

A Critical Discourse Analysis of Framing in Trump's Speeches on Coronavirus Pandemic

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Abstract

This paper is a critical discourse analysis (CDA) of framing in Trump's speech on coronavirus. Framing, here, encompasses highlighting specific actions as significant and neglecting others. Since, the lack insights in framing conduces delimiting in understanding the situation, this paper tries to answer the following : a-What are the framing items and devices that Trump uses ? b- How can a, and ,b above described , interpreted and explained c- What are the rates of the framing devices employed by Trump in the speech in question? Hence, the paper aims at uncovering framing items and devices, analyzing them in terms of CDA, and pinpointing the highest rate of such devices. Following an eclectic model ,depending on Semetko, and Valkenburg's(2000,p.104);Gamson and Lasch's (1983,p.407-408)and Fairclough's (1989), the paper analyzes Trump's framing of his acts as positive . The paper concludes that :a-Trump uses the following items :conflict, human interest ,consequence, morality ,and responsibility to frame his speech showing himself positively. b-the speeches can be described in terms of having specific words and structures that serve the purpose of the speaker. Seemingly, they are said to show the plan to face the pandemic yet, they frame the speech in a specific direction of positive self -representation c- Depictions and metaphors exhibit the highest rate of employment in Trump's speeches.

Keywords: Critical Discourse Analysis, Frame Analysis ,Types of frames , framing devices,Trump's Speech , press conference .

تحليل خطاب نقدي للتأطير في كلام ترامب عن جائحة فايروس كورونا

الملخص

هذه الورقة البحثية هي تحليل خطاب نقدي للتأطير في كلام ترامب عن جائحة فايروس كورونا. والتأطير هنا يتضمن التركيز على بعض الاعمال على انها هامة وإغفال أخريات. ولأن غياب البصيرة في التأطير يفضي الى قلة الادراك لأفق الموقف فان هذه الورقة البحثية تحاول الاجابة على الاسئلة التالية :أ-ماهي فقرات ووسائل التأطير التي وظفها ترامب في حديثه ب- كيف يمكن للفقرات أ و ب اعلاه ان توصف نحويا و تفسر وتوضح ج-ماهي وسائل التأطير الأعلى نسبة في التوظيف؟ ومن هنا فان الدراسة تهدف الى كشف فقرات ووسائل التأطير موضحة الوسائل الاعلى نسبة في التوظيف. باتباع انموذج

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تجميعي للتحليل مركب من كلا من سمينكو و فولكنبيرغ (١٠٤:٢٠٠٠) وكامسون ولاش و فيركلف (١٩٨٩) تحلل الدراسة كلام ترامب والذي فيه يؤثر افعاله باطار ايجابي. (8-407-1983) واستنتجت الدراسة بانه ايسخدم ترامب فقرات التأطير التالية: الصراع والاهتمام الانساني والنتائج المترتبة والمسؤولية. ب- يمكن وصف كلامه بانه ايسخدم بعض الكلمات والتراكيب التي تخدم غرضه. ظاهريا كان كلامه يشير الى خطة مواجهة الجائحة ولكن تأطر كلامه باتجاه محدد هو تمثيل نفسه ايجابيا ج- شملت وسائل التأطير الاستعارة والانموذج والتعابير اللافتة للنظر واطهرت وسائل التوصيفات والاستعارة أعلى نسبة في التوظيف.

الكلمات المفتاحية : تحليل خطاب, تحليل التأطير, انواع التأطير, وسائل التأطير, كلام ترامب, مؤتمر صحفي.

1.1.Introduction

Framing has turned to be, and possibly remained, among the most significant terms in today's media effects research (Leeper, 2018, p.21). Whatever sort of communication is followed, interactants try to affect their audience opinion by stressing issues or aspects chosen of the available options to support their own standpoint and achieve a specific effect. In this way, framing is achieved. Normally, to provide explications and communicate their standpoints or future initiatives with their followers, politicians repeatedly resort to framing (Azpíroz, 2013, p.182). Since "frames reflect judgments made by message creators or framers" (Hallahan, 1999, p.207), Kinder and Sanders (1990, p.74) pinpoint that political elite founded and employed frames "with an eye on advancing their own interests or ideologies, and intended to make favorable interpretations prevail". Thus, this paper is related to framing in Trump's speech due to the idea that lack of insights concerning framing conduces delimiting in understanding the situation scope, as well as deeper meanings embedded in framed pieces of discourse. Thus, the paper raises the following questions:

1-In response to Coronavirus, what are the framing items and devices that Trump employs in his speeches? 2-How can 1, and 2 be described, interpreted and explained to create addressees' positive interpretations? 3-What are the rates of those framing devices?

