

Opposites in American Political Speeches from a Critical Stylistic Perspective

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ABSTRACT

This research explores opposites and their construction within two political speeches. The study aims at identifying the main types and subtypes of opposites. It also deals with structural and lexical triggers that take place to pave the way for opposites to occur. The data is composed of two American political speeches. The first one is of Donald Trump and the other speech belongs to Joe Biden during their rally campaign for the presidency of the United States. The two speeches take place in the state of Florida. The analysis of data follows several steps. It starts with mentioning the main types of opposites. Then, the subtypes of opposition are shown. After that, the lexical or structural trigger is specified. At last, an explanation follows to shed light on how the candidate structures the opposition within this particular extract. The analysis shows that Trump uses conventional opposites to highlight his predisposition toward conservatism. Conversely, Biden employs far more created contradictions than the conventional in an attempt to influence the emotions of the audience. Both contenders make an effort to persuade voters by employing various attention-grabbing techniques. Biden restates the most common structural triggers which are parallel structure and negation frames four times in succession which shows his intention to grab more attention concerning specific ideas during the flow of his speech. By using a variety of triggers, Trump tends to strike a

balance between expressing his emotions and demonstrating his superiority as the country's most appropriate representative.

Keywords: Stylistics, Critical Stylistics, Opposites, Oppositional Meaning, Political Speeches.

الأضداد في الخطابات السياسية الأمريكية من منظور أسلوبى نقدي

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الملخص

يتناول هذا البحث الأضداد وبنائها في خطابين سياسيين. وتهدف الدراسة إلى تحديد الأنواع الرئيسية والفرعية للأضداد. كما تتناول المحفزات البنيوية والمعجمية التي تحدث لتمهيد الطريق لحدوث الأضداد. تتألف البيانات من خطابين سياسيين أمريكيين. الأول لدونالد ترامب والآخر لجو بايدن خلال حملتهما الانتخابية لرئاسة الولايات المتحدة. الخطبان يحدثان في ولاية فلوريدا. يتبع تحليل البيانات عدة خطوات. يبدأ بذكر الأنواع الرئيسية للأضداد. ثم يتم عرض الأنواع الفرعية للمعارضة. بعد ذلك يتم تحديد المحفز المعجمي أو البنيوي. وأخيرًا، يتبع ذلك شرح لإلقاء الضوء على كيفية هيكلة المرشح للمعارضة داخل هذا المقتطف المعين. يُظهر التحليل أن ترامب يستخدم الأضداد التقليدية لتسليط الضوء على استعداداته للمحافظة. على العكس من ذلك، يستخدم بايدن تناقضات مصطنعة أكثر بكثير من التقليدية في محاولة للتأثير على عواطف الجمهور. يبذل كلا المتنافسين جهدًا لإقناع الناخبين من خلال استخدام تقنيات مختلفة لجذب الانتباه. يعيد بايدن صياغة المحفزات البنيوية الأكثر شيوعًا وهي البنية الموازية وأطر النفي أربع مرات متتالية، مما يدل على نيته في جذب المزيد من الاهتمام فيما يتعلق بأفكار معينة أثناء تدفق خطابه. من خلال استخدام مجموعة متنوعة من المحفزات، يميل ترامب إلى إيجاد توازن بين التعبير عن مشاعره وإظهار تفوقه باعتباره الممثل الأكثر ملاءمة للبلاد. الكلمات المفتاحية: الأسلوبية، الأسلوبية النقدية، المعاكسات، معنى التعارض، الخطابات السياسية.

1. Introduction

Opposites are basically used to show the contrast between two things or ideas. They are expected to be practiced in different situations whether formal or informal. The main areas of opposites in linguistics are usually dealt with in the fields of semantics and lexicology. In addition, there is a

huge tendency to tackle this phenomenon within the context as opposites are affected by relevant textual surroundings.

The use of opposites varies from one person to another and from one domain to another. Some people tend to adopt oppositeness to show that they have quite different orientations towards a particular topic. Sometimes, the condition itself obliges the speaker to utilize opposites to clarify or justify something. The repeated usage of opposites encourages researchers to pay more attention to the regularity and irregularity of the occurrence of different kinds of opposites such as conventional, unconventional, and created opposites. Political speeches are a rich field to explore opposites and their different occurrence within these interesting political contexts.

2. The Concept of Stylistics

The Greeks and Romans are responsible for the development of stylistics. In the Middle Ages, rhetoric was regarded as the art of shrewd and imaginative phrase use. It was not until the eighteenth century that the psychological exploitation of style by individuals came into emphasis. According to French critic and poet Georges-Louis de Buffon, style in that instance was viewed as the author's particular use of words (Lehtsalu, Liiv & Mutt, 1973: 15).

The word "style" has many meanings and is the origin of the word "stylistics". The way of writing, speaking and acting is its pre-linguistic meaning. It's how people communicate with each other. However, literary stylistics refers to the style of literature. According to Halliday, linguistic stylistics is the description of literary works using techniques drawn from general language theory and categories used to describe language as a whole (Fulton, 1999: 205).

2.1. Literary and Rhetorical Stylistics

Stylistics is the study of writing patterns in texts, which can range from literary forms to the manner in which attorneys present their cases.

