

# Corpus Driven Critical Discourse Analysis of 2020 Presidential Election Campaign Tweets of Donald Trump and Joe Biden

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## Abstract

*Twitter as a tool for opinion-making, building repertoire, and winning fame has achieved its maximum use and influence especially by coming under the fingertips of the politicians. Its socio-political impact can easily be gauged by examining its role in various social and political situations. However, the role of social media tools especially Twitter has become very crucial and decisive in electoral campaigns all over the world in general and US presidential elections in particular. The social media wings, supporters of the political parties, hired companies, and the candidates themselves become very active users of the innovative use of Twitter for campaigning to win elections (Ferrara, Chang, Chen, Muric & Patel, 2020). The current study intends to explore concurrent themes/issues highlighted in tweets of Donald Trump and Joe Biden made during the 2020 presidential election campaign in the USA. Only the written tweets from September 02, 2020, to November 17, 2020, were collected for the analysis. Corpus linguistics and critical discourse analysis as two methodological strands for data analysis and interpretations were used as analytical and theoretical frameworks respectively. These two strands were used to identify the discursive practices related to the construction and propagation of the political ideologies owned by Donald Trump and Joe Biden. The concordances of the six most frequent words were generated and analyzed in order to identify the most unique themes/issues to the election campaign. These themes include ideological stands of both candidates on Covid-19 policies, environmental issues, racial unrest, and othering each other.*

**Keywords:** Corpus Tweets, Critical Discourse, US Elections, Trump, Biden

## 1. Introduction

The present time of the cyber world has influenced all kinds of discourses especially political discourse in the opinion making processes. The tools

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including e-newspapers, blogs, websites and social media platforms such as Twitter, Facebook, and Instagram have been vividly under use for various socio-political purposes. The bulk of studies has established the practice of cyber techniques as a phenomenon all over the world especially in the developed parts of the globe. In shaping the opinion of the masses, these cyber tools have become stronger than these ever been before and have led to almost ineffectiveness of traditional ways (e.g advertising in magazines, etc.). The strength of these tools has been realized during certain events of global impact (e.g. Arab Spring) and elections held all over the world in the recent decade. The political parties have institutionalized their media cells/wings with human and monetary resources. For example, according to a recent study (Buccoliero, Bellio, Crestini, & Arkoudas, 2020), candidates for the US Presidential elections in 2016 spent a large number of their funds on social media campaigns.

Especially, the US presidential elections of 2016 and 2020 have been significantly influenced by these tools especially by Twitter (Buccoliero et al., 2020). Twitter in specific and other social media sites including Facebook, and Instagram in general have widely been used by the politicians and their supporters to mold the opinion of the masses in their favor, and these platforms are considered decisive battlegrounds for interaction, mobility, and promotion during election campaigns (McCabe, 2015). The recent US Presidential election has witnessed perhaps the unprecedented use of social media, especially of Twitter. The candidates of President i.e Trump and Biden tweeted to express their standpoints on various issues of concern and attacked each other's vision and policies to keep the masses appealed and mobilized. These tweets were reviewed, endorsed, and re-tweeted resulting in the spread of messages of the candidates to the maximum reach. The discourse used by the current candidates in the tweets has got the special attention of the researchers as attracted the attention of the political discourse analysts during the 2016 elections. For example, discourse studies (Abbas, Faraz, Kousar, 2018; Atluri & Vaidya, Chun, Yaqub, 2017; Kreis, 2017) and the studies on sentiment analyses (Ceron, Curini, Iacus, & Porro,

2014, Joyce & Deng, 2017, Meyer-Gutbrod, & Woolley 2020) have become a more popular area of interest for the researchers from the field of linguistics in general and corpus linguistics in particular.

