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Keywords: Social-Cognitive Approach, Critical Discourse Analysis, Coronavirus, Ideology, Twitter and Media Discourse

ARTICLE INFO

Article history:

Received 31 Oct 2023

Accepted 19 Dec 2023

Available online 1 Jan 2024

The Representation of China in U.S. Media Discourse During the Corona Pandemic: CDA Study

ABSTRACT

This study examines U.S. media coverage of China, particularly U.S. President Donald Trump, during coronavirus events. *Critical Discourse Analysis* is the method used to investigate this study. This study employs Van Dijk's (1998) conceptual framework of the ideological arena and social-cognitive approach. A total of ten tweets about the Corona crisis are from the social media platform Twitter (X). These tweets are subsequently subjected to analysis using the Van Dijk model in order to derive meaningful findings. The research findings indicate that the President of the United States employs various rhetorical techniques, such as vocabulary selection, figurative language usage, assumptions, loaded phrases, and explicit claims, to portray China unfavorably to the general public. In addition, the individual strategically capitalizes on a presidential disagreement with a political adversary to portray China unfavorably, in contrast to the actions undertaken by his administration. He portrays it favorably.

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DOI: <https://doi.org/10.31185/>

الملخص:

تتناول هذه الدراسة التغطية الإعلامية الأمريكية للصين، وخاصة الرئيس الأمريكي دونالد ترامب، خلال أحداث فيروس كورونا. استخدمت الدراسة منهجية التحليل النقدي للخطاب (CDA) لإجراء التحقيق. تستخدم هذه الدراسة نظرية فان دايك (1998) التي تركز على الأيديولوجية والمنهج الاجتماعي المعرفي. وتم جمع عشر تغريدات حول أزمة كورونا من منصة التواصل الاجتماعي تويتر. وقد خضعت هذه التغريدات إلى التحليل باستخدام نموذج فان دايك من أجل استخلاص نتائج المراد معرفتها. تشير نتائج البحث إلى أن رئيس الولايات المتحدة استخدم تقنيات بلاغية مختلفة، مثل اختيار المفردات، واستخدام اللغة المجازية، والافتراضات، والعبارات المحملة، والادعاءات الصريحة، لتصوير الصين بشكل سلبي لعامة الناس. بالإضافة إلى ذلك، استغل الخلاف الرئاسي مع الخصوم السياسيين لتصوير الصين بشكل سلبي، على عكس الإجراءات التي اتخذتها إدارته لمكافحة الفايروس. لقد صورها بشكل إيجابي.

الكلمات المفتاحية: المنهج الاجتماعي المعرفي، التحليل النقدي للخطاب، فيروس كورونا، الأيديولوجيا، تويتر والخطاب الإعلامي.

Introduction:

Political speech is a complex human activity necessary to manage and regulate the community. Akinwotu (2013) indicates that speech is the primary tool for discussing politics since it can win over the audience. As a result, politicians use various linguistic techniques to further their agendas. These strategies include influencing public opinion, managing behavior, stoking unrest against competing governments, and promoting loyalty to political leaders' values. Their words reflect how they feel about other governments, which they may regard as rivals or foes. A new virus will emerge in the Republic of China, specifically in Wuhan. The deadly coronavirus, often known as COVID, will have taken over the globe by the end of 2019. In 2020, the WHO acknowledged a pandemic. Increased infection rates and

the closure of medical facilities, particularly in Europe as a whole, have been caused by the involvement of numerous governments. The development of medications and vaccines to combat this odd Virus drew political interest. Various hypotheses on the Virus's origin have been made. Some people assert that the Virus was created in Chinese facilities. These issues, especially those involving China, have led to a verbal confrontation. The US-China relationship has deteriorated dramatically since the last US presidential contest.

The impact of online platforms on contemporary Discourse on politics is enormous. Kreis (2017) points out that many politicians are utilizing various electronic social networking mediums as a creative way of engaging in interpersonal contact. Most politicians depend on this device to achieve political goals, defend political effectiveness, and hit adversaries.

Donald Trump, a former U.S. president, is well known for regularly using Twitter (X) to communicate with the public. Stolee and Caton (2018) assert that the utilization of Twitter Trump, on an unmatched level as a key medium to further his goals as a politician during the 2016 U.S. Presidential advertisement marked an important turn in the Discourse around politics.