Literary stylistics, Literary linguistics, or linguistic stylistics are terms that might be confusingly used to refer to stylistics, according to Wales' explanation (2017: 400): "Literary, because it tends to focus on literary texts; linguistic, because its models or tools come from linguistics. " Fahnestock (2012: 12) elaborates on many of the goals and strategies of rhetoric and literary stylistics. Literary stylistics study the aesthetic value and uniqueness of works such as novels, poems, and plays. Rhetorical stylistics studies the impact on an audience. Texts in which opinions and actions are influential (ibid.).

2.2. Pedagogical Stylistics

Teaching written texts (particularly literary texts) to English language learners has been closely associated with teaching stylistics since the 1950s. This is true despite the fact that many teachers have for many years focused their native language classroom instruction on the linguistic aspects of literary works to improve students' understanding of literature and language. Recognizing the fact that L1 and L2 instructors frequently use relevant teaching techniques, the PEDSIG (Pediatric Educators Special Interest) Group of the Poetics and Linguistics Association (PALA) attempts to add a theoretical dimension to research conducted within the practice of stylistic education. Not realizing that their colleagues in other settings face similar challenges. The aim is therefore to provide a working definition of educational style, identify the theoretical and pedagogical foundations of the field that are common to first and second language practitioners, and, where possible, demonstrate a growing consensus on good practice (Burke et al. 2013: 2).

2.3. Corpus Stylistics

According to (Čermáková & Teubert, 2018: 226), Corpus stylistics is a recent development within the field of stylistic studies, much like its cognitive equivalent. Over the years, corpus linguistics has provided

methods to investigate repeated textual patterns, revealing linguistic realities that, despite observation, have mostly remained hidden. It is clear that corpus stylistics has a strong connection to corpus linguistics and that it aims to bring together corpus linguistics and literary analysis (Burke et al. 2013).

3. Critical Approaches

According to (Nørgaard, Montoro, & Busse, 2010a: 11), “Critical stylistics is a term used to refer to stylistic work investigating the ways in which social meanings are manifested through language.” Critical approaches in general come from a variety of different disciplines. They push literary analysis as a leisure activity into a more academic and rigorous pursue. Basically, all they are is a kind of grouping of questions to help see things in texts and develop their interpretation in a more focus and specification (Jucker, Schneider & Bublitz, 2019: 425).

4. Critical Discourse Analysis

The primary focus of critical discourse analysis (CDA) revolves around the intricate relationship between language and power. Unlike other approaches, CDA places significant importance on power dynamics, highlighting that social interactions conveyed through language are indicative of broader patterns characterized by unequal power dynamics. Consequently, language is regarded as a reflection of the larger societal framework. According to Weiss and Wodak (2002:12), CDA specifically explores the interplay between language and power, establishing connections between the hierarchical structure of society and the concepts of ideas, language, and power.

5.1. Critical Stylistics: Historical Background

The basic foundation of critical stylistics (henceforth CS) is the social and political context in which writings are created and consumed. The study of stylistics offers in-depth analytical methods for discovering how texts function. Roger Fowler and his colleagues at the University of East

Anglia came up with the idea. They significantly use systemic grammar as a toolkit and is specifically concerned to critically analyze the interdependence of language and social meanings (Krístek & Kéraístek, 2012a: 95).

5.2. The Concept of Critical Stylistics

The concept of "critical stylistics" pertains to the analysis of language and its expression of social meaning. This stylistic approach is heavily influenced by critical discourse analysis (CDA) and critical linguistics (CL). According to Nogaard et al. (2010a: 11–12), critical stylistics encompasses the study of language as a means of representing social meaning. By combining stylistics with CDA, critical stylistics aims to examine how language effectively communicates social significance. This approach goes beyond the conventional interpretation of grammatical structures, as it applies the principles of critical linguistics and critical discourse analysis to derive deeper meanings from texts (ibid.).

CS, an approach to language that combines critical discourse analysis and stylistics, was developed by Lesley Jeffries. Its purpose is to examine the ideologies present in texts using analytical linguistic tools that are lacking in critical discourse analysis. According to Jeffries (2010), CS can be used to identify ideologies in any type of writing, regardless of personal agreement. This method is applicable to various forms of literature, politics, and society, and is not limited to a specific genre.

CS explores the concept of textual meaning, which goes beyond Halliday's focus on language use to reflect ideological interpretations of reality. Jeffries suggests that text meaning is conveyed through stylistic choices made in the language elements present in the text. This idea builds upon Halliday's notion that language is comprised of a network of

choices that allow users to convey particular meanings (Fischer–Starcke, 2010).

6. Oppositional Meaning

The fundamental idea, or "binarity," is the cornerstone of everything and the unbreakable rule of existence. Both conceptual and linguistic categories are based on this dynamic of duality. Every level of language exhibits binary opposition. For instance, there are oppositions between voiceless and voiced sounds, hardness and softness of consonants, on the phonetic and phonological level; an opposition between synonym and antonym; an opposition between root and affix morphemes; and an opposition between grammatical meanings and forms within the context of the grammatical category (Croft & Cruse, 2012: 75).