Among corpus-orient approaches to discourse studies, more importantly, the discursive strategies used in tweets based on analyses conducted from the lens of critical discourse analysis proposed by Fairclough, (2013), Van Dijk, (1993) and Wodak, (1999) have revealed significant manifestations of political discourse including political identities and ideological positions of the political parties. There is a significant number of studies in this regard based on the 2016 presidential elections of US (Darweesh, & Abdullah, 2016, Rachman & Yunianti, 2017, Sun, 2018), however, the studies scaffolding these issues embedded within tweets of the candidates (i.e. Trump and Biden) 2020 presidential election have not been published yet that we believe must be in progress and in the press for publication. The current study intends to explore political identities and ideologies constructed by both candidates through discursive strategies employed in their tweets generated 8 weeks before the elections and 2 weeks after the elections.

## **2. Literature Review**

This part starts with, in the first section, explaining theoretical underpinnings of combining the frameworks of critical discourse analysis and corpus linguistics followed by, in the second section, describing and reviewing theoretical constructs of political discourse, its actors, and ideologies in order to establish theoretical grounds for the current study. These theoretical constructs are further linked with specific information on the role of social media in building political narratives (see section 2.3 below). In order to establish the need for the current study, the last section-2.4 focuses on discussing the role of social media tools, especially Twitter, by reviewing linguistic/discourse studies on American presidential election campaigns.

### **2.1 An Overview to Critical Discourse Analysis (CDA) and Corpus Linguistics**

"Originally the word discourse is coined by a Latin word *discursus* means conversation/stretch of talk" (Nawaz et al., 2013). Discourse may be formal or informal that has layers of meanings. It requires careful critical

considerations, otherwise, the layers of meaning remain concealed. Different strategies and theories have been emerged in the field of linguistics facilitating the linguists to reveal what is beneath the surface. Critical Discourse Analysis (CDA) is one of the frameworks for deciphering the coded interpretations of discourse. Van Dijk, one of the pioneers, defines CDA as "is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by texts and talk in the social and political context (Dijk 1995, p. 352)." It is closely related to the analysis of discursive practices such as racial injustice, hegemony, discrimination in a socio-political context, manipulation, and issues of power asymmetries. He opined that the discourse also expresses the ideology and identity that are constructed through social relations.

Corpus linguistics as a recent trend of methodology in discourse studies has been contributing significantly in unveiling the discursive practices employed to code certain ideologies. It is based on the idea that "naturally occurring" discourse can be better understood in its real-world context (Vessey, 2013) by applying corpus tools efficiently. It can be helpful in identifying and understanding the use and repetitions of particular lexical items and linguistic devices carrying various contextual goals of communication. Also, it handles discourses as an inseparable part of ideologies; such linguistic analysis facilitates a high level of objectivity that cannot be obtained through intuition and introspection (Baker 2006, p.3). Various linguistic features including agentivity, passivization, lexical patterns, and metaphors have been explored in the synergy of Critical approaches to discourse analysis and corpus linguistics (Baker, Gabrielatos, Khosravini, Krzyzanowski, McEnery, and Wodak, 2008). So, quantifying discursal phenomena through corpus approaches can help to rationalize human input for plausible interpretations as approached in the current study in order to achieve its objectives.

## **2.2 Political Discourse, Actors and Ideologies**

Political discourse is an embodiment of political identities and ideologies constructed, generated, and disseminated to achieve certain political goals. These goals are largely set for human betterment; however, the implicit nature of the goals makes political discourse something more than an intellectual enterprise. Covert purposes of obtaining power behind constructing political discourse are one of the major implicit manifestations of political discourse (Fairclough, 2013). Identity exploitation and ideology manipulation (Van Dijk, 1993) are also done by employing various discursive strategies covertly and overtly. The actors i.e. politicians of these discourses also intend to build their repertoire with masses and other politicians to win fame and popularity within masses and praise from their political leaders. Saeed, Zahra and Fayyaz (2021) conducted sentiment analysis of Imran Khan Tweets to identify positive, negative and neutral sentiments communicated through Tweets. The discourse utterances produced by the politicians are generally not supposed to nullify party policy, therefore, rhetorical, stylistic, and other linguistic elements become essential components of political discourse. Thus, political discourse, in sum, is all about assertion, negotiation, criticism, and reconciliation generally. All of these discursive strategies are employed within ideological frames of the political party to which the actors belong.

