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ANALYZING PRESUPPOSITION TRIGGERS IN US PRESIDENTIAL DEBATES 2024

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ABSTRACT

This study focuses on identifying the presupposition triggers in the US Presidential debates 2024 between Kamala Harris and Donald Trump, by adopting George Yule's (1996) theoretical framework of six types of presupposition triggers. This research will look into how these presupposition triggers play a crucial part in developing a strong argument and counterarguments to influence the audiences. The study also investigates the different usage of presupposition triggers by both political figures to know about their unique personality traits in building argumentative speeches. Additionally, the paper employs the mixed-method approach to help readers gain deep, rich, and then comprehensive details and information about the use of these presupposition triggers in rhetoric. The analysis centers on three prominent triggers in debates, the existential, Factive, and structural presupposition triggers.

INTRODUCTION

Language is a systematic tool for conveying ideas or feelings by using agreed signs, sounds, gestures, or signs that contain understandable meanings (Zadeh, 1975; Tseng, 2018). In the realm of political discourse, this power becomes more evident as different politicians harness language to control, captivate, and sway their audience. Political discourse is continuously evolving and re evolving in the era of globalization. Political communication appears to center around the key issues of our time (Foster, 2010). By employing linguistic strategies and persuasive rhetorical techniques politicians skillfully maneuver the opinions of their audience in their favor. They try to manipulate their audience to gain their endorsement. Among these productive linguistics tactics, a particular potent set of tools in this arsenal is the use of presupposition triggers in their speeches and debates, which are powerful and impactful linguistic devices. Introduced by German Philosopher, Gottlob Frege in 1892, was mainly the

part of philosophy of Language and was later introduced to linguistics. These triggers carry latent assumptions often accepted without challenge, giving the speaker a chance to present their opinions and narratives compellingly. These triggers are the lexical items or linguistic constructions. (Levinson,1983; Huang,2007). Presupposition has long been used as a property of language to mold the audience's ideology. Using presupposition triggers, the author or speaker may well impinge on the reader's or listener's interpretation of facts and events, establishing either a favorable or unfavorable bias throughout the text (Zare, 2012). Politicians adeptly utilize these triggers in their speeches to attract their reader's attention to bring their perspectives into the spotlight, especially to the notice of the audience while subtly sidelining opposing viewpoints (Verovsek,2016). It has been observed that understanding these triggers enables readers to recognize the clear motives of the writers toward an incident (Liangl and Yabin Liul, 2016). The research will investigate and explore the role of presupposition triggers in the political discourse with a specific focus on the contemporary political debates between Kamala Harris and Donald Trump, held in September 2024. These political debates represent the formal arena where politicians articulate their ideologies, beliefs, and perspectives striving to instill confidence in the audience to make them believe in their potential and challenge their adversaries. Political debates are in terms of bipartite actor/claim networks. This helps in knowing the structure of the debates like the actors here are the politicians and claims are the strategic points they raise to influence the audience. It will reveal how each politician uses presupposition triggers to communicate their political agendas. This research uses a quantitative approach to measure and compare the frequency and distribution of various presupposition triggers in their rhetoric.

RESEARCH OBJECTIVES

- To find the frequency of presupposition triggers in US Presidential debates 2024
- To analyze how these triggers function as rhetorical strategies to influence audience

RESEARCH QUESTIONS

- What is the frequency of different types of presupposition triggers used by Kamala Harris and Donald Trump in their debates?
- How does the identified presupposition triggers help in identifying the rhetorical strategies by the speakers in the address?

DELIMITATION: This research has created a clear framework concentrating exclusively on George Yule's 6 types of presupposition triggers. The primary focus is on the triggers that enhance the persuasive power of debates specifically in the exchanges between Kamala Harris and Donald Trump focusing on Existential, Structural, and Factive presupposition triggers highlights their strong impact on the audience by framing the debate in a way that serves the purpose of compelling strategies for instilling confidence in the audience. Additionally, the research focuses specifically on the 5 topics, the debate rules and candidate introductions, opening questions on the economy, discussions on Tariffs and economic plans, responses on economic policies and abortion rights policies.