7.2. Opposites

The concept of oppositeness is well-established in both practical situations and numerous academic subjects. It is a potent relationship between thought and language that is crucial for discourse coherence as well as the conceptualization of meaning in language and other modalities. The opposites of a language are sometimes defined differently by various researchers. Some linguists describe opposites as words that cannot be paired together in a phrase, while others define them as terms that cannot be employed together in the same Grammatical forms (such as nouns and verbs) in the same sentence. However, many experts believe that the antonym of a word or phrase can be defined by reference to the word's function in the sentence (Schmolz, 2015).

Binary oppositions are called "proto-lexical-semantic relations" (Murphy, 2003: 169). It is generally accepted that connections between opposites involve binary relations and consist of maximal semantic similarity, with differences typically occurring at only one level of difference (Davies, 2014).

Jeffries (2014: 2) argues that previous research has relied primarily on opposite pairings in ungrammatical contexts, or at best on co-occurring opposite sentences created for illustrative and demonstration purposes. (i.e. not taken from actual discourse cases). This suggests that there is an independently existing set of small, stable pairings in the language system, and that the properties specified in the categories are in some way fundamental to the pairs of pairs, regardless of their use in the language. Jeffries also added: "Since Saussure articulated his views on the internal structure of human language, there have been many developments in linguistics, many of which have called into question the fundamental distinction between language and speech. Mski describes this as cognitive adoption of a distinction between ability and performance" (ibid.: 2).

8. Opposition and Antonymy

In linguistics, the concept of antonym is either considered primitive (Lyons, 1977; Cruse, 1976) or is defined as opposition, contradiction or polarity, all of which are considered fundamental (Ljung, 1974; Osgood and Richards, 1973)). . Most modern language philosophers have eschewed this idea, focusing instead on other semantic connections, such as synonyms. However, antonyms are crucial to understanding words (Hijzelendoorn, Shen, & Bouwke, 2017: 231).

One area of concern is terminology. Aristotle distinguished between "contradiction", in which the negation of a predicate necessarily leads to its contradiction (true-false or red-not-red), and "opposite," in which the assertion of a predicate necessarily leads to the negation of its opposite, but Both opposites may be wrong if the opposite is not true (e.g. red-green or big-small). Other types of objections include "reversals," such as binding and unbinding, and "conversations," such as buying and selling. The term antonym is used relatively narrowly in the modern

language literature to describe gradable antonyms such as (big–small) and (good–bad) (Anton, 2010).

9.1. The Construction of Meaning

The basic principle of Saussurean structuralism is that meanings are relational rather than substantive and that every language is a distinct relational system in which words derive their meanings from their interactions with other words in the same language system. This implies that a word does not exist independently and that its meaning is derived from its positioning in a linguistic network. Accordingly, language is viewed as a self-sufficient, independent system of syntagmatic and paradigmatic relationships between words. Language is likened to a chess game with rules, values, and alternate moves (parole). Thus, langue refers to the underlying linguistic system of the language used within a certain language group (Giddens, 2018: 11).

Meaning is created by enriching the semantic composition of the lexical forms with which syntactic structures are coupled, a process that is analogous to current type-specific semantic restrictions. If the syntactic environment adds meaning to the arguments included inside it, terms will be less constrained as a result of their boundedness differences in the environment, eventually being socially conventionalized. However, the simplicity with which the target of a specific opposition may be recalled influences the creation of the meaning of that opposition (Butler et al, 2005: 245).

10. Political Speeches

The strategic application of language in every aspect of politics has been a powerful influence in molding citizens' involvement and engagement in the political process. Political speech has long been recognized as an important component in the formation of the Western political tradition (Jardine, 1998).

Scholars have attempted to limit the definition of political speech by setting specific criteria in order to make it a more manageable term. Christina Schaeffner, for example, gives a wide characterization of political language by seeing it as a subclass of speech and evaluating its functional and thematic features. Others have characterized political speech more narrowly based on factors such as communication mode, language of political players, political institutions engaged, and political ideas addressed. Whatever classification scheme is employed, there appears to be agreement that no set of criteria will be without issues, given the intricate and complex nature of collecting all of the different variants and ideas of political speech (Bielsa & Bassnett, 2009: 11).

11. Model of Analysis

The researcher adopts Jeffries' latest model of analysis. The book is published in (2014) under the title (Opposition in Discourse: The Construction of Oppositional Meaning). The model consists of main categories of opposites and subcategories. It also contains syntactic and semantic triggers for the occurrence of opposites.

11.1. Main Types of Opposites

Jeffries' model shows two main types of opposites that take place in different discourses, especially political speeches.

11.1.1. Conventional Opposites

They are also called "canonical opposites" (Jeffries, 2007: 2). This kind of opposition is "a core concept of opposition" and their realization is merely in lexical relations (Jeffries, 2014: 2). Examples of this kind of opposites are typical to people such as long/short, big/small, old/new, etc. This "context-free notion" shows the ability of words "lexemes" to be connected by oppositeness (ibid). Although the significance of these opposites can sometimes diverge between a particular language and the relevant culture, they convey the idea that there is a "tacit agreement between members of speech communities that certain words are

formally opposite to each other” (ibid). This kind which is the most common in daily interaction requires the least effort to interpret and can be used smoothly on different occasions (ibid).

11.1.2. Created Opposites

They are also called constructed opposites, unconventional opposites, and non-canonical antonyms. The relationship of these opposites “arises specifically from their textual surrounding” (Jeffries, 2014: 1). They depend heavily on pragmatic elements such as pragmatic presupposition and implicature. The juxtaposition of such opposites gives hints to the reader that the context of a specific text aids in the creation of this kind (Jeffries: 2014).