Many political analysts believe Trump's unusual use of Twitter played a significant role in his success in the 2016 presidential vote in the United States (Johnson, 2016). Trump's unconventional usage of Twitter led to his new language there. Trump frequently uses the duality between the self and the other in his tweets (Shane, 2018, p. 3). Trump develops an unfavorable perception of his political opponents while Putting forth a positive perception of himself and his administration to the public. Any organizations or people who threaten his political goal fall under this other category.

The critical study of media discourse shows the mutually exclusive roles of Discourse and ideologies, exposing the mentality disguised in words and offering

suggestions for analyzing news discourse through the lens of communication theory.

It helps people understand the truth and gives them a more rational and impartial view of news stories. Through a literature review, this article uses critical rhetoric to examine the narratives of COVID-19 that have appeared in *Time* and *China Daily*, two government-backed periodicals in China and the U.S. This article aims to improve viewers' knowledge of media terminology and their ability to make rational sense of the news they encounter.

2. Problem Statement

At the end of December 2019, Wuhan was hit by a new coronavirus. However, the epidemic's media discourse dominated news headlines, print pieces, social media posts, and news bulletins. The study's problem relates to finding the agenda and ideologies beyond the Corona epidemic's media discourse, as conveyed in some of the American President's tweets against China. These tweets contain many significant elements of that Discourse, such as ideas, meanings, attitudes, rhetorical strategies, and connotations to persuade public opinion. Presidential statements convey ideology indirectly, deliberately impacting readers' minds and judgment. Hence, it is worthwhile to examine both the discourse mode employed in a news item and the underlying ideology that it hides.

3. Research Questions

This study will attempt to provide answers to the three questions that are listed below.

1. How is China portrayed linguistically in American media discourse, and what are the underlying ideological expectations?
2. How do the U.S. president's linguistic choices and argumentative methods express his attitudes toward China?

3. How does the US President represent China on Twitter regarding the COVID-19 pandemic?

4. The Objectives of the Study

The study aims to critically examine the tweets of U.S. President Trump on the Twitter platform. This analysis aims to clarify the argumentative interplay between Discourse and ideology. In addition, It exposes the underlying ideology of language. By critically analyzing the media discourse on the Twitter platform (X), This study aims to separate the "self" from the "other." China was given special emphasis in Trump's COVID-19 pandemic speech.

5. Definition of CDA

Linguistic analysis enters a business, marketing, management, or linguistic investigation; Discourse is critical to all communication strategies. The Contemporary Discourse Research (CDA) method relies on a psychological language reassessment. Halliday and Matthiessen (2013) examine speech using linguistics as their primary subject to uncover the intricate interrelationships among language, authority, and ethical foundations. The theoretical foundation and analytical framework that underpins Critical Discourse Analysis (CDA) is mostly derived from Halliday's Systematic Functional Linguistics.

According to Richardson (2007, pp. 101-103), "critical discourse analysis is a theoretical framework and analytical approach that examines the linguistic practices employed by individuals and organizations." Simpson and Mayr (2009) argue that organizational discourses are the main platforms for constructing truth, as they can generate, mold, and impose Discourse. Furthermore, these discourses can strengthen particular identities that align with their objectives.

Discourse analysis (DA) is a field of study that consists of diverse and usually qualitative approaches to investigating the connections between the language used and the cultural context. Scholars see speech as an interpersonal interaction that

affects society directly and indirectly. From an alternative perspective, Teun Van Dijk promotes the social-cognitive discourse analysis model as its basis. Van Dijk (2006, p. 731). States, "Ideologies are represented as fundamental resources shared by components and controlling these conventions, rather than standing diminished to their visible benefits, discourses, or other sociable rules."

A socio-cognitive utilizes social cognitive discourse studies (SCDS) to link social structures to Discourse. This kind of analysis, like cognitive linguistics, Utilizes an intricate framework for comprehending the cognitive interpretations associated with using specific metaphors or concepts. Psychology-related theories of mental representation are also taken into account by SCDS (Van Dijk, 2018, pp. 232–235).

Critical discourse analysis shows how language shapes people's view of the world. Considering that There exists a discernible constraint on the cognitive hypotheses that necessitate contemplation, Wodak (2006, p. 181) creates a matter for containing senses from social-cognitive hypotheses into the CDA model.

A socio-cognitive connector is used within socio-cognitive discourse investigation (SCDS) to link social structures to Discourse. This kind of analysis, like Cognitive Linguistics, uses a sophisticated, multilayered model of cognitive justifications for using particular metaphors or concepts. Psychology-related concepts of mental representation are additionally taken seriously by SCDS (Van Dijk, 2018, p. 237).

