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Trump's Strategic Maneuvering in Coronavirus Press Conferences

Fareed Hameed Al-Hindawi

Department of English, College of Education, Islamic University, Najaf, Iraq

Hawraa Jabbar Rahi

Department of English, College of Education, University of Babylon, Iraq

Abstract---Coronavirus Pandemic attracts the attention of most, if not all researchers, each from his perspective. Trump's press conferences about coronavirus are fertile land to study strategic maneuvering. This study, therefore, aims at identifying the pragmatic structure of Trump's strategic maneuvering in a coronavirus press conference. In accordance with its aim, the study hypothesizes that strategic maneuvering in Trump's coronavirus press conference is pragmatically constructed by three stages, namely: the unveiling, the maneuvering, and the terminating stages, and each stage of its pragmatic structure has certain tactics and strategies. For the sake of achieving its aim and testing the validity of its hypothesis, this study follows certain steps. It mainly reviews the relevant literature about strategic maneuvering, analyzes six situations from the press conference at hand via a model developed by the study for this purpose. The analysis conducted by this study has led to a variety of conclusions, the most central of which is that Trump's strategic maneuvering is pragmatically rooted in terms of stages, tactics, and strategies. Additionally, the analysis proves the workability and instrumentality of the pragmatic model developed by the study to examine strategic maneuvering in Trump's coronavirus press conferences from a pragmatic point of view.

Keywords---coronavirus, pragmatic structure, press conferences, strategic maneuvering, Trump's speech.

Introduction

The U.S. President Donald Trump's argument in press conferences lends itself as an exceedingly motivating case for exploring the possibilities of the political argument of being both reasonable, on the one hand, and rational, on the other

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Corresponding author: Rahi, H. J.; Email: hawraa.jabar@gmail.com

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hand, according to the standards of argumentative discourse. It is necessary, in the critical time of the coronavirus pandemic, that the U. S. President Donald Trump holds his regular COVID-19 press briefing. Adopting the concept of strategic maneuvering (henceforth SM) as drafted within Pragma-Dialectics, Trump's press conference about the coronavirus pandemic is pragmatically analyzed for the sake of assessing both its rationality and efficiency. There is, of course, a reason behind carefully choosing Trump as the titleholder of the press conference at hand. As [Stuckey \(2017\)](#), puts it, Trump gives rise to a unique manner to the political discourse in the USA since his argument is unprecedented in the American political discourse. The present study is a pioneer in its investigation of corona virus press conference from a pragmatic point of view by means of analyzing Trump's SM that has attracted less attention to date. Due to the newness of the crisis of the coronavirus, there are not enough empirical studies that consider SM as a process that is pragmatically constructed in the coronavirus press conference held by Donald Trump. Consequently, the present study is conducted to shed light on SM as a pragmatic process in American coronavirus press briefing. Precisely, the present study attempts to answer the following questions: (1) what is the pragmatic structure of Trump's SM and which tactics and strategies does he employ in each stage of SM to meet his intention in the American coronavirus press conference?; (2) how are the unveiling, the maneuvering, and the terminating stages executed in the conference selected?; (3) Are the rules of reasonableness considerably followed or violated by the titleholder in the American coronavirus press conference?; (4) What are the pragmatic strategies used by the titleholder to attain effectiveness?; and (5) Which types of evasion are adhered to by the titleholder to respond to certain situations?