LITERATURE REVIEW

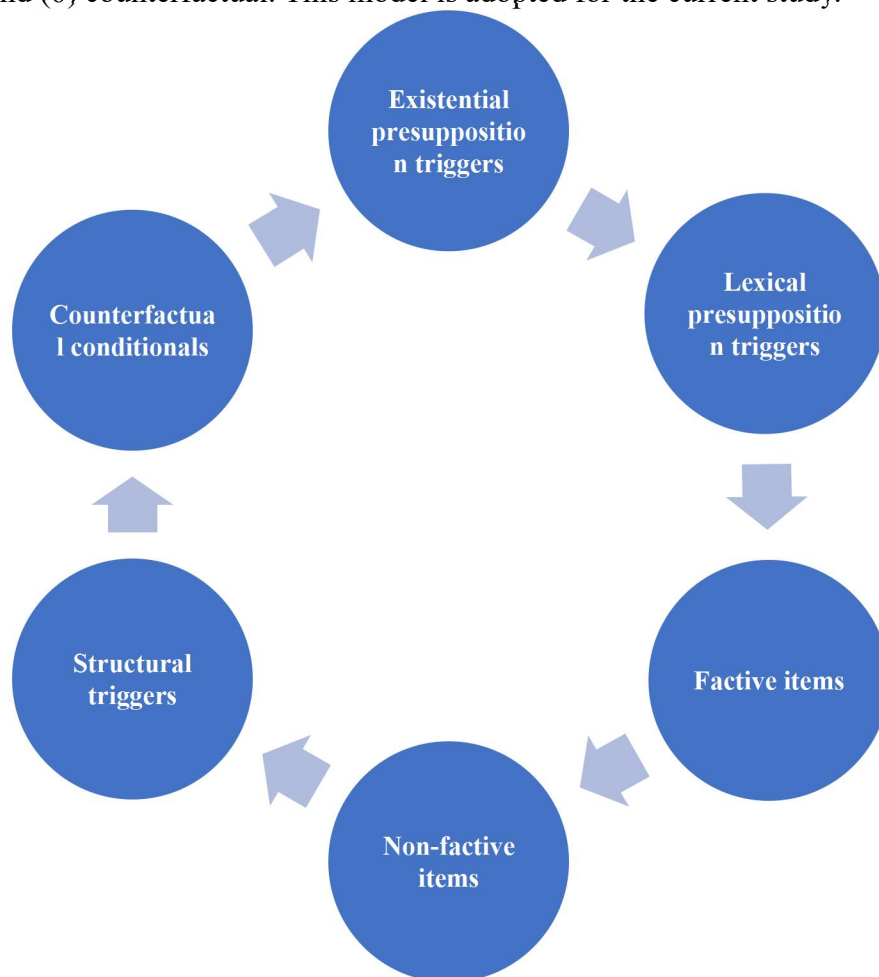
As a branch of linguistics, pragmatics is concerned with the study of meaning as communicated by a speaker (writer) and interpreted by a listener (reader) (Yule, 1996, p. 3) In his discussion of the areas of pragmatics, Mahmood, (2019) classifies these areas into four: a) contextual meaning; b) speakers' meaning; c) the relative distance expression; and d) how to communicate to more audience than what is just said. In the light of such classification, presupposition falls into the fourth area, which focuses on what the listeners infers from the triggers. Presupposition is a fundamental concept in pragmatics that gives the background and assumptions about linguistic

expressions. It is the assumption of the speaker to be the case before making an utterance (Yule, 1996). Meanwhile, Huang (2007) defines presupposition as an inference or proposition whose truth is taken for granted in the utterance of a sentence. Presupposition strongly relates to the speaker's mind and intentions, not the linguistic expressions because the speaker manages to interpret and extract the meaning from the sentence. Presupposition is not something tied to language but it arises from the context in which the speaker uses the triggers.