Language can reshape or form people's worldviews, as demonstrated by a Critical Discourse Analysis. Considering that there is a noticeable restriction to the theories of cognition that must be considered, Wodak (2006, pp.181-182) and Van Dijk (1983, p. 26) define *cognitive techniques* as being aware, believing in, and comprehending. The "social actor" performs these actions in their memories and thoughts. This strategy's crucial component is how Many societal actors exhibit behavior consistent with their membership in various cultural communities,

including collectives. *Mental representation* is a problem that plays a significant role in SCDS. Van Dijk (2018, p. 233) states that "numerous types of human mental representation exist, including information, schemes, beliefs, and ideology."

6. Literature review

Dezhkameh et al. (2021) conducted a research study investigating the variations in ideological perspectives when publishing news concerning COVID-19, utilizing Van Dijk's ideological square framework as a theoretical lens. In order to accomplish the objectives of the study, a statistically representative sample of 56 news stories was systematically chosen during one year, spanning from Jan. 2020 to the end of Jan. 2021. The sample was derived from two prominent newspapers, the "Tehran Times and the NYT," Iranian and American. In total, a qualitative analysis was conducted on (2977) elements in order to ascertain the underlying reasons for their occurrence. The most frequently seen micro tactics were using evidence, exaggeration, and negative terminology. The study indicates that discreet tactics exist that can be employed to influence the cognitive processes of readers, hence enabling news agencies to promote specific ideological and political objectives to their audience. The primary objective of this study is to enhance the public's overall consciousness by allowing them to recognize the many forms of manipulative language they may encounter in their everyday experiences.

In their study, Mu et al., (2021) investigated critical Discourse about epidemic-related stories in China as featured in The "New York Times". The main aim of this investigation is to discover the fundamental ideology. Present in media representations of news stories and the portrayal of China. This thesis undertakes a comprehensive examination of 35 news reports from New York based on the methodology proposed by Fairclough, which is three-dimensional. The period

spanning from September to December 2020 encompasses three distinct dimensions: description, explanation, and interpretation. Based on an extensive examination of news sources, China has been characterized as a contrasting entity to the United States, exhibiting negative attributes and being perceived as a potentially menacing and rather autocratic nation. The study indicates that China needs to implement more measures to mitigate virus transmission. The study further reveals that news reports blend the ideologies held by journalists and media organizations, which, to some extent, encompass the ideas of the government.

Styaningsih (2023) conducted a research study focusing on critical discourse analysis, specifically examining the textual structure of three pieces from the online edition of the daily Jakarta Post. The researcher analyzed the macrostructure, ultrastructure, and microstructure in a curated selection of press releases on the coronavirus vaccine. This study employs a qualitative approach, specifically utilizing techniques of description and analytical approaches. The data gathered was investigated using Van Dijk's discourse analysis framework. The study illustrates that individual articles exhibit distinct styles and vocabulary choices while expressing the content of the Discourse. Jakarta Post News' three headlines must use Van Dijk's literary strategy. In terms of its overall organization, Jakarta employs a neutral addressing style. Three e-newsletters that refrain from using controversial language in their headlines. The investigation results indicate that the media entity strategically utilizes the chance to promote its ideological agenda to foster more effective and favorable governance. Consequently, it refrains from including the general public's or independent entities' viewpoints.

7. Socio-Cognitive Approach

Socio-cognitive discourse investigation is essential in CDA since it is an interdisciplinary CDS that links interpersonal and social discourse structures via mental interaction (van Dijk, 2018). Van Dijk explicitly uses socio-cognitive

discourse analysis in his writings on discrimination and ideology, especially cognitive and social issues. Van Dijk (2001) says that discourse analysis involves a solid foundation in language, including complex structures, strategies, and roles related to text and conversation. Linguistic aspects that can be investigated include grammatical structures, pragmatic elements, interactional patterns, stylistic choices, argumentation strategies, semiotic elements, and narrative techniques. Multimodal in scope is Van Dijk's socio-cognitive perspective on Discourse. Given the complexity of social issues, CDA calls for a

van. Dijk (2001, p. 97) mentions that "historical, cultural, socioeconomic factors, philosophically logical or neurobiological approach, based on what an individual desire to discover." In the socio-cognitive model, the cognitive component of critical Discourse is highlighted. With more detail. This strategy bolsters the argument that contemporary dominance. However, social cognition, which can be used to analyze public mind control, is defined by the associated perceptions of society and cognitive functions like understanding, thinking, discussing, and acquiring knowledge. (van Dijk, 1993, p. 257). The core notions within which CDA was formed must be explained at this level. The subsection subsequently illustrates these fundamentals.