In accordance with the above-raised questions, this study basically aims at: (1) pinpointing the pragmatic structure of SM and finding out the tactics as well as the strategies used by Trump to meet his intention in the American coronavirus press conference; (2) determining the way(s) by which the unveiling, maneuvering, and terminating stages are conducted in the conference selected; (3) showing whether the rules of reasonableness are considerably followed or violated by the titleholder in the American coronavirus press conference; (4) figuring out the pragmatic strategies used by the titleholder to attain effectiveness; (5) figuring out types of evasion that are adhered to by the titleholder to respond to certain situations; and (6) developing a pragmatic model of SM for analyzing Trump's, as a titleholder, SM in coronavirus press ([Van Eemeren, 2001](#); [Grootendorst, 1992](#); [Van Eemeren et al., 2013](#)). In light of the questions and the aims mentioned above, the following statements are hypothesized by the present study as far as the pragmatic aspects of SM in Trump's corona virus press conference are concerned: (1) SM in Trump's corona virus press conference is pragmatically constructed via the unveiling, maneuvering, and terminating stages which are realized by the tactics of the poem, questions and answers exchanges, consensus, lack of consensus, or withdrawal as manifested in different strategies; (2) the unveiling stage is exploited by the strategies of thanking the audience and presenting the basic content, the maneuvering stage takes place as a result of resorting to reasonableness, effectiveness, and evasion, and executing the terminating stage can be marked either by consensus, lack of consensus, or withdrawal; (3) rules of reasonableness are considerably violated by the titleholder in the American corona virus press conference; (4) effectiveness is attained by the

titleholder via topical potential, audience demand, and presentational devices; and (5) evasion is noticeably adhered to by the titleholder via ignoring the questions, acknowledging the question without answering, questioning the question, attacking the reporter, declining to answer, or giving incomplete reply (van Eemeren & Eemeren, 2009; Eemeren & Grootendorst, 1984). To answer the questions of the present study, fulfilling its aims, and verifying its hypotheses, the following steps are followed: (1) reviewing the pertinent works about SM in general and its pragmatic nature in particular to provide a thorough background about its uniqueness; (2) considering the relationship between SM and the relevant pragmatic strategies in relation to coronavirus press conferences; (3) choosing one press conference about coronavirus entitled "America leads the world in testing" as held by Donald Trump to be the data of the present study as a case in point; (4) analyzing six situations of the press conference under scrutiny qualitatively by means of a pragmatic model of Trump's SM which is developed in the present study for this purpose; and (5) discussing the findings obtained by the analysis to arrive at some conclusions. SM has three inseparable aspects which are topical potential, audience demand, and presentational devices. Topical potential covers opting resources from the accessible ones in light of the arguer's viewpoint in deciding the finest resources that avail their intentions (Tindale, 2009). Phrased differently, it entails modifying the resources at the arguer's disposal by mainly extracting the gainful ones which really match his intentions. Moreover, Van Eemeren (2010), brings to light a key feature of topical potential, namely, being context-sensitive. Audience demand denotes regulating the progress of the argument adequately and acceptably to attract the audience's predilection (Eemeren & Houtlosser, 2002). A key element of audience demand is that it is context-dependence, as assured by Tindale (2009). Presentational devices, Eemeren & Houtlosser (2002), opine, stand for the devices used by the arguer to convince and persuade the audience. van Rees & Rigotti (2011), detect the strategic role of these devices by explicating that these devices present the arguer's message in a rhetorical style. In this regard, Fahnestock (2009), states that the style of the message and the utilization of the figures of speech make the presentational devices liable to a variety of perspectives of analysis. Rocci (2009), relates presentational devices to the area of style only to include all and only the possible devices. A press conference is as an influential means for governors, in general, and presidents, in particular, to declare official information. It can be viewed as a remarkable bridge of reciprocal communication. In Western cultures, principally, the press conference is one of the crucial research targets in sociology and linguistics. As for as the content of the press conference is concerned, political language in the structure of questions and answers is typically utilised. The replies of the spokesman at press conferences should be studied from the eyes of language use (Peng, 2017). From this perspective, SM is studied in the American coronavirus press conference by Trump.