## **2.3 Social Media and Political Discourse**

The modern world of cyberspace has strongly influenced the communication processes of political discourse in this decade noticeably. Technological tools such as websites, blogs, and social media forums including Twitter, Facebook, and Instagram have become cyber grids of political communication activities. And, importantly, the impact of these technological tools of communication within polity and societies has also influenced the ideological dynamism all over the world. For example, the emergence of Arab Spring was one of the outcomes of the communication processes done through social media. And noticeably, the reporting of the recent incident of George Floyd through social media has also impacted the political and cultural ideological mindset of the United States especially. And the reach and frequency of the news greatly increased due to social media tools. Thus, these tools have engaged the largest part of the world population which has perhaps never been the situation in the past.

Building and institutionalization of media cells/wings of political parties is the realization of the strength of these tools of communication. Funding to these institutions has become one of the major budgeting heads all over the world (Buccoliero et al. 2020). Therefore, researching on media and political issues seems, by all accounts, to be significantly more articulated when we move our consideration solely to contemporary online media stages, for example, Facebook and Twitter, as the most recent rush of advancement in political correspondence. These means of communication in political systems have been embraced in the US especially for voicing policies. And these tools are presently utilized in numerous nations around the world also. Hence, various theoretical discussions on social media and politics have been made by several scholars. The concepts like power, ideology, media logic, third space, and cyber location concerning social media and politics have been discussed in detail (Bruns, Enli, Skogerbo, Larsson, & Christensen, 2015) proffering insights for the current study and also for the researchers interested in the investigations of such nature. Some other studies on various political movements such as Spanish indignados, Gezi protests in Turkey, the political crisis in Egypt and Iran, Azerbaijan, Singapore, India, South Korea with special reference to the role of social media in these situations have been reported by Bruns et al. (2015) in detail.

## **2.4 Social Media and American Presidential Elections**

The role of social media tools especially Twitter has become very crucial and decisive in specifically electoral campaigns all over the world. The media wings and supporters of the political parties and the candidates themselves become very active users of such innovative use of communication for campaigning to win. For example, its noticeable influence on mapping the opinions of the masses during campaigns have been reported and endorsed by several scholars concerning various context such as elections in Canada (Hodson, & Petersen, 2019), Swedish elections of 2018 (Hedman, Kollanyi, Narayanan, Neudert, & Howard, Sivnert, 2018), Swedish elections-2014 (Larson & Moe, 2015), UK elections-2008-2014 (Koc-Michalaska, & Lillerker,

Jackson, 2015), and the 2014 Indian elections (Ahmed, Jaidka, & Cho, 2016) were considered among the most influenced elections by social media.

However, the American Presidential elections have always been of considerable interest with special reference to twitter discourse. For example, Atluri, and Vaidya, Chun, Yaqub, (2017) found that Donald Trump appeared to be more successful than Hillary Clinton during the 2016 presidential elections in triggering national sentiment, moulding public opinion, and communicating American ideology among the masses. Some other studies focusing on various socio-political, and linguistic aspects embedded in the Twitter discourse on American Presidential elections are also noticeable, for example, the impact of Twitter discourse during presidential elections of 2012 and 2016 have got the significant interest of the researchers. Some of the noticeable focuses of these studies concerning Twitter use are worth mentioning here. For instance, influencing the opinion of masses (Conway, Kenski, & Wang, 2013), intriguing public sentiment and critical framing (Groshek, & Al-Rawi, 2013), homophily on Twitter (Cameron, Danelo, Himelboim, Sweetser, Tinkham & West, 2014), misrepresenting others (Bruns, Angus & Graham, 2021), and tweeting conventions of a political journalist (Coddington, & Holton, Lawrence, Molyneux, 2014) were few of the important focuses of the studies. Chang, Chen, Ferrara, Muric, and Patel, (2020) in their computational study of mapping manipulation in the context of 2020 US presidential elections have reported "240 million election-related tweets recorded between 20 June and 9 September 2020". As reported by Buccoliero, Bellio, Crestini, and Arkoudas (2020), the Twitter head of political affairs i.e. Adam Sharp is of the view that 'it was less Twitter coming to politics, and more politics coming to Twitter and finding it as a platform to communicate and to organize effectively without a lot of the costs'. Therefore, such increased use of Twitter in politics has led to an increase in analyzing tweets during elections campaigns. The current study intends to explore concurrent themes in tweets of Donald Trump and Joe Biden made during the election campaign of recent presidential elections of 2020. Corpus linguistics and critical discourse analysis as two methodological strands for data analysis and interpretations were used as an analytical and theoretical framework. These two strands are used to identify the discursive practices related to the