11.2. Subtypes of Opposites

The main categories of opposites are also divided into a number of subtypes.

11.2.1. Mutual Exclusivity

The mutually exclusive sort of opposite is generally referred to as complementary in the language and linguistic tradition, but it also describes what is commonly referred to as binaries in cultural theory and potentially Aristotle's difference between privatives and positives (Jeffries, 2014).

This type of opposite subcategory has certain logical properties including middle exclusion. It admits no intervening values between its extremes. Their pervasiveness in news reporting and political discourse makes them especially important in shaping the public's perception of the world (ibid).

11.2.2. Mutual Dependence

It is also called converses. Cruse (1986) argues that converses represent a kind of directional opposites, and he utilizes the term (relational opposite) to describe them. He says that most prototype situations (the paradigm cases) are spatial ones, which are frequently

articulated in prepositional pairs like above and below. Still, he also accepts that this link may be found in other types of lexical pairings like ancestor–descendant and master–servant (Jeffries, 2014).

11.2.3. Gradability

It is a central and the most common subcategory of opposites. It usually deals with adjectives (long vs. short). Gradable opposites, which are more obviously fundamental as a category of opposites, are by far the most prevalent of the conventional opposites in English, including text–book favourites like hot–cold, long–short, and good–bad. Opposites (like easy–difficult) might be interpreted contextually as either gradable or mutually exclusive. It is also possible that traditional opposites that are generally considered mutually exclusive can be made gradable in context:

11.2.4. Reversability

It is also called reversive or directional opposite. One of the terms in this kind reverses the process or the direction of the other such as button and unbutton. Directional prepositions also fall under this type like up and down (in their dynamic sense). Most of these opposites can also be utilized in a static sense when they behave more like complementaries or converses rather than directional or reversive opposites.

11.3. Structural and Semantic Triggers of Opposites

There appear to be two types of evidence that indicate the existence of opposition in a text. These are broadly classified as structural (grammatical) and semantic (Jeffries, 2014). The opposites, whether they take place according to the context or in the natural flow of speech, have different syntactic and semantic triggers that contribute to their occurrence.

11.3.1. Structural Triggers of Opposites It is important to understand the variety of methods in which oppositions are generated and to try to

clarify the syntactic techniques by which text producers might use opposition (ibid).

11.3.1.1. Negation and Related Triggers

Negation is perhaps the most likely choice for the prototype trigger of textual opposites. It has particular frames (Jeffries, 2014):

- X not Y.
- X rather (than) Y.
- X instead of Y.
- X in place of Y.

Jones classifies the latter frame as Negated Antonymy, and Quirk et al. observe that instead may also be interpreted as a replative but more clearly suggests a contrast (Jeffries, 2014).

11.3.1.2. Parallel Structure

The parallel structures include repetition frames that refer to opposition:

- *There is a plastic toy. There is no hope* (Duffy 1994:26).
- *The language of stuffed birds, teacups. We don't have the language of bodies.* (Duffy, 1994:55) (both examples are cited in Jeffries, 2014: 41).

Plastic toys and hope are used as choices accessible to captive dolphins in the first case. Their plastic toys signify imprisonment and are mutually incompatible (complementary) to hope, representing liberation. In the second example, the stiffness of an awkward teatime between two couples represents the stiffness of one member of each partnership having (or wishing to have) an affair with one of the other couples, and the language of bodies represents the naturalness of their wishes, which are not being achieved (Ibid).

11.3.1.3. Coordination

All coordinating conjunctions are considered indicators of the formation of opposition in particular contexts. The contrastive ones (but – or – yet) have more inclination toward opposition than the conjunction (and).

Jeffries argues that the disjunctive (but – or) plus some other rare cases create conventional implicatures of oppositeness due to the frequency of such occurrences (Jeffries, 2014).

11.3.1.4. Comparatives

One of the standard syntactic triggers of opposition is the usage of comparative structure.

–Most of the troublemakers seemed less moved by ideological grievance than by the thrill of shoving someone famous and being rude on TV. (Guardian 1st May 1997 Article as cited in Jeffries, 2014: 48).

This example has the same potential as the poetic example to be interpreted as forming gradable opposition. It uses the range that is implied by the comparative form to show that there is incremental probability here and that this situation described can encompass both the lower end of the spectrum and some points higher up (ibid).

11.3.2. Lexical Triggers of Opposition

Many oppositional triggers are structural. However, meaning plays an important role in forming opposites, especially in the lexeme chosen in the context (Jeffries, 2014).

11.3.2.1. Explicit Mention of Oppositional Relation

The first category of instances with this type of semantic support comprises those in which a verb is chosen whose semantics provide some sort of contrast. These could contain words like compare, change, and so on (Jeffries, 2014).

–The ‘radical centre’ is the verbal ground where he has finally located the party. He insists it is not an oxymoron. . . . For the centre was the only place you could build a consensus. How, then, could it be truly radical? (Guardian 1st May 1997 Interview as cited in Jeffries, 2014: 50).