Method

This section is enthusiastic to develop a pragmatic model of SM in political press conferences. Significantly, the model developed in this section is utilized as the key code of the pragmatic analysis in the present study. A deep dive in a number of extracts from the press conference at hand serves to illustrate the multi-faceted nature of processing SM. From what has been discussed in the previous section,

it has become clear that SM is viewed as a communicative process in which an arguer delivers his message by means of stages, tactics, and pragmatic strategies (Ahmadian et al., 2017; Mao & Zhao, 2020; Liu & Lei, 2018). Nonetheless, it is a two-way communicative process that operates in two directions. In the data under scrutiny, the first direction is dominated by the titleholder and the second direction is ruled by the reporters. Pragmatically speaking, SM is a communicative pragmatic process which is stretched over three stages that are constructed by a number of tactics. A tactic is a particular technique in which a strategy is used to meet a particular goal in a particular situation. A strategy, then, is an action taken to achieve a certain goal(s) (Malyuga & Orlova, 2017). In this sense, tactics, as well as strategies in press conference, are components of communication that go hand in hand to sustain and develop SM in the present study. Then, each stage in the press conference has its tactics and strategies. It is worth mentioning here that the terminology used in constructing and naming the three stages of SM along with the tactics is attributed to the researchers. As far as the unveiling stage, i.e. the first stage, is concerned, it is the nascent stage in which the press conference is stated with no SM at this point. It is fulfilled by means of the proem tactic which is dichotomous. In the first dichotomy, the titleholder, i.e. Trump, in the data under investigation, thanks to the audience by means of the representative speech act of thanking. In the second dichotomy, the titleholder presents the basic content of the press conference. As regards the maneuvering stage, it aims at introducing the main argument of the press conference. Normally, it takes the form of questions and answers. The questions are asked by reporters or journalists, while the answers normally come from the titleholder, i.e., the spokesman. This stage shapes the backbone of SM for the reason that it magnetizes all the possible tactics and strategies. To such an extent, the titleholder may resort to different strategies in his scheduled press conferences (Eemergen et al., 2012; Galasinski, 2000; Goodnight, 2009). To do so, he resorts to the tactics of reasonableness, effectiveness, and evasion. Reasonableness is satisfied by means of ten rules as stated in the figure of the model. Effectiveness is achieved through topical potential, audience demand, and presentational devices, i.e. commonly known as the tropes. Additionally, evasion is utilized by resorting to the nine ways which are used to bypass critical and challenging questions. Turning now to the terminating stage, it signals the end of the press conference route. Thus, three tactics are utilised by the titleholder in order to bring the process of SM to an end. These tactics encompass consensus, lack of consensus, or withdrawal. In brief, it is proposed here that SM is realized as a multi-faceted pragmatic process because of the fact that it incorporates numerous pragmatic tactics and strategies spread over the three stages (Walton, 1992; Du & Rendle-Short, 2016; Jacobs, 2011; Mahmood, 2014). On the grounds of what has just been illustrated, a pragmatic model of SM in the press conference is proposed by the present study to analyze the data under scrutiny and it is sketched clearly in Figure 1.