construction and propagation of the political ideologies owned by Donald Trump and Joe Biden.

### **3. Research Methodology**

Social media has become a significant tool in constructing and disseminating certain ideologies. As Fairclough (2013) observed that discourse constructed through media has covert power to influence the public. Various discursive strategies, in this regard, users have been identified through the lens of critical discourse analysis (CDA). Corpus linguistics as an established methodological strand to analyze big data of social media particularly has been proven successful in mining data of social media (e.g. Twitter, Facebook, Instagram, etc.) to detect themes (Baker et al., 2008; Baker, 2006). Hence, corpus-driven critical discourse analysis can be crucial in analyzing the discourse with the perspective of social practices along with their relation to social structures (Cheng & Lam, 2012; Zahra & Abbas, 2020). Frequency and concordance were the main tools of corpus linguistics used for the analysis in the current study. Frequency refers to the repetitions of lexical items in a corpus. This repetition is usually replete with various discursive strategies used to convey certain discourse acts. The analysis of concordance lines facilitates in identifying various themes that are associated with a lexical item. For example, the *Biden* and *Trump* used by Donald Trump and Joe Biden respectively present more negative words such as failure, unrest, hoax, etc. in the company as can be shown by the concordance lines.

#### **3.1 Corpus-Driven Approach as an Analytical Framework**

After generating the wordlists and selection of the six most frequently occurring words of two corpora (i.e. 82, 960 tokens in a total of 4328 tweets) comprises the tweets of Donald Trump and Joe Biden by using AntConc 3.3.4 (Anthony, 2016), we examined the corpus using concordance analysis that is established functionalities in corpus-driven discourse analysis. The adjacent words/collocates of the node words helping in identifying the context and themes of the occurrences were also used to dismantle discourse. The file view tool to get more insight into the text was also

utilized. In the final step of identification of themes, we observed various themes related to bribery, nepotism, economy, environment change, corruption, and war in Afghanistan; however, we considered recurrent themes such as Covid-19 and health crisis, environment policy, and racial unrest. Moreover, we also focused on how Donald Trump and Joe Biden portray images of self and each other through their tweets. Keeping in view the norms of the corpus-driven approach, the themes were extracted without prior assumptions and expectations.

### **3.2 Data Collection**

The data for this research was collected from the Twitter accounts of Donald Trump and Joe Biden. These two politicians were strong candidates in the recent US elections. Only the written tweets from September 02, 2020, to November 17, 2020, were collected for the analysis. These dates cover the pre and post-election tweets made by Trump and Biden in order to have a holistic understanding of themes highlighted in their tweets. The data of each politician is saved in a separate file.

#### **3.2.1 Corpus Building**

After collecting the data, all tweets were pre-processed. In this pre-processing phase, some shortened spellings will be replaced with full spellings. The data files undergo the process of data cleaning in which the Twitter features such as user name and picture are removed. I also removed line space and paragraph space. This process of replacing, correcting, and removing unnecessary things is called corpus cleaning, after cleaning the data files are converted into .csv files one by one.