Discourse is the term used to describe the frameworks of Discourse that can be expressed in a wide range of ways, including expression, written content, body movement, Etc. The terms "cognition" and "the community" herein refer to the interaction of personal/social ideologies, comprehension, and evaluation in conversation, in addition to regional speaker connections or larger societal institutions like political ideologies and relationships between groups. Sociological theology might be revealed by recognizing "the vital link between macro-level investigations of groups, social structures, and social systems, or micro-level studies of located, personal relations and discourse" (Van Dijk, 1995, p.23).

8. The Ideological Square

The polarizing mental renderings maintained by the communicators are the foundation of ideological argumentation, which seeks identical representations towards the listeners. Every type of variable at all discourse quantities and related interactions with one another are affected by this polarization (van Dijk, 2015, p. 5). A disagreement inside the group and relationships with other groups of people appear in The conceptual framework proposed by van Dijk, known as the ideological triangle, which examines the representations of "positive-self and negative-other" in Discourse. It expresses the basic framework of Us and Them, which is polarized into the positive and the antagonistic. The ideologically square is a suitable framework for examining the divergent cognitive frameworks of American government officials, a negative portrayal of China. This framework encompasses four dimensions that align with the core aspects of the present research topic.

1. It emphasizes or expresses appropriate facts about Us.
2. It emphasizes or expresses inaccurate data about Them.
3. It ignores or minimizes beneficial information about Them.
4. Negative information regarding Us is suppressed or downplayed (van Dijk, 1998, p. 267).

9. Data Collection

The data for this study were gathered entirely from the official U.S. presidential account on Twitter (X). (<https://twitter.com/realDonaldTrump>). These tweets were randomly selected since the Virus initially surfaced in China between 2019 and 2021.

10. Methodology

This study focuses on conducting a linguistic analysis of the tweets posted by President Trump about the Corona epidemic, with a specific emphasis on examining how the President introduced China to the public.

This study uses the technique of qualitative content analysis as its research methodology. This qualitative study aims to examine Trump's content usage on Twitter. According to Berg (2001), qualitative study focuses on the interpretations, concepts, aspects, metaphors, symbols, and depictions of materials. The study adapts van Dijk's Ideology Square (1998) and Socio-Cognitive Approach. The Tweets were analyzed using Van Dijk's model to reveal the hidden Ideologies.

11. A Critical Analysis of Trump's Tweets

In this section, U.S. President Trump's collected tweets will be analyzed critically under van Dijk's Ideology Square (1998) and Socio-Cognitive Approach to obtain the study's objectives.

First: Tweet

"Some wacko in China just released a statement blaming everybody other than China for the Virus, which has now killed hundreds of thousands of people. Please explain to this dope that it was the "incompetence of China," and nothing else, that did this mass Worldwide killing!" On May 20, 2020

President Trump employs confrontational rhetoric to divert attention toward identifying the source of the Virus rather than emphasizing measures to mitigate its spread or encouraging Americans to exercise caution and adopt a serious approach to the situation. In his tweet, President Trump attempts to portray China disparagingly. In the context of negative lexicalization, it is observed that President Trump utilizes derogatory terminology while discussing China, including phrases such as "wacko" and "this dope" to refer to the individuals responsible for decision-making in China. The term "wacko" suggests that Chinese officials are incapable of effectively handling the situation and have been subject to allegations

of carelessness. The Chinese spokesperson's lack of competency starkly contrasts the adeptness demonstrated by Trump, who exhibits promptness and sound decision-making. Trump uses phrases like "incompetence of China" and claims that many people have lost their lives because of the Chain. Consequently, China will be portrayed negatively.

Second: Tweet

"All over the World, the Coronavirus, a very bad "gift" from China, marches on. Not good!" On May 28, 2020

Additionally, President Trump employs a metaphor in his tweet to humorously depict the pandemic as China's "bad gift," employing another scornful demeanor. By assigning blame to China for the COVID-19 pandemic, Trump positions America and other nations as victims of the significant harm caused by the Virus.

In this statement, Trump directly asserts that Chinese officials deliberately disseminated the coronavirus intending to instigate global unrest. This strategy represents a harmful declaration made by Trump on a social media platform.

Trump reinforces the notion that the Chinese are to blame for the sickness and also normalizes that viruses are racially rather than biologically based. Likewise, he posits an additional assertion about China's accountability.