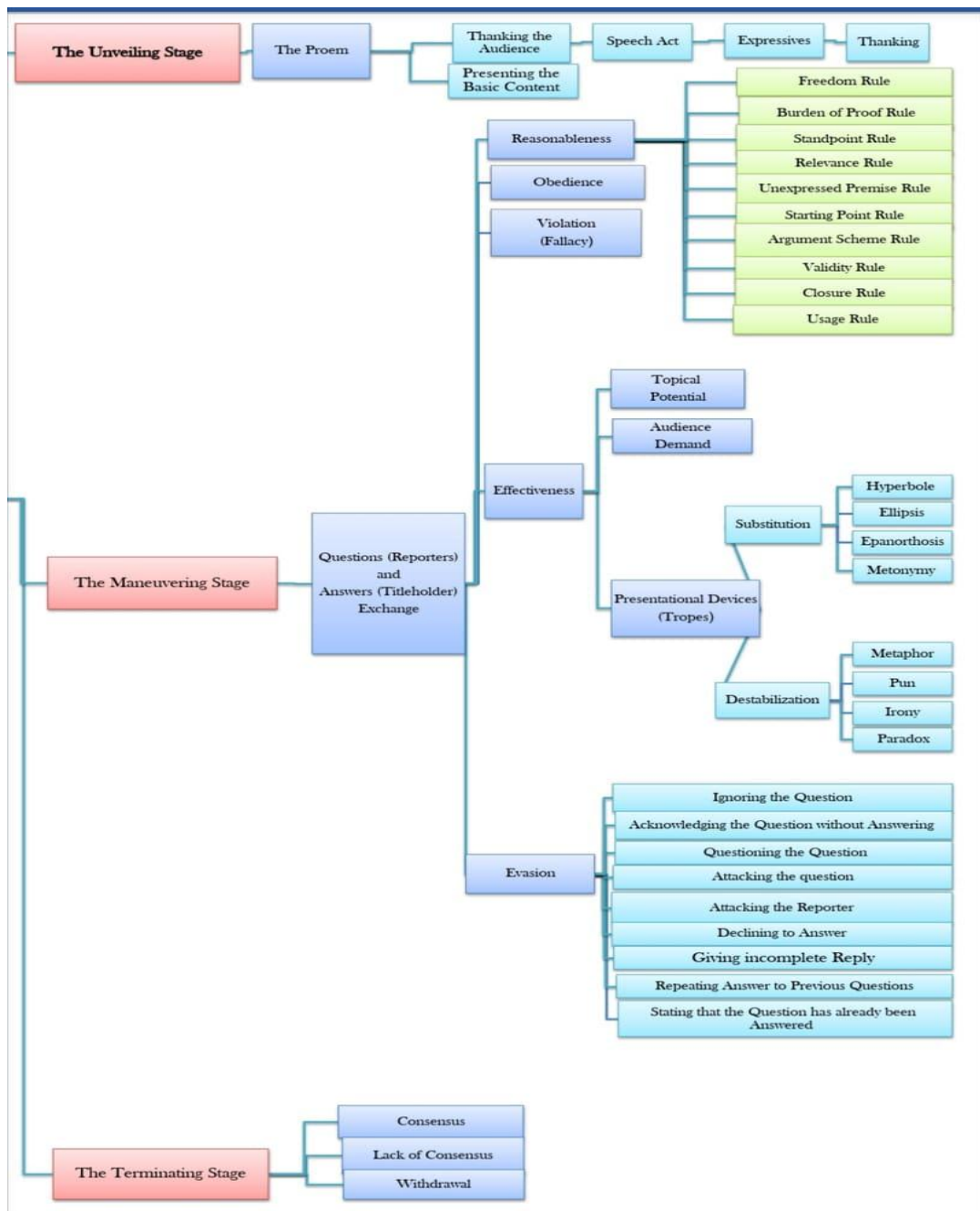


Figure 1. A pragmatic model of SM in the coronavirus press conference

The data of the present study flows from a very critical press conference which is the American coronavirus press conference held by Donald Trump. It was the first press briefing in May held in the White House Rose Garden in Washington, D.C., United States of America. The data is collected from official websites (See Website Sources of the Data). The press conference is originally a video which is transcribed by the researchers. Due to the fact that oral data is more authentic

and more reliable, the present study data must depend on such a creditable sources for analytical convenience. As far as the main topic of the conference is concerned, coronavirus or Covid-19 is the central topic of the conference examination. Basically, the conference is about coronavirus testing and this is evident from the banner behind Trump on which a bold claim is written: "AMERICA LEADS THE WORLD IN TESTING". Trump, then, was flanked by testing equipment. The data collected is represented by (6) situations stretched over the three major stages of SM. Owing to the fact that press conferences, in general, is lengthy and the full extracts require a large space, only some illustrative instances that are representative examples are introduced. Hence, the main focus is on showing how the pragmatic analysis is achieved and on presenting the findings of this analysis (Hymes, 2013; Mirza & Al-Hindawi, 2016; Searle & Searle, 1969).