Scholars and philosophers show a great deal of interest in presupposition triggers in how they help to build and construct meanings. The notion of presupposition has received much attention from semanticists, including Kempson (1975), Wilson (1975), Gazdar (1979), oh and Dinneen (1979), and McCawley (1981) among others, who define it as a logical concept bound up with truth-conditional semantics. Truth-conditional semantics asserts that for a sentence to be true its description must correspond to reality. For example, if I state that "the sky is blue", this sentence is only true if, at that moment, the sky is indeed blue. If at the time of articulating this expression, the sky is overcast, nighttime, or sunset, then the condition is not met in reality.

THEORETICAL FRAMEWORK

The theoretical framework of this research paper is based on George Yule's theory of presupposition triggers. Yule (1996: 28) categorizes presupposition into six distinct types, which form the essence of the phenomenon: (1) existential, (2) lexical, (3) structural, (4) Factive, (5) non-factual, and (6) counterfactual. This model is adopted for the current study.



I. Existential Presupposition Triggers

Existential presupposition triggers include definite noun phrases, which are part of possessive noun phrases and definite noun constructions (Yule, 1996). These triggers provide information about the entities mentioned (Zare et al., 2012).

Examples included: I am writing with a pencil >> I have a pencil

The tree in the garden is bearing apples now >> There is an apple tree

Amna loves the cake I baked for her >> Speaker knows baking

II. Lexical Presupposition Triggers

Lexical presupposition involves statements made by speakers that imply an additional idea—the truth condition is not necessary. Assertive verbs suggest actions and include verbs that try to convey the idea of attempting something. When someone is said to have succeeded in doing something, it is a clear assertion. Conversely, stating that someone did not manage to do something implies failure, while the non-asserted meaning presupposes that the person tried to accomplish that task (Yule, 1996). Pavlick and Burch (2016) combined the concept of entailment with implicative or assertive verbs.

Examples of lexical presupposition triggers include: avoided, forgot to, ought to have, happened to, intended to, managed, remember, and forget.

III. Factive Items

Factive presupposition focuses on the validity of the information following certain verbs. These verbs take a complement clause regarded as true (Gutschera, 1978).

Examples of Factive triggers include: know, appreciate, saw, forced to, agree, make sense of, amuse, glad, grasp, and bear in mind.

IV. Non-Factive Presuppositions

Non-Factive presupposition involves conditions that contradict the truth. Yule (1996) identified verbs such as dream, imagine, and pretend as triggers of non-Factive presupposition. These verbs are used with the understanding that the presupposed information is not true.

Examples: Ali pretended that he didn't see her >> He saw her

She dreamed herself the queen of a chocolate kingdom >> She cannot be the queen of the chocolate kingdom

V. Structural Presupposition Triggers

Structural presupposition involves necessarily accurate information presented in the form of questions using "wh" family words (Yule, 2006).

Examples include when, where, and who.

VI. Counterfactual Conditionals

In counterfactual conditionals, the information in the if-clause is false at the time of the utterance. The presupposed information is incorrect and contrary to fact (Khaleel, 2010). These clauses typically begin with "if." According to Fillmore (1969), "an utterance of such a sentence presupposes the falsity of the proposition contained in the if-clause."

Examples: If I had known about your accident, I would have visited you >> He did not know about the accident