-This game of mirrors makes campaigning difficult for Ashdown, treading that fine line between aspiration and realism (Guardian 1st May 1997 Article as cited in Jeffries, 2014: 50)

11.3.2.2. Influence of Conventional Opposites in Context

Written or constructed opponents are often not very far from conventional or traditional opposites, or pairs of words that can easily be converted into an even more conventional pair (Jeffries, 2014).

The utilization of deictic to describe a previous period may be contrasted with its contemporaneous counterpart. This frame contains the word black people in a narrative that employs the pragmatic assumption that the opposite of black is now significant, this leads the reader to believe that it is now the white population that inhabits the area. In this line, the when, current, and opposed categories are paired with the black/white category, there is a third, constructed contrast between the term suburbs and the word bottom, this contrast has a terrible foundation. The loading of the contrasts in the text as well as the common knowledge of most readers would cause the association of white people to be nearly inevitable.

12. Selected Data

The data is two American political speeches. The first one is the speech of Trump in Florida on November 1, 2020, during his campaign as a candidate for the presidency of the United States. The second speech is of Biden in the same state (Florida) during the same rally campaign. The state of Florida is considered important for both and they deal in their speeches with different issues especially the crisis of COVID and the relevant social, health, and financial issues.

13. Data Analysis

The analysis follows a number of steps. The first step is to clarify the main types of opposites. Then the analysis proceeds to mention the subtypes. After that, the triggers, whether structural or lexical, or both,

are specified. At last, there is an explanation to show how the candidate activates a particular type of opposites by using a specific trigger or triggers.

13.1. Donald Trump Rally Speech, Florida (November 1, 2020)

Extract 1

I don't know if you know what's happening, but they're very worried, the Democrats about Florida. They're very concerned. The vote's not there. It's not there for them.

Opposites: It's not there for them/ *it's for us* (ellipsis)

Type: Conventional: them (Democrats)/ us (Republicans)

Sub-type: Mutual Exclusivity

Trigger: Structural: Negotiation, Parallel Structure

Trump uses pronouns (them, us) as opposites to confirm the distance between both parties and that his party would win the election by addressing the Democrats' concerns during their campaign in Florida.

Extract 2

While foreign nations are in a free fall, we are creating an economic powerhouse unrivaled anywhere in the world.

Opposites: free fall/ economic powerhouse

Type: Created opposites

Sub-type: Reversability

Trigger: Structural: Parallel Structure – repeated frame (using while).

Using while is crucial to the structure of parallel structures, especially in emphasizing the idea that Trump distinguishes his deeds from the miserable affairs of other countries. Economics is crucial because it is closely related to people's interests and hopes.

Extract 3

Nothing and no one in the world is doing what we're doing.

Opposites: nothing– no one/ we

Type: Created

Sub-type: Mutual Dependence

Trigger: Structural: Parallel Structure

Here, the candidate employs nothing and no one to confirm that his political achievements are incomparable to anyone's all over the world. This is an important sign of Trump's traditional belief in the unipolarity control of the United States.

Extract 4

“A recent Gallup poll found that 56% of Americans say they are better off today than they were four years ago under sleepy Joe Biden and Obama.”

Opposites: Americans (today)/ they (Americans four years ago)

Type: Created

Sub-type: Mutual Dependence

Trigger: Structural: Comparative (better)

By comparing American citizens at the beginning and the end of his first presidency period, Trump shows the positive changes they have witnessed during the last four years.

Extract 5

And if Biden and Kamala, Kamala, Kamala, most liberal member of Congress, she makes crazy Bernie look like he's a very strict conservative, and the radical left gain power the economy will collapse and our country will go into a very deep and steep depression.

Opposites: liberal/ conservative

Type: Conventional

Sub-type: Mutual Exclusivity

Trigger: Lexical: Influence of Conventional Opposites in Context

Using the well-known opposition between liberals and conservatives, Trump attempts to explain what will happen if Biden wins the elections there would be miserable changes that would plague the country.

Extract 6

I hate to tell you. Look, we're not going to have to worry about it. If anything we're going to win.

Opposites: worry/ win

Type: Created

Sub-type: Mutual Exclusivity

Trigger: Structural – Negation, Parallel Structure

Trump feels that the voters and supporters are worried and he reflects the impact of this action on his party, then he indicates the fact that (we're going to win) to confirm his big faith in the audience to elect him by turning their worries into a triumph.

Extract 7

You know who else thinks we're going to win? The Democrats think we're going to win, the Democrats. They're starting to say, "This is not good." We're looking great here.

Opposites: not good/ great

Types: Conventional

Sub-types: Mutual Exclusivity

Trigger: Structural: Negation

The conventional opposition affirms the fact that the position of Trump in his campaign urges him to confirm his belief in winning the elections although the Democrats describe this position as being (not good).

Extract 8

In fact, they said, "Sir, you don't have to go to Georgia." They said a couple of days ago, I said, "Wait a minute, people are waiting for two and a half days. I'm not going to cancel on Georgia." I've been doing this since early in the morning, only for you, I guess I could have canceled you too. Right? But nobody would have the courage to cancel you.

Opposites: I (Trump)/ nobody

Type: Created

Sub-type: Mutual Exclusivity

Trigger: Structural: Parallel Structure (I could have.../ nobody would have.....).

Lexical: Explicit Mention of Oppositional Relation (cancel)(Cancel) is used here to trigger the opposites once again between (Trump and no one) as in extract 3. This means that no one, no matter what would prevent Trump from continuing his tour. This reflects his ambition to gain the voters' support everywhere in the United States.