Third: Tweet

"One person lost to this invisible Virus is too much; it should have been stopped at its source, China, but I acted quickly and made the right decisions. Many of the current political complainers thought, at the time, that was moving far too fast, like Crazy Nancy!" On May 26, 2020

The President uses fear and intimidation tactics by utilizing the term "invisible" to characterize the infection in a tweet. This effect creates a negative mindset in the recipient and blames China as the main source of complex problems that are difficult to solve. The objective of the U.S. President is to present a negative

depiction of the opposing party by attributing responsibility to China for the global epidemic of the disease to shape a prevailing public sentiment that perceives China as having played a detrimental role. Using repetitive nominal and adjective language strengthens the Trump administration's assertive cognitive framework concerning China.

When talking about China, Trump has called it the "source of virus" of the pandemic to embarrass the country. The term "source" implies that China's risk function against the coronavirus will remain unchanged. It would appear that China is the "original site" and "source" of the epidemic, making it a global enemy. As an example of the good work done by his government, Trump claims, "I acted very quickly" about his efforts to contain the invisible Virus, in contrast to his caustic use of the nickname "Crazy Nancy" to describe the Democrats who oppose him. "Crazy Nancy," an insulting word commonly employed by Republican Donald Trump in his speeches. "crazy Nancy" refers to Democrats trying to dismiss him and remove him from political office.

Fourth: Tweet

"China has caused great damage to the United States and the rest of the World!"

On July 6, 2020

In the tweet above, Donald Trump expresses his disapproval of China, asserting that the nation has inflicted significant damage upon the United States and the global community. The tweet exhibits a pronounced negative meaning. The observable change in President Trump's attitudes toward China is worthy of attention. China takes complete responsibility for the situation.

President Trump is endeavoring to provide a rationale for the notable decline of the United States economy, which has experienced the most substantial downturn in its history. Additionally, the United States has the unfortunate distinction of having the highest number of confirmed cases of confirmed Covid-19 cases worldwide.

President Trump attempts to rationalize the economic downturn experienced by the United States by attributing culpability to China, characterizing it as the primary catalyst for the global economic devastation.

Fifth: Tweet

"China has just announced a doubling in the number of their deaths from the Invisible Enemy. It is far higher than that and far higher than the U.S., not even close!" On April 17, 2020

Trump questions China's credibility about Corona statistics. Trump uses a strategy of "negative-other" by questioning China's credibility to change the global ideology towards China. China is lying about the "Coronavirus" victims, and the real death toll is much higher. In the phrase "announced a doubling in the number," He claims that China has been deceiving the international community concerning the true mortality toll from China's COVID-19 for a considerable time.

According to the comparison strategy, he compares the USA and the Chain. In terms of comparison, He says, "*It is far higher than that and far higher than the U.S., not even close!*". Compared to the United States, deaths among Chinese are rising. There is also an implication of China's ability to control the crisis and its falsehoods.

Sixth Tweet

"The China Trade Deal is fully intact. Hopefully, they will continue to live up to the terms of the Agreement!" On June 23, 2020

In terms of implication, Trump uses the word "*Hopefully,*" Referring to something not yet completed. Here, the U.S. president questions China's credibility and seriousness in progressing with the Agreement. Trump aims to create a negative cognitive image of China. The U.S. President implies the risks regarding the trade agreement, and there is also an implication indicating that China is untrustworthy.

He means that China is not only lying about the number of deaths due to COVID-19, but it may also lie about completing the Agreement with America. In his tweet, President Trump deliberates to portray the United States favorably by asserting that the "China Trade Deal is fully intact," emphasizing the credibility and gravity associated with the trade mentioned above deal.

Seventh Tweet

"China wants Sleepy Joe so badly. They want the billions of dollars they have been paying to the U.S. back and much more. Joe is an easy mark, their DREAM CANDIDATE!" On the date of April 18, 2020.

Trump employs the rhetorical strategies of lexicalization and the presumption to assert that China is interfering in American politics by manipulating public opinion, specifically in favor of the other candidate in the 2020 presidential election, Joe Biden.

Regarding his tweet, Trump characterizes China as being in a state of desperation and expressing a strong desire for Joe Biden. This portrayal highlights the negative perception of China as a conspirator and underscores the positive self-presentation of his government. The author implies that China and its government view his administration as an impediment, stopping it from obtaining significant financial gains amounting to thousands of dollars from the United States. The Chinese government is depicted as a participant in a conspiracy against the well-being of the United States by endorsing Joe Biden, the opposing candidate to President Trump, in the next presidential election. Trump attempts to present himself as a national hero in this tweet. Joe Biden has commonly been characterized as susceptible or favorable to China, but the current President (Trump) has demonstrated a unique ability to address China's challenges effectively.