Hence, the paper aims at uncovering framing items and devices, pinpointing the highest rate of such devices. The procedure of analysis involves analyzing four transcripts of press conferences following an eclectic model adopted from Semetko, and Valkenburg (2000, p. 104); and Gamson and Lasch (1983, p.407-408), the paper analyzes four press conferences wherein Trump frames his acts as positive. As such, the paper is limited to CDA analysis of framing in President Trump's speeches as response to the coronavirus outbreak i.e., the way he considers his procedures concerning such an issue as unmatched.

1.2.The Concept of Frame

For Kuypers(2010,p.300), framing is the process by which interactants can , whether consciously or not, formulate a specific viewpoint to help viewing something in some way . A frame means “an emphasis in salience of some aspects of a topic” (de Vreese 2003,p. 27). The frame analysis shows "what is being done by talk,what activity is being engaged in, how a speaker means what s/he says" (Tannen 1985,p.315). Reese(2001,p.10)defines a frame as “a central organizing idea for news content that supplies a context and suggests what the issue is through the use of selection, emphasis, exclusion, and elaboration”.For Gamson and Modigliani (1989,p. 3),a frame is a “central organizing idea for making sense of relevant events, suggesting what is at issue”. Frames are also “patterns of interpretation that are used to classify information sensibly and process it efficiently” (Nelson ,et.al, 2012,p.2). As for the current paper , the operational definition is the one that refers to a frame as “a thought organizer, highlighting certain events and facts as important and rendering others invisible”(Ryan, and. Gamson,2006,p.13).

1.3.Framing Process

Framing is “the process of culling a few elements of perceived reality and assembling a narrative that highlights connections among them to promote a particular interpretation (Entman, 2007,p. 164). Frames are “a central organizing idea or story line that provides meaning to an unfolding strip of events”. The frame suggests what the controversy is about, the essence of the issue(Gamson and Modigliani (1987,p.143).Essentially ,framing processes, according to Entman (1993,p.52) involve :

1-Selection i.e. to “select some aspects of perceived reality”.

2-Salience” making those more salient in a specific way as to sustain certain problem definition, causal interpretation,moral evaluation and/or treatment recommendation for the item described.

Supporting this view, McQuail(2010,p. 381)adds “the manner of reporting, in words, tone and problematizing...” .Thus, selection and salience are involved in framing. Framing refers to the “frames in communication” where words, images, phrases, and presentation styles” are the focal point(Chong & Druckman, 2007a). These are employed to build news stories and the processes involved in shaping such building(p.106).

1.4.Functions of Framing

Plainly clarified, a frame is “an organizing idea, dimension, or principle that colors interpretations of an issue” (Leeper,2018,p.6). Rettie(2004,p.117)adds that frames also organize

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practices presenting assumptions of what happens since they are not mental things rather, they are concepts used to decipher what is going on.

Entman (1993,p.52,and 2004,p. 6) mentions four functions of framing that are similar to mechanisms of reasoning :a- problem definition i.e., clarifying what the agent does as well as benefits and costs checked against values of culture.

b- causal analysis: determining causes and diagnosing the driving forces of that problem. c- remedy that means offering treatments predicting their possible results. d- moral judgments of evaluating causal agents and their effects.

Framing is a construct at both a macro and a micro levels (Scheufele,1999 as cited in Scheufele & Tewksbury,2007,p.12). As for the former level, framing “refers to modes of presentation” that interactants employ to present information in a way that resonates with underlying schemas of their interactants. In terms of the latter , framing is a means for describing the way people use information and presentation features concerning standpoints like that of forming impressions. Frames work as a lens to view, describe and fathom an issue(Leeper,2018).Consequently, they can be relatively empty of information (merely directing the addressees to rethink like emphasis), or they can be full of information focusing only on a secondary issues related to the topic (p.7).