The corpus is comprised of 4328 tweets in total; 3226 tweets are tweeted by Donald Trump and 1142 tweets are tweeted by Joe Biden. Trump looks more interested in posting tweets than Biden. The corpus comprises 82,960 tokens in total including 57,878 tokens of the tweets posted by Trump and 25,082 tokens of Biden's tweets.

#### **3.2.2 Compilation of Wordlist**

The wordlist generated from the tweets of Donald Trump comprises 8973 tokens while the tweets of Biden are comprised of 4218 tokens. The word list is generated by using AntConc (Anthony, 2016). We selected the first six recurrent content words from the word list (see Table 1 below). Since the

noticeable frequent words followed by these first six recurrent content words were covering the same themes highlighted by the six selected words, therefore, only the first six most frequent words were selected for analysis. Moreover, if the words followed by the selected words had been selected the analysis would not have been that much extensive.

**Table 1. Wordlist of top six most occurring words**

| <b>Joe Biden</b> | <b>Donald Trump</b> |
|------------------|---------------------|
| I (422)          | You (451)           |
| We (391)         | I (446)             |
| You (294)        | Biden (431)         |
| This (230)       | Will (344)          |
| Our (221)        | Trump (321)         |
| Trump (205)      | We (306)            |
| President (204)  | That (282)          |

The concordances of these six words were generated and analyzed. The most common themes found in these concordance lines were ideological stands of both candidates on Covid-19 policies, environmental issues, and racial unrest. For example, the use of pronouns such as *I*, *we*, and *you* are noticeable in the tweets of both politicians voicing their points on previously mentioned issues. Interestingly, both politicians used each other's names frequently. For instance, Trump used the word *Biden* 431 times and Biden used *Trump* 205 times in their tweets. We decided to explore the ideologies depicted through the tweets of both politicians. Corpus linguistics and critical discourse analysis as two methodological strands are selected for data analysis and interpretations. These two strands are used to identify the discursive practices related to the construction and propagation of the ideologies developed by Donald Trump and Joe Biden.

#### **4 Data Analysis and Discussion**

The corpus is comprised of 4328 tweets in total; 3226 tweets are tweeted by Donald Trump and 1142 tweets are tweeted by Joe Biden. Trump looks more interested in posted tweets than Biden. The corpus contains 82, 960 words;

the tweets posted by Trump contain 57878 words and the tweets posted by Biden contain 25, 082 words.

The study aims to analyze ideologies that emerge from the tweets of Donald Trump and Joe Biden. In this study, we concentrate on three major themes to depict the proposed ideologies of Joe Biden and Donald Trump; the spread of COVID-19, climate change, and racism.

#### **4.1 Ideological Stand on COVID-19 Health Crisis**

The recent spread of coronavirus has created a disaster in the world including the US as well. Joe Biden propagated the idea that Trump has not paid the attention to the spread of this rapid pandemic. He claimed that Trump ignored the grave situation of the spread of COVID-19 in the USA and *President Obama and I left him, so we decided to bring it back out and go over what he missed*. On one hand, Biden showed his collaboration with Obama. On the other hand, he claimed the disqualification of Trump in dealing with the painful situation that has been created by the rapid spread of coronavirus in the USA. However, *The Trump Administration knew how deadly this virus was back in February*, Biden claimed. After winning the election, Biden called Trump's government a complete failure in dealing with the COVID-19 response.

*Donald Trump's COVID-19 response has been the greatest failure of presidential leadership in our nation's history.*

Biden tried to create a kind of fear among people that COVID-19 is dangerous, even a president is at stake as he said that *I am the president-elect, but will not be president until next year. COVID-19 does not respect dates on the calendar*. He tried to propagate the idea that he is the most suitable president for the USA as he can deal with the situation in a widespread of COVID-19. A day before the election, he condemned the inappropriate decisions of Donald Trump about the elimination of the Affordable Care Act that *Donald Trump is trying to eliminate the entire Affordable Care Act in the middle of a pandemic*. On the same day, he implicitly communicated to the people of the USA that he (Biden) is the most suitable choice for the US.