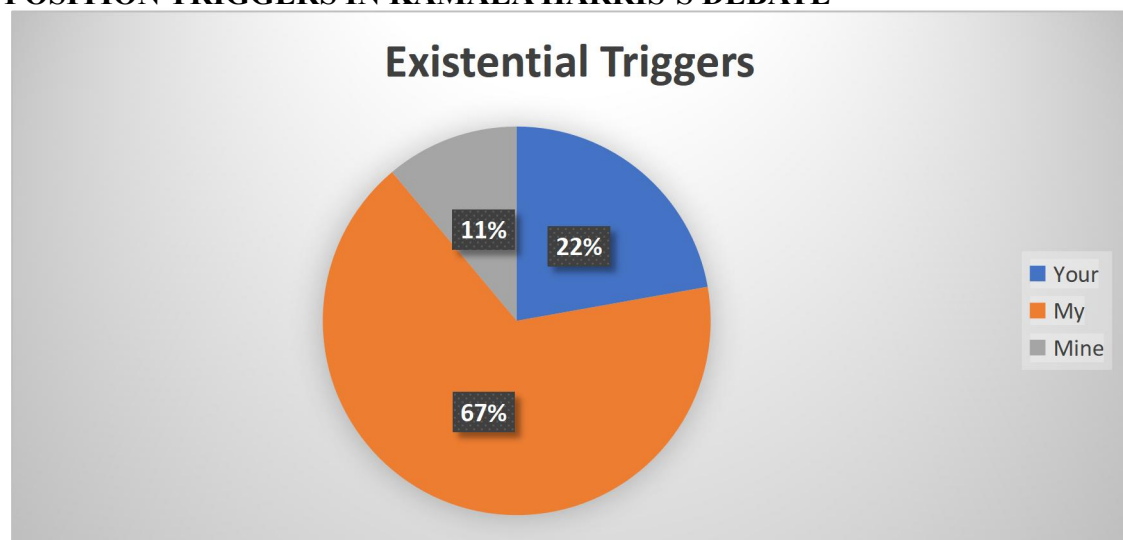
Several studies have analyzed presupposition triggers. For instance, Grundy (2008) examined the types of presupposition triggers used in conversations by native English-speaking children, concluding that young children frequently use "some" and "any" to trigger presuppositions. Pang (2016) investigated presupposition triggers as linguistic features in print advertising language.

Furthermore, Liang and Liu (2016) explored the use of lexical and syntactical presupposition triggers in Hillary Clinton's political speeches.

METHODOLOGY

The research explores the use of Presupposition triggers in the Presidential debate, 2024 in US by Donald Trump and Kamala Harris. This will utilize a mixed-method approach by using both quantitative and qualitative method. The quantitative part will be using the Software AntConc of version 4.3.1. The qualitative part deals with the “why” perspective behind using those pre supposition triggers. The mixed methods approach will help the research to proceed by detailing the strategic use of presupposition triggers in communication with the audience and the political rhetoric. It will not only define patterns of the debate but also the broader linguistic, social, and communicative functions. This dual approach will enhance our understanding of the political discourse.

PRESUPPOSITION TRIGGERS IN KAMALA HARRIS’S DEBATE



Existential presupposition triggers

Existential presuppositions enable Harris to affirm the actuality of issues, solutions, or relationships, which fosters relatability and trust in her leadership.

I. "Your families need support to raise your children."

- ≥ Families exist, and they require help for childrearing.

Context: Harris discusses the financial difficulties middle-class families face and her proposals for them.

By addressing the audience directly, Harris personalizes the debate and gives voters a sense of being seen. By utilizing the pronoun "your," she creates an emotional bond with the audience and presents herself as sympathetic and attentive to their problems, which positions Harris as someone who can offer significant solutions and comprehends everyday problems, thereby fostering confidence in her leadership.

II. "My plan will create millions of jobs."

- ≥ There is an employment-generating scheme.

Context: When debating post-pandemic economic recovery, Harris compares her opponent's lack of emphasis on job creation with her practical recommendations.

By taking ownership of "my," Harris claims that she has a specific and practical answer to unemployment. This presumption displays her readiness and depicts her as a proactive and capable leader, contrasted with opponents who may lack such actionable plans.

III. **"My administration will prioritize affordable housing."**

- ≥ Affordable housing is a major concern for Harris's administration.

Context: Addressing the issue of housing scarcity, she highlights her plan to provide houses to the low—and middle-class economies.

This clearly shows her compassion for the needy people and also builds credibility in the eyes of the audience that she prioritizes their needs. Her vision shows her potential success.

IV. **"Your communities deserve better infrastructure."**

- ≥ There are communities, but the infrastructure that is in place is inadequate.

Context: Harris drew attention to the worsening conditions of the infrastructure and seems like worried about the socioeconomic problems.

She uses the pronoun "your" to directly engage with the audience. Her tone seems more personal. It fosters relatability and trust.