Extract 9

Massively increase regulations, we cut regulations more than any administration in the history of our country and they'll put them right back.

Opposites: cut regulations/ put them right back

Type: Conventional

Syb-types: Mutual Dependence

Trigger: Lexical: Explicit Mention of Oppositional Relation

Those semantic opposites clarify that the candidate refers to his endeavor to reduce regulations more than any presidency in the country's history while Democrats are going to reinstate them.

Extract 10

“You know the one that make all the noises are people, somebody shouts, they have no voice, they're weak. They have no voice.”

Opposites: shout/ no voice

Type: Conventional

Syb-types: Mutual Dependence

Trigger: Lexical: Influence of Conventional Opposites in Context

Here, Trumps feel pity for people who cannot or do not have the intention to vote although they seem to scream. He justifies that by mentioning the difference between the ability to vote and being ineffective in society.

Extract 11

Our opponents want to turn America into communist Cuba or socialist Venezuela and we're not going to let that happen. Our opponent's agenda is a war on workers, a war on faith and a war on our police. Biden says he's running as a proud Democrat. I'm running as a proud American. Is that okay?

Opposites: Democrat/American

Type: Created

Syb-type: Mutual Dependence

Trigger: Lexical: Influence of Conventional Opposites in Context (communist, socialist vs capitalist)

Trump makes a distinction between the Democratic intentions and those of the Republicans. Trump sticks to his traditional beliefs trying to gain the voters' backup through the use of the concepts (communism and socialism). Trump smartly uses the technique of ellipsis (capitalist) as a way to create a bigger impact on the audience by triggering Democrat vs American.

Extract 12

Joe Biden is a corrupt politician bought and paid for by China. You see that? And others. In 2016, Florida voted to fire this corrupt political establishment and you elected an outsider as president who is finally putting America first.

Opposites: China/ America

Type: Conventional

Syb-type: Mutual Exclusivity

Trigger: Structural: Coordination (and)

Trump uses China to grab the attention of the hugely growing economy that is considered a real threat to the United States and makes a clear relation between China and corrupt Biden.

Extract 13

I don't care. I'll say it anyway. Look, this is in the history of presidential politics, this is the worst candidate ever to run. This puts a lot of pressure on me because if you lose to a guy like this, I'd rather really have a great candidate because you feel better. I'm running against the worst candidate in the history of presidential politics.

Opposites: worst/ great

Type: Conventional

Syb-type: Mutual Exclusivity

Trigger: Lexical: Explicit Mention of Oppositional Relation (pressure)

Trump uses the expression (a lot of pressure) to build a contrast between (worst/ great). He describes Biden as being (the worst) and Trump prefers a candidate who is (great) but not (the greatest) because for him there would not be any (greatest) candidate while he is the other candidate.

Extract 14

Okay, good. I believe you. I believe you. This election is a choice between a crippling depression or a historic boom. It is. You have a depression. All that money, all those 401Ks, they're got to go right down the tubes. Throw it out. It's a choice between a deadly Biden lockdown. He wants to lock down the country.

Opposites: crippling depression/ historic boom

Type: Conventional

Syb-type: Mutual Dependence

Trigger: Lexical: Explicit Mention of Oppositional Relation (choice)

Structural: Coordination (between and)

The candidate employs the word (choice) to pave the way to construct an opposition between (depression and boom). This way, he urges people to make their own appropriate (choice) by electing him to gain many financial benefits. Mentioning the word (depression) always reminds people of the disastrous Great Depression in the 1930s.

Extract 15

I just left the country ... I just left a state that locked down. I left two of them, and they're not happy about it. I'll tell you right now. You know what's going to happen to them? On November 4th, the day after, they're going to say, "All right, we'll open up now." That's why they're locking down. But we're going to have a safe vaccine that ends the pandemic. Without it, it's rounding the ... I say it. It drives them crazy. It's rounding the turn, because all they want to do ... You turn on the news: COVID, COVID, COVID, COVID, COVID. We'd like to talk about COVID, and then the next time, here's what happens. November 4th, you won't hear too much about it. You won't hear too much about it.

Opposites: we'll open up now/ they're locking down

Type: Conventional

Syb-type: Reversability

Trigger: Lexical: Influence of Conventional Opposites in Context (happy)

The word (happy) implies the existence of its opposite (sad) which is not mentioned because this opposition is one the most common. Accordingly, this opposition initiates the use of the opposites mentioned above. Trump expresses the flopped attitudes of the Democrats concerning the measurements of COVID and then he goes on stressing his opposite attitude concerning this vital issue.

Extract 16

Joe Biden, in his short time in office, has demonstrated a lot of power. He's so stressed. Today, did you observe him wearing the glasses, the entire transaction? However, you do not perceive the bad procedure. I donned those... What is their name? Aviators? However, they're still too small. They must have been larger, correct? They're identical. You observe nothing passing through it. No, he is very frustrated, so bitter. Everything is yelling and screaming. It's insane. However, he's a weak individual. You know, he confronted me. Do you remember? A few months ago? "Oh, I would like to take him to the barn." I said, " You know, among all of the people in the world, I think that is the one that I would most want to fight."