*This is my commitment to you: We will make sure every American has access to a free and safe COVID-19 vaccine.*

*The bottom line: I will spare no effort to turn this pandemic around.*

After his victory in the US elections, 2020, he shared his steps to evade COVID-19 such as the building of *Transition Advisory Board*, comprised of *distinguished public health experts* to address health issues of people and discussion with COVID-19 Council discussing the status of this pandemic. He advised people to wear masks. In addition to that, he also notified the action plan of the government to stop the spread of COVID-19: *implement nationwide mask mandates, reliable, and free testing, development, and distribution of safe and effective treatments and vaccines*. After the US election, Biden showed serious concern about the spread of COVID-19 and the improvement of health facilities.

The tweets posted by Donald Trump indicate his anti-China racist discourse (Pulido, Bruno, Faiver-Serna, & Galentine, 2019) when he talked about the spread of coronavirus worldwide and in the USA. He seldom uses coronavirus in his tweets. Most of the time, he used the *China virus* because he believed that this virus is created by China and ultimately they are responsible for its spread, deaths of people, and whole disaster worldwide.

*European Countries are sadly getting clobbered by the China Virus. The Fake News does not like reporting this!*

He looks self-defensive in one of his tweets when he stated that *We have more Cases because we have more Testing!* This statement may be a kind of criticism on other countries or the regions of the world that are reporting fewer numbers because their testing ratio of coronavirus is low. Moreover, he also tried to get the credit for the preparation of the coronavirus vaccine that was expected to be made by the end of the year 2020. "Only because of President Trump, we are going to have a Vaccine by the end of the year.", said Ronny Jackson who is the elected member of the US House represents Texas' 13<sup>th</sup> Congressional District. He also talked about the negative reporting on the spread of coronavirus, *Totally Negative China Virus Reports*, as he believed that people are spreading *fake news*, US is quite far from this devastation

now. In a nutshell, he feels that the US government has handled the situation of the spread of coronavirus successfully.

*Starting to get VERY high marks in our handling of the Coronavirus (China Virus), especially when compared to other*

#### **4.2. Ideological Conflict on Environmental Policy**

Environmental issues and public health are associated with each other. Environmental issues in the US are mainly comprised of nuclear accidents, climate change, pollution, deforestation and deadly invasion of viruses or different species. Despite taking significant measures, it remained a burning issue in the US. The rapid spread of coronavirus may be part of an environmental issue but keeping in view the importance of the issue, I dealt with it separately. However, all the issues related to the environment are important but the data of tweets mostly concentrate on climate change. Joe Biden revealed his concern about climate change even on the day of the US Presidential election, 2020. However, it is clear from his tweet that rebuilding infrastructure is his priority, then combating climate change and creating jobs.

A day before the election, Joe Biden made the people realize that Trump has not taken the issue of climate change seriously, rather he mocked it.

*Donald Trump thinks about climate change, he thinks "hoax."*

Several studies in the field of environmental politics have also criticized Trump's approach towards environmental issues (See Bomberg, 2017; Goldstein & Greenberg, 2018; Pulido, Bruno, Faiver-Serna, & Galentine, 2019)

According to Biden, he is more aware of the harmful effects of climate change and Trump did not even believe in the existence of climate change.

*I believe climate change is an existential threat to humanity. Donald Trump doesn't even think it exists. It's that simple, folks.*

### 4.3. Ideological Viewpoint on Racial Unrest

In the current situation of the spread of coronavirus, Donald Trump seemed to respond in a very callous manner in his tweets about China. He used Chinese virus instead of coronavirus in his tweets.