Analysis

The selected situations are numbered as representative examples of each stage.

The unveiling stage (The Proem)

The unveiling stage can be considered as the proem which is fulfilled by means of two tactics, i.e. thanking the audience and presenting the basic content of the press conference.

Situation (1)

- Thanking the Audience

Trump:

Thank you very much. Thank you.

Trump's utterance is the overture of the press conference in which he launches his speech by resorting to the representative speech act of thanking. Trump, here, wants to show his gratitude and appreciation to the audience. Thanking, here, is a routine practice rather than a sincere thanking and it is a formal etiquette practiced by the spokesman at the opening of most, if not all, press conferences.

- Presenting the Basic Content

This tactic can be considered as the phase of expanding speech acts in which various speech acts are used to present the topic of discussion in the press conference.

Trump:

We're here to provide an update on the unprecedented testing capacity developed by the United States, the most advanced and robust testing system anywhere in the world by far. This afternoon I'll also announce new steps that we're taking to make test even more widely available. To battle the virus, my administration marshaled every resource at our nation's disposal, public, private, military, economic, scientific and industrial all at your disposal. We launched the largest manufacturing ramp up

since the Second World War, there has been nothing like it since. At the center of this industrial and scientific mobilization, was the development of our coronavirus testing capabilities. In the span of just a few short months, we've developed a testing capacity unmatched and unrivaled anywhere in the world, and it's not even close.

From the very beginning, Trump tries to appeal to his audience who shares his values and obviously rests his discussion in light of the skeleton of a certain set of principles that reporters are relying on. Trump, here, would like to make himself ready for starting his maneuvering. Situation (2) above represents the tactic of announcing the topic of the press conference. In carefully examining the situation, it can be observed that Trump starts with the utterance "We're here today to provide ..." and his words do not need context or situational cues to be understood. Thus, Trump resorts to the representative speech act of stating in this stage. Moreover, the representative speech act of asserting is used and by which Trump wants to assert that all the American administration work on the behalf of the American citizens to recover and reopen America again. Then, Trump makes use of the representative speech act of boasting to express his pride and satisfaction about the American largest manufacturing and the development of coronavirus testing capabilities. He also shows his pride about the very short period of developing such a kind of testing capacity. Over and above, the use of the pronoun "we" in utterances four times mirrors the force of the assertion in Trump's speech and his asserting power over the audience. Moreover, the use of "my administration" reflects his ideological imposition that he is the leader of America. Swaying between the first plural pronouns and first singular pronouns triggers the utilization of SM at the very beginning of Trump's press conference (Yang & Li, 2022; Redeker, 1990; Fanani et al., 2020; Eriksson, 2011).

The maneuvering stage

Situation (2)

Reporter:

We had a situation here at the White House on Friday where a member of the Vice President's staff tested positive for coronavirus, which has now caused three of the top U.S. officials involved in the coronavirus response to self-isolate. Two-part question. Where did the system break down to allow that to happen? And what would you say to employers who look at the experience here at the White House and say, "Are we ready for this?"

Donald Trump:

I don't think the system broke down at all, and one person tested positive, surprisingly, because the previous day tested negative, and three people that were in contact, relative contact, who, I believe they've all tested totally negative, but they are going to, for some time, self isolate. So that's not breaking down. It can happen. It's the hidden enemy. Remember that. It's the hidden enemy. So things happen, but the three tested negative. The one who tested positive will be fine.