1.4.Significance of Framing

Actually, frames carry different communicative intents,and the view that the way an issue is characterized in texts has an influence on the way it is understood by addressees(Scheufele and Tewksbury,2007,p.11).Generally, frames help emphasizing some points or “features of reality” by selecting them, omitting or neglecting others (Entman, 1993,p.53). Public opinion ,for instance depends on the way elites select from a message to frame to convince public (Chong & James N. Druckman,2007b,p.99).

Well-established frames usually perform four functions: problem definition, causal analysis, moral judgment, and remedy promotion (Entman, 1993, 2004).In fact, framing is an essential tool to decrease “the complexity of an issue”. Frames, in one way or another, are effective plans to present approximately complex matters, efficiently and by making them simple for hearers. The value of investigating frames lies in understanding that some matter or incident(Borah,2011,p.249).Framing do shape and change listeners’ audience interpretations and preferences through priming. This means that , frames present or raise the obvious significance of some views, stimulating schemas to activate listeners’ thinking, feeling, and decisions in some way (Entman,2007,p.1 64). For Kuypers(2010,p.300), the significance of

framing incites us to purify our “perceptions” of life and world in one way or another by making some reality features more salient than others. Consequently, frames are very crucial as they by their capacity to make some aspects of reality noticeable (Kuypers, 2009, p.181).

For Entman (1993, p.54) framing emphasizes some aspects of reality backgrounding some others (a selective role). Thus, attributes, evaluations and decisions are denoted. Part of the advantages of investigating value framing is that they “interpret changes in attitudes as implicit evidence that the frames succeeded in creating the idea that some values are especially relevant and important for the issue” (Nelson et al., 2012). As such, they belong to how framers employ values to evaluate instead of rearranging essentialities (p.8).

1.6. Models of Framing

Goffman (1974, p.83) introduces the concepts of framing as: keying and fabrications. For him (1991, p.52) with “key” the frame-works can be altered in two ways: the “modalization” and “fabrication”. It answers the question of “what is going on here?”. In fact, “modalization” is a change between real frames and the copy. The corner stone of frame analysis is to test the “retransformations”, a copy undergoes in relation to another with the same original key (p.89).

For Goffman (p.83) there are two basic types of frameworks: social and natural. Everyday behavior (strips) are transformed out of basic keys: make-believe, contests, ceremonials, technical redos, and regroundings. Make-believe include, three frames: playfulness, fantasy or daydreaming, and dramatic scriptings. Two issues are significant, in this case, transformation and reality. Linström and Marais (2012, p.33) classify framing devices into: rhetorical devices like keywords, lexical choices and technical devices like headings and subheadings.

Ribeiro (1994:193) distinguishes between roles and footings in his analysis of interviews. For him, role is employed to denote major changes in persona, for example a “patient literally takes the role of the mother”, whereas footing shows traits or attributes of the speaker that change her/his alignment with the hearer and hence reframe the speech. Ribeiro (p.193) points out that “signals, indicating when transformations take place” and determine the frames in the speeches are:

1. Cues of contextualization like prosodic or kinesic.
2. Role switching and persona cues (referring to oneself) shown through the use of noun and pronoun reference.
3. Role switching and audience cues (referring to audience) shown through noun and pronoun reference like address forms.
4. Cues of language function.

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5. Discourse markers normally related to the name of the addressee.

Fairhurst and Sarr (1996,p.131-4)propose some techniques of framing :

1-Metaphor: framing an idea via comparison to something else .

2-Stories :framing a view throughout narrative in a lively and unforgettable way .

3-Tradition : Cultural habits encompassing significance .

4-Slogan, jargon, and catchphrase: framing a thing with a catchy phrase in order to make it more memorable and pertinent .

5-Artifact: things with immanent symbolic value whether a visual or cultural phenomenon having more meaning than the thing it self .

6-Contrast: describing a thing in relation to its opposite .

7-Spin: showing an idea in a way which reflects a value judgment (positive or negative) that may not be directly obvious.

For Gamson and Lasch (1983,p.407-408) rhetorical devices of framing are:

1-Metaphors comprising the principal subject, metaphors work to support addressees' understanding.