He also declared the incompetency of Biden to face China. He had apprehensions (or fear) that China would lead the US one day if Biden would have been selected as a President. A day before the US elections, Trump tweeted:

*Biden can never negotiate with China. They would own the U.S. if he were ever President!*

On the same day, Biden tweeted that he would try hard to *root out systemic racism and build a nation true to our founding ideals. A nation where all men and women are not only created equal – but treated equally.* His tweet seems an implicit reply to Trump. Moreover, he claimed that under President Trump the US cannot flourish; *we've become weaker, sicker, poorer, more divided, and more violent.* The use of the word divided is significant here; he may be talking about the divide between white and black or the divide between borders. Similar to the findings of Atluri, and Vaidya, Chun, Yaqub, (2017) based on the 2016 US elections, Trump appeared to be quite loud in triggering public sentiments in order to mold public opinion in the 2020 election campaign also.

Though Trump is famous for his discriminatory behavior (Pulido, Bruno, Faiver-Serna, & Galentine, 2019); however, he tried to show his positive ideologies (related to Black people) during the days of the election. He claimed that in 2016 he *won 8% of Black voters.*

Briefly, the analysis reveals the legitimization of the concept of local political *othering* in the discourse of Donald Trump and Biden. They both seemed to treat each other as *them/other*; tried to raise their positive images and exploit the images of *others*. However, their discourses are different, such as, Biden

talks about the health issues and health facilities of the people of US that were not bothered by Donald Trump during his tenure while Donald Trump least talked about the health of people; rather he raised his stance by magnifying his efforts and creating a negative image of *others* including other political parties and countries.

#### **4.4. Ideological representation of positive-self and negative-other**

Social media serve as a powerful instrument through which authorities communicate their stance and control over the masses (Conway, Kenski, & Wang, 2013) by triggering public sentiment and critical framing (Groshek, & Al-Rawi, 2013). As it is clear from the wordlist that Joe Biden used *Trump* in his tweets lesser than Donald Trump's use of *Biden*. The use of each other's name, on one hand, shows that they intend to portray other's negative image before the world while on the other hand it also shows their involvement in self-portrayal with positive ethos, thus reiterating the "Us vs Them" dichotomy.

We observed that Donald Trump used "Sleepy" as one of the collocations of Joe Biden which may be referring to the careless attitude of Biden towards Americans. The concordance shows that Trump labeled Biden as *racist, a cheater, a bad administrator, a Perfidious man, and a poor manager*. In short, Trump claimed that Biden is incapable to become a Prime Minister of America. Representing *others* negatively during election campaigns is quite typical behavior shown all over the world. Similar to the conclusion made by Bruns, Angus, and Graham (2021), representing the opponents (i.e. individuals and groups) negatively is one of the election campaign strategies used all over the world, and the same we observed in the current study also.

Trump communicated through one of his tweets that Biden considered black youth criminals who have no moral values. In other words, he claimed that Biden is a racist who does not like black youth. On the other hand, he called himself the right person to be selected.

*Joe Biden called Black Youth SUPER PREDATORS. They will NEVER like him, or vote for him. They are voting for "TRUMP".*

Trump called him a poor administrator and a corrupt person who is not capable to run the system of a country. His tweets portray Biden as an impotent man who cannot maintain American resources.

*Biden has vowed to ABOLISH the American oil and natural gas industries, and BAN fracking. As long as I am President, we will remain the number one producer of oil and natural gas on earth-and we will remain energy independent!*

*A vote for Joe Biden is a vote to extinguish and eradicate your state's auto industry. Biden is a corrupt politician who SOLD OUT Michigan to CHINA. Biden is the living embodiment of the decrepit and depraved political class that got rich bleeding America Dry.*

Donald Trump attempted to show the incompetence of Biden as a Prime Minister. He raised his concerns regarding the poor economic management of Biden. He also pointed out his failure to deal with the covid spread in the US as he said that *a vote for Biden is a vote for Lockdowns, Layoffs, and Misery*. He talked about the incapacity of Joe Biden to deal with international relations, he rather denounces him *as a corrupt politician who is bought and paid for by China!* Furthermore, he added that *Biden can never negotiate with China. They would own the U.S. if he were ever President!*