Opposites: agitated – angry/ weak

Type: Created

Syb–type: Gradability

Trigger: Structural: Coordination (But)

The concepts of agitation and anger lean toward being psychologically synonymous with weakness. However, using (but), Trump tends to make them opposites depending on the traditional language of the election campaign as the agitated candidate tries to convince voters of his (strength) by (screaming and shouting). Then, Trump directs the audience's orientation to the real strength by clearly stating that it is a matter of fighting rather than screaming and shouting.

13.2. Joe Biden Rally Speech, Broward County, Florida (October 29, 2020)

Extract 17

You experience a sensation of a black hole being dug out of your middle chest, you are being pulled into it. However, your bravery and the Parkland's courageousness, such as my friend

Corey Hixon's mom, Debbie, and brother, Tom, who are present here today, as well as other students who participated in the march in order to take on the NRA and win. All of us will collaborate to accomplish the opposite of tragedy. I want to express my gratitude for your bravery and resolve.

Opposites: tragedy/ purpose

Type: Created

Syb-type: Mutual Exclusivity

Trigger: Lexical: Explicit Mention of Oppositional Relation (turn)

Biden uses the word (turn) to create an opposition between tragedy and purpose. Tragedy is the conventional opposite of comedy. However, tragedy urges the candidate to replace the conventional opposite with a created one to show his ability to reflect how the (black hole) has a tragic meaning while (courage) has a real purpose.

Extract 18

I would like to express my gratitude to all of the speakers who preceded me, including the NBA players who participated in this today. I inform you of the Miami Heat. Has anyone ever heard of the Miami Heat? After all, I'm permitted to express favorable things about the Miami Heat despite having roots in the Sixers territory. I'm sorry about that..

Opposites: Miami Heat/ Sixers

Type: Created

Syb-type: Mutual Dependence

Trigger: Structural: Coordination (even though)

In NBA terms, the biggest rival of Miami Heat is Boston Celtics. Both teams have long been taken a fierce rivalry. Biden creates an opposition between Miami Heat and Sixers (Philadelphia 76ers) as both teams do not have that long history in NBA competition as rivals. At the beginning of his speech, Biden wants to make the speech smoother and more

acceptable by mentioning some sports stuff related to basketball which is considered one of the most important sports in the United States along with American Football. It also comes hilariously.

Extract 19

This election is the most important one you've ever voted in. Whether it's your first or tenth. Ladies and gentlemen, the heart and soul of this country is at stake right here in Florida. It's up to you. You hold the key. If Florida goes blue, it's over. It's over. Look, the press has heard me say this a long time, Wall Street and CEOs didn't build this country. People standing out here in your automobiles, you are the ones that built this country. The middle class built this country, and you just built the middle class. You're the ones who are going to save the country now that you built it. In these final days, keep that sense of empowerment with you.

Opposites: Wall Street and CEOs / People standing out here in your automobiles

Type: Created

Syb-type: Mutual Exclusivity

Trigger: Structural: Parallel Structure/ Negation

Biden makes it clear that the ordinary people are the real builders (build) of the country and not rich people (didn't build). It is a clear sign for his opponent (Trump) who is a significant CEO in the country. Biden intends to clarify that these prestigious Wall Street people and CEOs usually make use of workers and simple employees rather than help them. It is a big push for the audience to make the correct choice by voting for Biden.

Extract 20

I know it's hard. All these past few months have been so much pain, so much suffering. So much loss. Over 225,000 dead

Americans because of the negligence and the consequence of COVID. More than 16,000 here in Florida alone. As I said in April, Karl–Anthony, he lost his mom. Millions of people out there are out of work, on the edge, can’t see the light at the end of the tunnel and Donald Trump has given up.

Opposites: edge/ light

Type: Created

Syb–type: Mutual Exclusivity

Trigger: Structural: Negation (can’t see)

Biden creates an important opposite between (edge and light). The opposition is taken from the global pandemic. The light is supposed what should people see at the end of COVID tunnel. Instead, they witness a dark edge. In addition, Millions of people are unemployed, on the verge of bankruptcy, unable to see the light at the end of the tunnel, and Donald Trump has abandoned them.

Extract 21

We don’t give in and we surely don’t cower and nor will I under any circumstance. President Trump’s super spreader events that he’s spreading more virus around the country. And here in Florida today, he’s spreading division in addition, division and discord. We need a president who is going to bring us together, not pull us apart.

Opposites: bring us together/ pull us apart

Type: Conventional

Syb–type: Mutual Exclusivity

Trigger: Structural: Parallel Structure/ Negation

The usage of parallel structure and negation makes a big impact on the audience. After elucidating how Trump failed to find any solution for the pandemic. Biden expresses his feelings about choosing a real president who can make the nation united. And today, as Biden indicates, in

Florida, Trump is sowing divide, as well as dissension. The American people need a president who will bring them together, not divide them.

Extract 22

It's estimated by the leading doctors in America, including Trump's own director of the CDC and Dr. Fauci, they called for a mask mandate last week. If we just wore a mask over the next few months, we could save 100,000 projected deaths. 100,000 lives. We're expected to lose another 200,000 people between now and the end of this year if we do nothing. This is not a political statement, it's a patriotic duty for God's sake. But still Trump refused to listen to the science.