2-Exemplars i.e., resorting to actual events of the past or the time-being.

3-Catch-phrases: normally,those who comment on incidents, do their best to capture them in one-theme expressions as statements summarizing the topic.Franz (1999, p.54) considers them as a sort of slogans or "a concept that you want stick in your audiences' mind like the glue to the paper".

4-Depictions:core themes or topics are described or represented here in some way including the use of a series of modifiers.

Semetko and Valkenburg, (2000,p. 97) mention five framing items:

a-Responsibility:this item tries to explicate whether the speech suggests that the government is responsible for, alleviates the problem,and whether the speech denotes that the problem requires urgent acts, and find solution.

b-Human Interest frame: This is related to whether the speech employs what generates feelings of outrage, empathy caring, sympathy, or compassion, and whether it goes into the personal lives of Americans.

c-Conflict frame: this is pertinent to winners and losers, or parties of conflict.

d-Morality frame: the reference a speech makes to morality or suggests social prescriptions about how to behave.

e-Economic Frame: the financial losses ,or gains having economic consequences of pursuing or not pursuing a course of action now or in the future.

2. Data Collection , Description ,Methodology,and Analysis

2.1.Data Collection and Description

Data are collected from four websites (website 1, 2,3and 4).These contain transcripts of four press conferences by Trump on the coronavirus pandemic .They are to be analyzed in terms of the frames used to highlight actions of the administration response to such crisis.

2.2.Methodology

The study follows an eclectic model adopted from :1- Semetko, & Valkenburg's(2000,p.104) framing items(conflict, human interest, consequence, morality ,responsibility) (see 1.6. items above).Such items need to be linguistically elaborated by the devices, 2-Gamson and Lasch's(1983,p.407-408) rhetorical devices of framing : metaphors, exemplars, catch-phrases, and depictions(see 1.6. items) ,and,3- Fairclough's(1989) description(in terms of grammar) , interpretation(meaning) , and explanation(self vs other representation) .

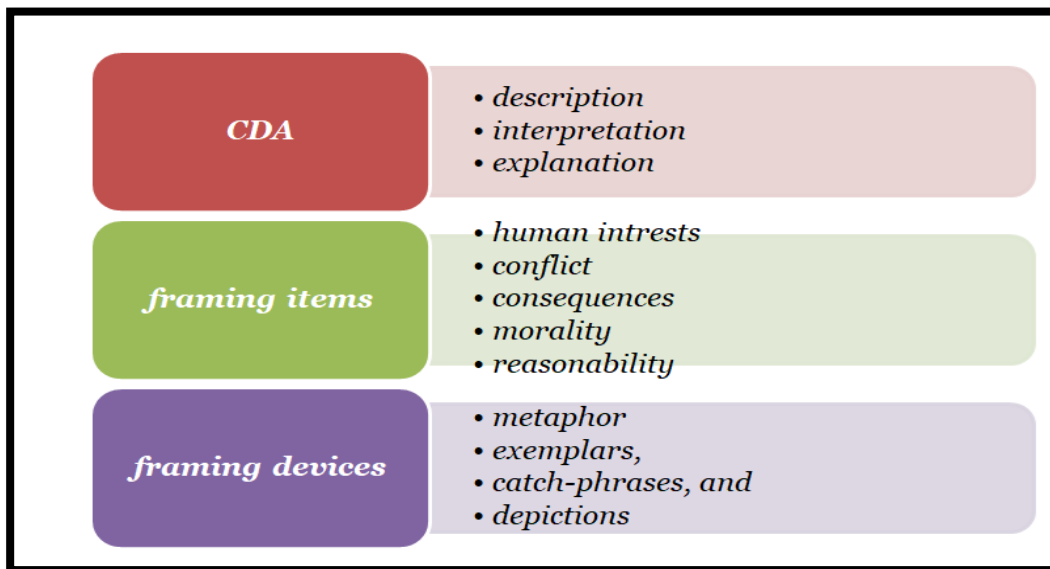


Figure (1)The eclectic model of analysis

2.3.Data Analysis

In this section, data are analyzed in terms of three parts:frame items (to show the content)and devices (to explicate framing in terms of linguistic realization) in addition to Fairclough's(1989)

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description, interpretation, and explanation. The items and the devices are analyzed qualitatively, then, some representative examples of those devices are provided in a table (see Table 2 below). Then, devices are analyzed quantitatively to discover the highest rate of employment.