Trump even shows his emotions of dislike to the people who voted for Biden as he said that *Joe Biden is the candidate of rioters, looters, arsonists, gun-grabbers, flag-burners, Marxists, lobbyists, and special interests*. At the same time, he showed his competence to become a Prime Minister, as he commended himself as *the candidate of farmers, factory workers, police officers, and hard-working, law-abiding patriots of every race, religion, and creed! and a fantastic prime minister*.

Similarly, Joe Biden called Donald Trump *the most corrupt president in modern history*. He added that Donald Trump is *the most racist president in modern history*. Moreover, he is not interested in saving the environment as the

Trump Administration did not follow the Paris Climate Agreement. 196 parties signed the legally binding international treaty on climate change on 12 December 2015. It was entered into force on 04 November 2016. America was one of the members. He claimed that Biden's administration will follow the agreement when he (Biden) will be in power.

*Today, the Trump Administration officially left the Paris Climate Agreement. And in exactly 77 days, a Biden Administration will rejoin it.*

Joe Biden portrayed himself as patriotic, caring, a good administrator, a savior, and an environment-friendly person. He called Donald Trump a biased person, racist, a serious threat to the environment and *always fight for his wealthy and well-connected friends*. He declared that *if we give Donald Trump another four years in the White House, our planet will never recover*. He addressed to the Americans that they already tried Donald Trump, now they should provide a chance to him (Joe Biden) to show his competence. As he said:

*Everybody knows who Donald Trump is. Let's show them who we are.*

## **5. Conclusion**

Social media especially Twitter for shaping opinion, building repertoire, and winning voters' hearts has become an intriguing and creative method of communication in the recent decade. This instrument has accomplished its most extreme use and impact by going under the fingertips of the politicians particularly. Its socio-political effect can undoubtedly be measured by looking at its role in different social and political circumstances including political developments (McCabe, 2015), social developments, and other worldwide socio-political conditions, for example, Twitter has played a significant role during Spanish indignados, Gezi fights in Turkey, political emergency in Egypt and Iran, Azerbaijan, Singapore, India South Korea (Bruns, Enli, Larsson & Christensen, Skogerbo, 2015). Nonetheless, the function of web-based media instruments particularly of Twitter has become unavoidable and conclusive in discretionary missions everywhere in the world and all in all US politics specifically. The online media wings, allies of the ideological groups, employed organizations, and the competitors themselves become extremely dynamic users of the inventive utilization of Twitter for crusading to win elections (Chang, Chen, Ferrara, Muric & Patel, 2020). The current study intended to investigate simultaneous

subjects/themes/issues highlighted in tweets of Donald Trump and Joe Biden made during the electoral campaign of 2020 presidential elections. Just the composed tweets from September 02, 2020, to November 17, 2020, were gathered for the investigation. Corpus techniques and basic CDA frameworks as two methodological strands for information examination were utilized as hypothetical and logical structures. These two strands were utilized to distinguish the verbose practices, mainly qualitatively, identified with the development and proliferation of the political philosophies possessed by Donald Trump and Joe Biden. The concordances of the six most incessant words were generated into various thematic patterns. The most widely recognized themes found in these concordance lines were ideological stands of the two candidates on Covid-19 policies, environmental issues, racial unrest, economy each other's misrepresentation.

Through this study, we attempt to offer more methodological choices for applying corpus linguistics in tandem with C(DA) for qualitative inquiries of social media discourses especially. However, the same might be considered as one of the limitations of this study since, conventionally, corpus linguistics has mainly dealt with quantitative aspects of the data. Qualitative studies by adopting/adapting our research's methodological paradigm be conducted to identify various discourse/narrative trends of certain socio-political situations of higher magnitude.

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