly focuses on the pragmatic analysis of English euphemism and its usages in mainstream English political news.

Data Analysis

The investigator subsequently analyzes the data by using several steps until extracting the data from the political speeches of Presidents Donald Trump and Boris Johnson. The first step is to define the detail depending on the forms and roles of euphemism and dysphemism. Second, the material from each group is explored and interpreted based on the notions of Grice Cooperative Principle (2002) and Leech politeness principle(1983) . And the last move is to discuss the whole data sets and begin to derive results from the

outcomes of the research to define the types and functions of euphemism and
dysphemism.

Grice Cooperative Principle(2002)

According to linguist Grice's (2002: 53) theory, our talk exchanges are orientated towards
a common purpose or a set of common purposes, and to reach these goals, the
participants at least should mutually cooperate.In the end, he provided a specific
description of the Cooperative Principle, which is to make your conversational
contribution as necessary, at the point at which it occurs, by the recognized purpose or
direction of the talk exchange in which you are participating. To make his theory of the
Cooperative Principle more explicit for interpretation, Grice distinguishes four major
categories about it: Quantity, Quality, Relation, and Manner.

Leech (1983) Politeness Principle

Additional to the Cooperative Principle, a different fundamental principle works in
tandem with the exchange. The Politeness Principle promotes cooperation, is about
giving and making up for the past Cooperative Principle, and even saves it. Fashionable
euphemisms may either be more or less descriptive than necessary, not all that truthful,
indecipherable, or inexplicit. According to people's desire to be more courteous,
cooperation might increase the scope of the Cooperative Principle by making it possible
to exceed it.

The Adopted Model

This study investigates and analyses (5) claims for president Donald Trump from
the two channels CNN and Rt and the social media. The data are analyzed and examined
by adopting two models; Leech (1983) Politeness Principles and Grice (2002)
Cooperative Principle.

The present study has chosen the most suitable and viable approach for its analysis
to achieve its aims. The researcher will employ the steps of analysis adapted from
'Xiaorui Hong's procedure (2019) since Hong states that there are at least two pragmatic
dimensions of a political euphemism and dysphemism: domestic issues and international
issues.

According to domestic issues, The researcher will discuss two aspects: people –
president relationship and safety issues. While international issues is going to be
interpreted according to international relationships and military issues.

Data Analysis and Discussion

According to what had been mentioned above, euphemism and dysphemism are
analyzed based on the politeness principles of Leech (1983) and the cooperative
principles of Grice (2002).

It can say that the analysis based on the cooperative principles of Grice (2002) and
politeness principles of Leech (1983) will achieve the research aims.

In domestic issues, which are mainly involved with the relationship between the
presidents and their people and the safety issues that we are all concerned about, the
presidents use many political euphemisms. And in terms of internationalissues, the
relationship among countries and military activities, which, if not carefully taken into
consideration, may cause severe economic deputies and terrible trade wars or even lead to
real warfare.

1. Domestic Issues

Specifically, it refers to the collection of decisions made by a government in relation to matters that have a direct impact on citizens of the country in which the government is situated. Moreover, it is utilized in the context of things produced in your country, as well as policies and activities that are relevant to your country. Domestic policy, which includes gun control and firearms ownership, surveillance operations within the country as a counterterrorism measure, social security, welfare, and healthcare, as well as immigration and drug enforcement, are currently top priorities for US President Donald Trump, among other things.   In this respect, the following sections of the present study will display how euphemism and dysphemism can be utilized to achieve the people-president relationship and safety affairs.

1.1 People –President Relationship

The President is the highest-ranking official in the country. He represents the entire human race. Aside from that, the President is also in charge of the entire country. The constitution confers considerable executive powers on him and he is therefore regarded as a chief executive. Domestic matters are dealt with by this authority, which also includes foreign affairs.

In his presidency, Donald Trump works hard to reinforce the relationship with his people by frequently using euphemism terms such as "one", "all hurt" and "together" to unify the states of the USA. Consider the following political speech:

"The United States of America is a single country. When one state suffers, we all suffer, and we must all work together to help each other out of our plight. Together, we are building, renovating, and repairing. ". (August .19. 2017. The Washington Post)

President Donald Trump speaks the above political speech during his campaign. Donald Trump uses these euphemisms words: "single country", "all suffer" and " together " as a message to all people of his country that all states of the US are acts as one country. The speaker frequently uses the word **"together"** to suggest that all people in his country must work together to develop their country in all aspects and create a great future when they were together.

Donald Trump uses the term " together" as a euphemistic term in the type of metaphorical euphemism; the function behind using this type of euphemism is **refinement** since he is trying to attract the attention of his public.