Thus, the first part involves presenting extracts from Trump's speeches in conferences about corona virus. Then, these speeches are analyzed in terms of (description, then, interpreting the extract with its framing items and devices employed, and explaining it. It has to be noticed that the items involve the devices; and the analysis of the latter elements cannot be detached from the CDA stages (description, interpretation, and explanation), thus, they are interrelated and presented within each other in terms of steps labelled within the analysis as a, b, and c.

1- Responsibility (Description, interpretation, and explanation)

Beyond the report that we provided to the governors, we assured them that at the president's direction, this is a one team, one mission. We've made it clear to the governors that we know we're all in this together and the partnership that we have forged together (Web Source 1).

a-To describe the formal properties of the text, it can be said that the most prominent thing is the choice of the words like "one" which is repeated due to its impact; and the word "we" that indicates solidarity. In addition, he makes the clause "*we know we're all in this together and the partnership*" as a rheme i.e., the new thing to be told to the audience as the focal point. b-Accordingly, to interpret the text, one can say that the president shows his attempt to face the troubles of the pandemic by uniting the efforts that are exerted under his "partnership". c-To explain the text, actually, we can see that Trump tries to point out that the responsibility of fighting the virus is that of all parties working as one team. The use of the expressions "one team", "one mission" and "we're all in this together" serve as a depiction of unified efforts and responsibility. This explicates the president's attempt of unifying efforts to face the crisis. In saying "at the president's direction", Trump highlights that he is the one responsible for such unity. This framing is made for making positive interpretations of his speech prevail among American people.

My administration also continues our tireless effort to expand testing in the most underserved communities through our partnership with the private sector (Web Source 2).

a-The description of linguistic features of the above mentioned text clearly encompasses the choice of the word "continues" which involves the idea that the process started earlier and now is going on; the word "tireless" describes the efforts; and "most served" exaggerates serving the country. b-Accordingly, to interpret the speech, it can be said

c- that it involves the president's talk about his administration effort to save the country . Hence , such excerpt explains asserting responsibility towards the country is achieved via Trump's use of the expression "my administration" linked to the metaphor of "tireless effort". These phrases enhance showing hard-work responsibilities and involve representing great efforts to gain access to people's acceptability. Thus, all what is said is an attempt to reflect Trump's positive picture .

2-Human interest frame (Description, interpretation, and explanation)

As we express our gratitude for these hard-fought gains however, we continue to mourn with thousands of families across the country whose loved ones have been stolen from us by the invisible enemy (WebSource 1).

a- In this excerpt, the structural properties involve using expressions like "express our gratitude for these hard-fought gains" as a theme i.e., something taken for granted ;and "we continue to mourn with thousands of families" as a rheme i.e., the focus of the message . Also, he uses "stolen from us" to denote solidarity with the families.b- The text enhances the idea of thanking those who are responsible for good results ,as well as showing sadness towards the victims of the virus. Trump tries to show humanitarian views highlighting his thanks using the catch-phrase "hard-fought gains" in order to provide a frame of magnifying the efforts and results. This also involves the metaphor of fighting. Additionally, Trump shows his sympathy to the families employing the metaphors of stolen life in saying "loved ones have been stolen from us", and unseen virus in "the invisible enemy" to highlight his administration's efforts and sympathy by using effective metaphor .c-Thus, the president frames his response in terms of showing gratitude and sadness rather than talking about the practical steps of acting against the virus. Actually, what is required is more than gratitude or mourning.

"I'm also asking every hospital in this country to activate its emergency preparedness plan so that they can meet the needs of Americans everywhere.(web source 3).

a-Evidently, "*to activate its emergency preparedness plan*" is made the rheme for it is the focus of the message.b- The interpretation of the extract encompasses the viewpoint that the president asked all those who work in the medical care institutions to be well-prepared to help people there.c-Caring about the health needs of a country is part of the job of a government. Expressly, this extract shows Trump's attempt to represent himself as attentive to care about emergent cases of people.The employment of "asking every

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hospital..." as a metaphor for professional doctors depicts the attempt to highlight his attention to the human interests and alleviate the problem.