The maneuvering stage is highlighted via the tact of questions and answers exchanged. Typically, reporters ask and the titleholder answers. It is

accomplished by means of reasonableness, effectiveness, and evasion. Trump attempts to delimit the burden of the proof rule of reasonableness because he wants to give a positive evaluation of the current crisis, the coronavirus pandemic. Thus, he restricts his burden of proof in response to the reporter's question in such a way that his standpoint is easier to be defended. As a result, there is a violation rather than the obedience of reasonableness. Effectiveness takes place as a reflection of the three tactics which are topical potential, audience demands, and presentational devices. The topical potential is clearly manifested by the two roles played by the reporter and Trump. They both select the information on the basis of what benefits their own intention. Otherwise speaking, in conforming to the international public demands of the audience in this press conference, Trump appeals to the topical potential. As regards audience demand, the moves that the reporters and Trump made are carefully selected in relation to the views and preferences of the audience. Trump starts with the utterance "I don't think the system broke down at all" which is a negative standpoint or opinion. Following the rule of the press conference, Trump begins describing the current crisis by emphasizing that the system has not broken down at all. In this situation, Trump places himself as having epistemic authority and firsthand knowledge of the current crisis. Interestingly speaking, the reporter asks a two-part question, but Trump answers only the first question. Thus, he ignores the second question of the reporter in such a way that not only enables him to avoid answering the question but to show his reluctance and annoyance. In this way, evasion is apparent and highlighted (Ahmed et al., 2021; Garifullina et al., 2021; Widiyasri et al., 2019).

Situation (3)

Reporter:

Thank you. Thank you, Mr. President. Almost everyone, as you noted, in the Rose Garden is wearing a mask today. Why haven't you required everyone at the White House to wear masks before now?... (Trump interrupts the reporter's question)

Donald Trump:

Well, if they're a certain distance from me, or if they're a certain distance from each other, they do. In the case of me, I'm not close to anybody. I'd like to be close to these two gentlemen, they're hardworking, great men, but they just said, "Frankly, let's keep it this way". So obviously in my case, I'm very far away from everyone. But if you look at all of those people over there, every one of them, from what I see, these are White House staffers, they're White House representatives, they're White House executives, and everybody has a mask on.

Reporter:

Were you the one that required that, sir?

Donald Trump:

Yeah, I did. I did. I required it. Yes. Please, go ahead.

In situation (3), Trump does not directly answer the reporter's question, rather he presents some explanations. He is trying to sidestep the question as a way of controlling the flow of conversation. More precisely, he has left the premise

unexpressed and implicit and, hence, he disregards the unexpressed premise rule as far as reasonableness is concerned. For the sake of effectiveness, Trump selects the argument that is favorable about "the two gentlemen", "White House representatives", and "White House executives" to justify his own decision. In terms of evasion, Trump acknowledges the reporter's question without answering it.

Situation (4)

Reporter:

Why hasn't Vice President Pence followed the CDC guidelines of self-isolation, and other people who might have been exposed...? (Trump interrupts).

Donald Trump:

Well, that I'm going to have to ask if he will give you that information. Whatever he is proceeding and doing, he will give you that information. I'll make sure that they put out a notice. John, go ahead, please... (Trump gives the turn to another reporter to ask).

As far as reasonableness is concerned, some rules are violated. First, the freedom rule is violated since Trump prevents the reporter from advancing his standpoint concerning his question about Vice President Pence. Furthermore, Trump's refusal to answer the reporter's question and interrupting the reporter violates both the standpoint rule and the freedom rule respectively. Moreover, the reporter's standpoint is left unexpressed by Trump. Thus, the unexpressed premise rule is violated. As regards effectiveness, particularly topical potential, Trump chooses to avoid answering this question from the other available options at his disposal. Trump, in this sense, is maneuvering strategically by selecting a negative effect of his other possible effects to avoid answering such a question. To meet the audience's demand, Trump refuses to answer on the behalf of the vice president of the United States. Thus, audience demand is met when Trump avoids a challenge at this point and on this issue. Trump tries to evade the reporter's question by pretending to answer the question, but in reality, he manipulates the content of the inquiry. He virtually answers a different question instead of the exact one. Put differently, he maneuvers the focus of the question by ignoring it.