Opposites: political statement/ patriotic duty

Type: Created

Syb-type: Mutual Exclusivity

Trigger: Structural: Similarity of Structures/ Contrasting

Biden mentions that the number of fatalities has increased while people don't wear masks. The candidate makes a significant statement about his opponent that Trump doesn't believe in science despite the doctor's recommendation. Biden creates these contrasts to demonstrate how Trump employs deception to trick people by stating falsehoods instead of taking an active role.

Extract 23

Combining Republicans and Democrats to facilitate the economic help that has already been passed through the House of Representatives for the working class, the young employed, for schools, and for businesses. Allowing you to remain in your home if you lack the funds to pay the rental fee. Allowing you to live in your home. 20 million people are situated on the verge of losing their homes for the next month's mortgage payment. I've

previously stated that I will not halt the economy. I will not halt the country, but I will instead halt the virus.

Opposites: economy, country/ virus

Type: Created

Syb-type: Mutual Exclusivity

Trigger: Structural: Parallel Structure/ Negation

The created opposition between the country and the economy against the virus takes huge importance at that time. Biden promises to unite both parties to confront the pandemic and wants to attract the audience's attention to his real intentions to find financial solutions as people were suffering too much then and they wanted a real saviour.

Extract 24

Look, when Barack and I departed from the office, we gave Donald Trump a powerful economy that was greater than the one he possessed. And just like the other things he inherited, he destroyed it. Now he is destroying the economy as he has done with all other things. However, we can reconstruct and improve upon it with a monetary system that values labor, not wealth..

Opposites: work/ wealth

Type: Created

Syb-type: Mutual Dependency

Trigger: Structural: Parallel Structure/ Negation

Using the negation is a strategy to create these opposites. The difference between work and wealth is another sign for Trump. Trump represents the summit of capitalism for Biden. Once again, the letter is clear. Ordinary people must get the benefit of Biden's deeds if he is elected as president.

Extract 25

Ladies and gentlemen, all of us will ask for is the wealthiest person in our group and the corporations that began paying their share are just beginning to do so. Of the Fortune 500 companies, 91 have no tax obligations after making over \$ billion. They must pay a minimal tax. Look at the firefighter's pay, the educator's pay, and the nurse's pay. Why should they have higher taxes than the super wealthy? Why should you contribute more to the taxes than does Trump?

Opposites: nurse/ super wealthy , you/ Donald Trump

Type: Created

Syb-type: Mutual Exclusivity

Trigger: Structural: Comparative

Biden employs the comparatives (higher and more) to compare ordinary people to rich people and in this case, he never hesitates to mention Donald Trump clearly to show the inequality between rich and simple people.

Extract 26

COVID complications, heart scarring, lung scarring, heart disease, they become pre-existing conditions. If you allow an insurance company to increase your premiums, you are denying coverage. Most people, especially young people, don't remember that women could once again charge higher medical bills just because they were women. Donald Trump thinks health care is a privilege and I think it's the right of every American.

Opposites: privilege/ right

Type: Conventional

Syb-type: Mutual Exclusivity

Trigger: Structural: Parallel Structure

Biden implements the strategy of parallel structure to mention the contextual conventional opposites (privilege and right). The candidate

affirms his endeavor to make healthcare a right of every American. Speaking about the rights in this way usually increases the trust between candidates and voters.

Extract 27

We're going to protect Social Security, Medicare. Meanwhile, Social Security mathematicians say Trump has said he plans to roll out a program that would bankrupt Social Security in 2023 if re-elected. Ladies and gentlemen, people spend their entire careers paying for this. Go home and tell your parents and grandparents. That won't happen on Biden's watch.

Opposites: protect/ bankrupt

Type: Created

Syb-type: Mutual Exclusivity

Trigger: Lexical: Explicit Mention of Oppositional Relation

Biden creates the opposites by triggering (Trump and reelected). In this context, Biden uses Trump and the process of reelecting him as an evident trigger for everything bad that would happen to the nation.

14. Discussion of the Findings

The analysis of data shows that Trump uses conventional opposites nine times and creates seven opposites. In contrast, Biden employs conventional opposites two times which is less than the created ones that are used nine times.

According to subtypes of opposites, it can be said that mutual exclusivity dominates in both speeches. Trump uses them seven times which is more than the usage of mutual dependency that is used six times. Biden functions mutual exclusivity nine times while he uses mutual dependence only two times.

Concerning triggers, structural triggers also dominate both speeches. Trump employs three times negation, four times for parallel structure, three for coordination, and only once for comparative. The total is

eleven times. On the other hand, Biden tends to use structural triggers fourteen times divided into 6 times for negation, the same for parallel structure, once for coordination, and also once for comparative.

Speaking of lexical triggers, Trump uses them eight times divided equally for the two types. Biden does not exhaust the usage of these triggers more than twice which are only for one type, explicit mention of oppositional relation, and none for the second type.

15. Conclusion

Trump shows his tendency to be a conservative person through the usage of conventional opposites. On the other hand, Biden tries to manipulate the audience's feelings more by using much more created opposites than the conventional. Both candidates attempt to use different strategies to attract attention to convince voters. Biden repeats the frames of parallel structure and negation four times one after the other. With created opposites, he tends to produce powerful thoughts and makes a stronger impact in front of people. Trump leans toward making a balance by employing different kinds of triggers trying to reflect his feelings and showing that he is the best representative of the American nation.

16. References

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