3-Conflict frame

My administration is fighting relentlessly to protect all citizens of every color and creed from this terrible virus, the invisible enemy.(web source 1).

- a- In this extract, the choice of the words like "fighting", "color" ,and "invisible enemy" is suggestive .The use of present continuous tense denotes the act occurs at the time of speaking .b-In his attempt to frame the conflict as a war ,Trump uses the metaphor "fighting relentlessly" and "the invisible enemy".He shows that he is striving fiercely to save the lives of his people from the unseen virus. c-Obviously, Trump frames the issue of his administration acts against the virus as a "fighting" to show that they are doing their best to face it. In fact, conflict is given priority here, as opposed to the real decisions made in response to the act. Thus, rather than showing what actions of the plan he is taking, he frames the issue in terms of describing the conflict only.

"Today I'd like to provide an update to the American people on several decisive new actions we're taking in our very vigilant effort to combat and ultimately defeat the coronavirus."

- a- The text embraces descriptive words like "decisive" , "vigilant" , and "ultimately" .b- Encompassing various modifiers, the extract above accentuates on Trump's depicting of his administration as totally victorious in the struggle against the virus. The employment of "several decisive", "very vigilant effort " ,and ultimately defeat the coronavirus" sustains this. They highlight depicting determinacy and alertness continuity. c-Still considering his deeds as effective, the president calls his procedures as "combat" which is an effective metaphor to present oneself as warrior .In this way , audience may formulate favorable interpretations.

4-Morality frame

But through a collective action, and shared sacrifice, national determination we will overcome the threat of the virus.(web source 1).

- a-This text involves making "will overcome the threat of the virus" as the rheme i.e., focal point of the message and "a collective action, and shared sacrifice, national determination" as the already known taken for granted idea(theme).

b-This excerpt denotes the employment of moralities of how to behave in such a crisis which are for Trump, “collective action, and shared sacrifice”. Such catch-phrases are highlighting expressions and memorable effective slogans. Normally, these are necessary things yet, the real procedures of doing that are absent here. i.e., he tries to represent himself positively throughout being the one who encourages collaboration, “sacrifice, and “determination”.

Today I'd like to provide you with an update in our war against the coronavirus. Thanks to our comprehensive strategy and extraordinary devotion to our citizens(web source 1).

a- The extract contains a choice of words that involve self-praise :“*our comprehensive strategy and extraordinary devotion to our citizens*” . b-The interpretation of the text can be shown as clarifying points concerning the reasons being victorious against the virus which are the well-prepared plan and unmatched dedication to serve people. c-Thus, to accentuate his moralities and assert planning ability, Trump employs words that attribute the achievements to his “comprehensive strategy” and his “extraordinary devotion” to his fellow-citizens. The depictions of the best planning and self-devotion are asserted by the modifiers “comprehensive” and “extraordinary” to portray them as thorough and exceptional.

5-Economic

Ensuring the health of our economy is vital to ensuring the health of our nation. These goals work in tandem. They work side by side. It's clear that our aggressive strategy to slow the spread has been working and is saving countless lives.(Web source 4).

a- The above –mentioned extract ,” *vital to ensuring the health of our nation*” is made the focus of the message .In addition, adjectives spread everywhere to add sense to words e.g.,. “ *vital ,clear ,aggressive ,countless*”. b-In fact, loss of health is loss of economy, yet Trump tries to put it in a different way highlighting positively-framed expressions denoting that gains of health are gains of economy in saying “the health of our economy”, and “the health of our nation”. Emphasizing it, the word “ensuring” is repeated. His metaphor of “health of our economy” serves the purpose of highlighting Trump’s administration acts of sustaining health and economy of people. c-Actually, there is no mention for the real of deaths among people or other kinds of losses. He tries to justify his refusal for the total shut -down that ,for him, causes the tremendous loss in the economy. In addition, the expression” *our aggressive strategy*” denotes focus on praising self-plans aided by unlimited number of lives to magnify the effects of such plans.