Eighth Tweet

"China is on a massive disinformation campaign because they are desperate to have Sleepy Joe Biden win the presidential race so they can continue to rip off the United States, as they have done for decades, until "I came along!" On May 12, 2020

In the tweet mentioned earlier, President Trump employs the rhetorical technique of assumption to present himself as a target of mistreatment. According to Van Dijk's conceptual framework, President Trump utilizes the polarization strategy in his tweets, both within and outside his designated group. Trump portrays the United States as the victim and China as the villain.

Trump often uses assumptions and vocabulary in his tweets to establish his victimhood. Through establishing dichotomous divisions between "us" and "them," Trump portrays his presidency and his persona as being subjected to victimization by China and its political system. This portrayal positions the Chinese government as a conspiratorial entity that acts against the individual and the interests of the American populace. He does this by generating polarizations of "us" and "them," which he calls "us" and "them." In order to achieve this polar opposition, Trump relies on presumption.

The word "rip-off" is a slur against the administration of Barack Obama that is based on the assumption that the United States has been exploited in the past. The literary work titled "Until I Came Along" The text demonstrates a dual conflict between the negative side, "Other," symbolized by the pronoun "They," and the advantageous and influential "Self," symbolized by the pronoun "I." Trump presents himself as an embodiment of resilience, power, and sporadic heroism.

Ninth Tweet

"It all comes from the top. They could have easily stopped the plague, but they did not!" On May 21, 2020

In his social media posts, President Trump utilizes enhancers and emotionally charged language to attribute responsibility to the Republic of China for failing to stop the Virus's spread, depicting China as a malevolent entity responsible for the outbreak of the "plague." Furthermore, using past modals, The expressions employed, such as the potential for halting the spread of the disease with relative ease, yet the failure to do so, as well as the notion that the outbreak should have been contained to its origin, China, contribute to attributing accountability to China and portraying it as deficient in capability. The Republic of China is blamed repeatedly for failing to "stop" the epidemic. He emphasizes that China could have stopped the Virus early on, but Trump portrays them as irresponsible.

In terms of juxtaposition, as mentioned earlier, the ineptitude is immediately counterpoised by Trump in his third tweet, when he asserts, "But I promptly took action and made sound decisions." The deliberate utilization of a stark juxtaposition between the people viewed as lacking competence or the individual embodying proficiency is a strategic approach to enhance the public perception of Trump. Consequently, Trump reverses the situation.

To bolster his presidential bid, Trump strategically exploits a circumstance that had been leveraged to oppose him through his adversaries, who had earlier criticized his management of the issue. Consequently, the utilization of the negative-other portrayal constructs a narrative wherein his actions about the infectious disease are seen as all acts of heroism, ultimately garnering backing from the electorate.

Tenth Tweet

"We are marshaling the full power of government and society to achieve victory over the Virus. Together, we will endure, we will prevail, and we will WIN!" On March 28, 2020

In addition, Trump acknowledges the practical efforts his administration has taken into account: alliance ties and its willingness to confront Washington's power to

protect the American people. Trump's military experience and strength are hinted at using phrases like "our allies" and "the buildup." Moreover, Trump agrees that the coronavirus is a perilous healthcare threat in contemporary historiography. He believes that the coronavirus originated from a different country and thus uses the term "foreign virus" to describe it. The process of rejecting and countering information disseminated by the popular press, which claims that infectious disease is the product of armed forces experiments, can be seen as a strategic approach.

12. Conclusion

This study investigates the portrayal of China by US President Trump in his tweets regarding coronavirus briefings using a Critical Discourse Analysis (CDA) approach. The qualitative analysis reflects that China is portrayed negatively linguistically in American media discourse. The present study reveals the employment of speech and rhetorical techniques in "China"-related tweets used by President Donald Trump. van Dijk's Ideology Square (1998) and Socio-Cognitive Approach show that The President employs rhetorical methods, including vocabulary, repetitions, metaphorical language, presuppositions, loaded phrases, and explicit claims to depict China as an unqualified nation. The study's significance lies in the influence that COVID-19 has had on the terminology employed in society by individuals. Data analysis reveals the ideologies in President Donald Trump's tweets about self-interest and representing China in a negative light to public opinion.

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