In terms of foreign and domestic policy, Trump's record was impressive. The greatest corporate tax cuts in history, the removal of scores of environmental laws, and a remaking of the federal judiciary were just a few of his domestic successes., and the following political speeches is a good example of what Donald Trump said during the period of Coronavirus to his citizens to take their attention.

"The threat to our citizens will be greatly reduced if we continue to count and take these severe measures. ". (11 March, 2020)

There are many different interpretations for the word "threat," including harm or other hostile behaviors. Another meaning is that something terrible or violent is about to occur. In political texts, the word "threat" is often used in a derogatory or insulting manner to convey a negative message.

During this time period, Trump faced a lot of backlash on social media for not taking Covid-19 seriously enough. He used the term Conventional Dysphemism to describe his use of it. Euphemisms are used to accentuate something or some condition in order to imply that American citizens are currently facing a fatal illness leading to an unimaginable future, for example. But he tried to encourage his fellow people to restrict the virus's impact and reach, so defeating it."

1. 2 Safety Issues:
There has always been a focus on the well-being of the people at home. Without it, the country could not have prospered. Furthermore, safety is an important issue for almost all presidents.

The presidents should exercise caution when using language to boost their popularity at home. Therefore, in official notifications, the use of wordy language accomplishes specific, pragmatic functions. And the political speech of Donald Trump is an example when he talked about his responsibility towards his Citizens when he considered himself a keeper of the security of his people, as in the following political speech.

"**I will never forget that my responsibility is to keep you –the American people' safe' and 'free'.(2, March 2017**)

In the above claim, President Donald Trump shows his People in America his role toward them. Donald Trump uses the terms "safe" and "free" as euphemistic terms to suggest that our government works hard to achieve the safe and freedom for all of our citizens in our country, which can be achieved by the supports and contribution of our military.

The speaker also shows that he must consider the responsibility of his government to keep the people safe life and free through his claim by illustrating his executive order to keep the terrorist out of the country.

Donald Trump uses "safe" and "Free" as euphemism terms in the type of positive euphemism, and the function behind using this type of euphemism is a refinement   that is some presidents in all the world use euphemism intentionally in many situations, particularly in their political campaigns when they are trying to attract the attention of public.

President Donald Trump doesn't restrict his responsibility towards his country on the military, economy and education affairs but also on the healthy affairs as in the following political speech Donald Trump said when he described the Coronavirus as an invisible enemy as stated below.

· "**No matter where you look, this is something—it's an invisible enemy. I say this: We have an invisible enemy." (16 March 2020**)
 To describe Covid-19 as something impossible to perceive with the naked eye, Trump often used the adjective "invisible." "Invisible" has many synonyms including "unseeable", "hidden", "obscure", "undetectable", "coverted", "concealed" and "covert". Viruses cannot be seen with the naked eye, according to science. According to Trump's description, the virus is aware and has malevolent intentions toward humans.

"Invisible enemy" is a way of showcasing Covid-19's dysphemistic traits and unfavorable repercussions. On the basis of this, it can be concluded that Donald Trump uses the dysphemistic metaphor "Covid-19 is an enemy" to describe and symbolize a

very bad thing or condition in his above remark as a consequence of traditional dysphemism.

2. International Issues
2.1 International Relationship
In today's interconnected world, the value of a country's diplomacy and influence relies on how they represent their constituents and the benefits that they bring. As an approach to dealing with the fragile bonds that exist among countries throughout the world, the symbolic transfer is proposed as a means of communication by world Presidents.

In contrast, international affairs are typically meant to point out and express the ideas and opinions of certain actors. Also, there can be no compromise at times, which means to use negation (or acronym) as strongly as possible as in the following Donald Trump's claim.

"United States should completely acknowledge Israeli sovereignty over the Golan Heights, which is important to Israel's strategic and security interests and regional stability. " (Thursday 21 March 2019)

On a pragmatic level of analysis, Twitter appears to fulfill one of America's long-awaited Middle East promises. Israel's sovereignty over the Golan Heights is one of Trump's objectives to cement his popularity and win over his allies. Concerning the warning tactic, the allegation is interpreted as a clear warning to the Arab people, who have posed a threat to Israel's security for years. As an extravagant politician, Trump exaggerates his significant achievement by blaming the Arabs for their governments' weakness and reminding them of their ineligibility for the Golan.

Donald Trump uses the words' sovereignty, stability, security' as euphemistic terms in the type of circumlocution euphemism. The function of using this type of euphemism is politeness since he is trying to achieve his objectives in terms of cementing his popularity and winning over his allies on one side. And on the other side, the allegation is interpreted as a clear warning to the Arab people, who have posed a threat to Israel's security for years, so in this respect, these expressions' Sovereignly', 'Stability', 'Security' is considered as a dysphemistic expression in the type of general dysphemism for all Arabs to emphasize something or some condition.