Situation (5)

Though worthwhile, the situation below is very complicated to analyze simply because it is crosstalk. Nevertheless, it sets the motion to the terminating stage.

Reporter: Weijia Jiang:

You've said many times that the U.S. is doing far better than any other country when it comes to testing... (Trump interrupts).

Donald Trump:

Yes.

Reporter: Weijia Jiang:

Why does that matter? Why is this a global competition to you if every day Americans are still losing their lives and we're still seeing more cases every day?

Donald Trump:

Well, they're losing their lives everywhere in the world. And maybe that's a question you should ask China, don't ask me, ask China that question, okay. When you ask them that question, you may get a very unusual answer. Yes, behind you, please.

Reporter: Weijia Jiang:

Sir, why are you saying that to me specifically? (Trump interrupts).

Donald Trump:

I'm telling you.

Reporter: Weijia Jiang:

That I should ask China.

Donald Trump:

I'm not saying it specifically to anybody. I'm saying it to anybody that would ask a nasty question like that.

Reporter: Weijia Jiang:

That's not a nasty question.

Donald Trump:

Please go ahead. (Trump gives the turn to another reporter, Kaitlan Collins, to ask).

Reporter: Weijia Jiang:

Why does it matter?

Donald Trump:

Okay, anybody else? Please go ahead in the back please (to another reporter).

Reporter: Kaitlan Collins:

I have two questions.

Donald Trump:

No, it's okay, we'll go over here.

Kaitlan Collins:

But you pointed to me. I have two questions, Mr. President.

Donald Trump:

Next, next please. (To another reporter).

Kaitlan Collins:

But you called on me.

Donald Trump:

I did and you didn't respond and now I'm calling on the young lady in the back, please.

Kaitlan Collins:

I just wanted to let my colleague finish, but can I ask you a question.

In situation (5), Trump confronts an Asian, Chinese-born, American reporter and television journalist in CBS News. In this serious situation, the role of SM is very obvious. In terms of reasonableness, it is outstandingly decreased for the reason that most rules of reasonableness are violated. The freedom rule is not respected in the sense that Trump breaches the possibility to advance the reporter's standpoint and he also hinders the possibility to object to the challenging issue. It appears that Trump tries to state that the reporter is mistaken. He advances his standpoint and he has to defend it because the reporter wants him to do so. To avoid doing so, a serious and risky decision needs to be made. Thus, he violates the burden of proof rule. The standpoint rule is also overstepped by Trump because he readjusts his initial standpoint. Moreover, the relevance rule is breached as he defends his view by presenting an argument which is not related to the reporter's standpoint and this clear is when he says "ask China". As regards topical selection, Trump focuses on the substance and on the way of replying to the reporter's question. He is questioning the question by telling the reporter to ask China since she is Chinese-born and he thinks that China is responsible for the spread of the coronavirus in America. In an attempt to convince his primary audience, the international general public, that China is guilty of spreading Covid-19, Trump clashes with the Chinese-born reporter to reveal his annoyance. This view shows Trump's appeal to the audience's demand. Evasion is resorted to by different means such as ignoring the questions of both reporters, questioning the question, attacking the question, attacking the reporters, declining to answer, and giving an incomplete reply (Song, 2020; Suwija et al., 2019; Vamat & Madaruzaman, 2020).

The terminating stage

After the highly heated maneuvering stage, especially in the last part of the conference, as the situation (5) illuminates, Trump feels irritated. Hence, there is a lack of consensus and then withdrawal to terminate the press conference as the situation (6) below shows:

Situation (6)

Donald Trump:

Okay, ladies and gentlemen thank you very much, appreciate it.

Kaitlan Collins:

But you called on me.

Donald Trump:

Thank you very much.