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I really believe that as good as we've done and we've done great, we had the best economy in the history of the world, not just here, but anywhere in the world, (web source2).

a-Obviously, “we had the best economy in the history of the world” is made the point of focus (as a rheme) and the employment of exaggerated description is done through the employment of the expressions *good*, *done great*, *best economy in the history of the world*, *, anywhere in the world*. ”b-Talking about the economy of America, Trump tries to concentrate on the consequences of pursuing his course of action. Assuring fellow-citizens that their country possesses great economy helps predisposing them toward contentment. Trump accentuated his standpoint via resorting to the use of “I really believe”, “as good as we've done and we've done great”, “the best economy”, “in the history of the world”, and “anywhere”. c-All these expressions magnify asserting the establishment of a strong economy, and consequently, frame the president's actions as being the best. Table(1) below exhibits some examples.

Table(1) Examples of Framing Devices in Trump Speech.

Frame Devices	Examples
Metaphor	To battle the virus, continues our tireless effort to, We mourn for every life the virus has claimed, There's a tremendous spirit all over the world to beat this terrible, terrible thing, defeat this horrible enemy, our shared fight against this disease. We see encouraging signs of progress, There's a hunger for getting our country back, etc
Exemplar	In every generation through every challenge and hardship and danger, America has risen to the task, etc.
Catch-phrases	With the devotion of our manufacturing workers, food suppliers, and lab technicians, and with the profound patriotism of the American people, there's a spirit in this country like few have seen, we had the greatest stock market numbers ever, and we're going to be even stronger for it. We've learned a lot. Tremendous amount has been learned, etc
Depictions	The FDA has been incredible, We have tremendous capacity, tremendous talent involved and tremendous spirit from our country, Our country is a great place and it's going to be greater than ever before, we've developed a testing capacity unmatched and unrivaled anywhere in the world, Every American should be proud of the amazing array of talent, skill and enterprise our nation has brought to this challenge, this measure will save countless lives, etc.

In an attempt to show frame devices with the highest rate of employment , the frequencies and percentages are calculated(see Table (3)below .

Table(3) Frequencies and Percentages of Framing Devices

<i>Frame Devices</i>	<i>frequencies</i>	<i>%</i>
<i>Metaphor</i>	19	30.2
<i>Exemplar</i>	4	6.4
<i>Catch -phrases</i>	13	20.6
<i>Depictions</i>	27	42.8
<i>Total</i>	63	

2.4.Findings

It appears that Trump frames the responsibility of the action in response to the virus to all parties working as one team asseverating his hard-work responsibilities .This elucidates great efforts to gain access to people satisfaction. In the human interest item, Trump tries to show humanitarian views highlights his sympathy to the families, and care about the health needs.He frames his acts positively by presenting attention to the human interests. In the conflict frame, Trump frames the issue of the virus as a “fighting” to show that he is doing his best to face it, depicting his administration as totally victorious in the struggle. In this way , the audience are predisposed to formulate positive picture of his deeds. In the morality frame social prescriptions for people about how to behave and rescue operations are provided .They involve “collective action, and shared sacrifice”. To frame his acts morally Trump asserts attributing the achievements to his “comprehensive strategy” and his “extraordinary devotion” to his fellow-citizens. Finally in the economic item of framing, to assert his acts in terms of a better image, the president shows that he considers gains of health as gains of economy. This serves the purpose of highlighting his administration’s acts of sustaining health and economy of people praising self-plans as “saving countless lives”. This, helps predisposing people toward contentment. Finally, being effective techniques depictions and metaphors exhibit the highest rates of use. Trump employs them as devices of framing to assist gaining his fellow citizen’s contentness.

2.5.Conclusions

Expressly, framing an issue or an act helps politicians highlight some aspects they want to accentuate to get their fellow citizens’ complacency. The framing items that Trump employs involve explicating self-devoted responsibility, ,showing his human interest, denoting bearing

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hard-fighting conflict, depicting moral devotion, and showing attention to positive economic consequences. Deceptions are the most employed strategy. In fact, no reference to any troubles, disturbances, or any shortage in the administration's acts against the coronavirus pandemic, are made. The administration acts are depicted as perfect and made at the directions of the president. Finally, Trump uses some devices like depictions and metaphors more than others. These serve to assist him in his attempt of positive acts' portrayal, specially, in a critical situation like the spread of such uneasy pandemic.

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