Donald Trump, during his Presidency, take wide care about the military and considered it as an important institution . he always uses euphemistic terms when he is talking about the army because of their defence about his country, and he wants to increase his popularity among the American Citizens, and this is clear through his-following Political claim.

"The United States and the DPRK commit to establish new US–DPRK relations under the desire of the peoples of the two countries for peace and prosperity".(Singapore 12 June 2018).

Having acknowledged that the US–DPRK summit—the first in history—was an epochal event of great significance in overcoming decades of tensions and hostilities between the two countries and for the opening up of a new future, the analysis shows that President Trump frequently uses the term 'relations' with the Chairman Kim Jong Un commit to implement the stipulations in this joint statement fully and expeditiously.

The claim above shows that Donald Trump uses euphemistic terms in the type of positive euphemism. President Donald Trump have committed to cooperate for the

development of new US–DPRK relations and for the promotion of 'peace', 'prosperity' and security of the Korean Peninsula and of the world so that he used nicer words to make the message less damning, so, the function of using euphemism expressions in Donald Trump's claim is very successful in substituting words or phrases with negative connotations by using nicer words or phrases to make the message less damning. Second, euphemism is the instrument of holding the interaction in perfect peace among reader and writer or speaker and listener. It is analyzed based on the pragmatic categories. The effect of using the expressions' peace' and 'prosperity' in this claim is to build a good atmosphere among people from the two countries.

According to the previous analysis, the findings show that Donald Trump uses the expressions' peace ', 'prosperity as euphemistic terms in the positive to be more polite to achieve what is mentioned above. The function of using these expressions is politeness.

2.2 Military Issues

An army or armed forces is an extremely well-equipped and well-organized force that is primarily meant for combat. An official sovereign state authorizes and maintains it, with its personnel identified by their military uniform. Military branches such as an army, navy, air force or coast guard may be part of it.

As a general rule, the military's primary mission is to protect the state and its citizens from external armed threats.

Donald Trump, during his Presidency, take wide care about the military and considered it as an important institution . he always uses euphemistic terms when he is talking about the army because of their defence about his country, and he wants to increase his popularity among the American Citizens, and this is clear through his-following Political claim.

 "We commemorate our history, our people, and the heroes who proudly protect our flag - the brave men and women of the United States military. " (Thursday. 5 July 2019)

In the above claim, President Donald Trump uses "heroes" and "brave" to characterize his military personnel. These words greatly enhance the country's strength and enable it to protect itself. In pragmatic analysis, utterances are considered. In essence, a speech has a reality. Trump's attempt to glorify the military is supported by identifying "heroes" and "brave" as people who serve in the military. In conclusion, Trump's move is beneficial for the citizens of the United States.

A local analysis (or processing) excludes words and sentences that reflect the literal meanings. You will identify coherence relations in the text when you see that the text is well-formed structurally. While claiming that America has the 'capacity to defend itself and 'has a very robust, very strong national security is accurate. The claim does not accurately generalize by making broad claims about the United States. This is done to strengthen the military's position as the country's protector. Donald Trump constantly repeats terms like "heroes" and "brave" to reinforce the concept of ambiguity and encourage his audience to look on the bright side of his group.

While defending the rights of every country is a great and courageous act, this description asserts that the country's right to defend itself is another one of America's rights that every country should deserve. Trump uses the terms "heroes" and "brave" as euphemistic terms in the type of 'hyperbole' to serve a compliment function.

Conclusions

In communication, euphemism is derived from the word taboo, which is used to express something in an oblique way. Both a cultural phenomena and a rhetorical tactic, it's a double whammy. To make communication more effective, individuals developed a linguistic pattern to use.. At the same time, dysphemism is described as the opposite of euphemism because it draws attention to defects or shame. Words may be considered bad words depending on the sense of usage and the actual meaning of the terms.

In the current study, euphemism and dysphemism, in general, can be classified into types and functions. On one hand, there are thirteen types of euphemisms, and one can find some of these types in the political speeches of presidents Donald Trump during his presidency period, such as .

1.Metaphor
2. Positive euphemism
4. Circumlocution euphemism
5. Hyperbole

On the other hand, the current study concluded that are two types of dysphemism which conducted in the political speeches of Donald Trump, such as :
1.Conventional Dysphemism
2.General Dysphemism
Dysphemism serve many functions, such as emphasize something or some condition, state and represent a very bad thing or condition.

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