To show his reluctance, unwillingness, and disinclination to answer the Chinese-born reporter, Trump, abruptly and all of a sudden, terminates the press conference by thanking the audience and leaving the stage irritated. He rejects even letting another female reporter to raise her question since she gives the Chinese-born reporter time to respond claiming that she did not respond when he pointed to her.

Results and Discussion

As the analysis shows, SM is stretched over three successive stages, namely: the unveiling, the maneuvering, and the terminating stages and these stages have certain tactics and strategies. These tactics include the tactic of the proem in the unveiling stage, the tactic of questions and answers exchanges in the maneuvering stage, and the tactics of consensus, lack of consensus, or withdrawal in the terminating stage. Additionally, they are realized by various strategies such as thanking the audience, presenting the basic content, strategies of reasonableness, effectiveness, and evasion. In this way, the first hypothesis is vindicated. The analysis proves that the unveiling stage is performed by speech acts and the maneuvering stage takes place as a result of resorting to reasonableness, effectiveness, and evasion where each is used differently and in different degrees and it shows that executing the terminating stage in the conference selected can be marked either by consensus, lack of consensus, or withdrawal. Thus, the second hypothesis is valid. Moreover, hypothesis number three is vindicated in the sense that the analysis indicates that the rules of reasonableness are considerably violated by the titleholder in the American coronavirus press conference. One further hypothesis, which is the fourth one, is also satisfied as the analysis reveals that effectiveness is attained by the titleholder via topical potential, audience demand, and presentational devices. The fifth hypothesis, as a final point, is confirmed due to the fact that the analysis untangles the view that evasion is noticeably adhered to by the titleholder via ignoring the questions, acknowledging the question without answering, questioning the question, attacking the reporter, declining to answer, or giving an incomplete reply.

Conclusion

On the grounds of the findings arrived at by the pragmatic analysis of the data under investigation, several conclusions are presented in line with the aims and hypotheses of the present study. Nonetheless, some other conclusions are arrived at as a byproduct of the analyses and they are embraced here for their necessity and usefulness:

- Trump's SM in coronavirus press conferences is a process that is pragmatically constructed in terms of three basic stages: the unveiling, the maneuvering, and the terminating stages. In this sense, SM is a multi-stage process.
- SM incorporates a combination of tactics embracing the proem in the first stage, questions and answers exchange in the second stage, and consensus, lack of consensus or withdrawal in the third stage.

- Reasonableness, effectiveness, and evasion are the pillars of the maneuvering stage by which Trump strategically maneuvers throughout his speech in the press conference.
- Some rules of reasonableness are violated consistently. In this sense, satisfying the ten rules of reasonableness is neither possible nor desirable so they can only be partially satisfied in Trump's press conference.
- Effectiveness is achieved in the press conference by the inseparable aspects of SM, viz., topical potential, audience demand, and presentational devices.
- By ignoring the questions, acknowledging the question without answering, questioning the question, attacking the reporter, declining to answer, or giving an incomplete reply, Trump, in some cases masks evasion.
- Unsurprisingly, SM is a frequent process in public speaking which is proved to be a powerful process to successfully affect the audience and guide them to the speaker's side. It is an effective weapon of persuasion used by most politicians.
- Although his leading argument is counted as a fallacy that should be avoided, Trump achieved considerable success while delivering his press conference by being the captain of the press conferences who controls the speech. He does so by frequently praising his insight, but attacking others' insights.
- It is striking that SM, to a large extent, takes place in various argumentative discourses because it is elevated in each linguistics situation when norms of reasonableness and effectiveness are maintained.
- Press conferences are means of political communication between politicians, reporters, and journalists. SM is deeply rooted in political press conferences where actual language is used especially the strategies used to hedge unwanted questions, to occupy the floor, or to build community.
- SM is refreshed by Donald Trump in coronavirus press conferences as he holds his regular press conference on the Covid-19 pandemic.
- As far as the developed pragmatic model of SM is concerned, it has proved its workability as a successful instrument used to examine Trump's SM in a coronavirus press conference.

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