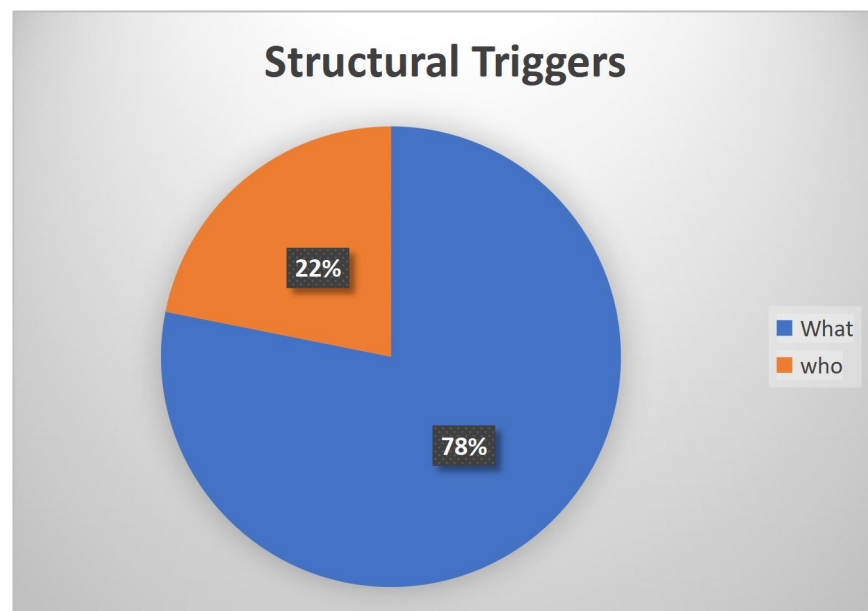
V. **"The responsibility is mine to address these challenges."**

- ≥ There are issues, and Harris assumes responsibility for resolving them.

Context: While talking about systemic problems like healthcare and education, Harris said this.

"Mine" is a word Harris employs to express personal responsibility and ownership of solutions.

This assumption gives her the appearance of a leader who is prepared to take on challenging issues and exhibits honesty and resolve, which inspires trust.



Structural Presupposition Triggers

By directing the audience's attention and encouraging critical evaluation of problems, structural triggers present Harris as a candidate who is focused on finding solutions.

I. **"What has been done to fix this problem?"**

- ≥ A significant problem emerged and nothing has been done to remedy it.

Context: While criticizing her opponent's approach to healthcare reform and rising prices, Harris brought up this topic.

Harris criticizes her opponent for what she sees as inactivity by asking this question. The assumption positions her as the leader who can handle these problems while highlighting governance flaws. She is forced to be considered as the candidate with answers by the audience.

II. "Who benefits from these tax cuts?"

- ≥ Policies pertaining to taxes favor some groups more than others.

Context: This expression came up during a conversation over Trump administration tax policies. Harris took issue with the way tax cuts disproportionately benefited companies and the rich.

The audience is prompted to consider the equity of her opponent's proposals by this structural presumption. She supports equity and justice and this approach builds trust and presents Harris as fair and just.

III. "What is the plan for protecting our children?"

- ≥ The safety of children is currently at risk.

Context: She criticized the lack of safety measures for school going children and also the gun control.

Harris only emphasized and prioritize the wellbeing of the children by downgrading the opponent's plan.

AntConc

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Target Corpus

Name: temp

Files: 2

Tokens: 3935

donald 5 topics.docx

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Total Hits: 40 Page Size 100 hits 1 to 40 of 40 hits

	File	Left Context	Hit	Right Context
1	kamala 5 ...	ack on our democracy since the Civil War. And	what	we have done is clean up Donald Trump's
2	kamala 5 ...	have done is clean up Donald Trump's mess.	What	we have done and what I intend to do
3	kamala 5 ...	done and what I intend to do is build on	what	we know are the aspirations and the hopes of
4	kamala 5 ...	on A.I. and quantum computing, focusing on	what	we need to do to support America's workforce
5	donald 5 ...	we put the baby aside and then we determine	what	we want to do with the baby.
6	kamala 5 ...	why I imagine and have actually a plan to build	what	I call an opportunity economy. Because here's
7	kamala 5 ...	tax breaks for the richest people. I am offering	what	I describe as an opportunity economy, and the
8	donald 5 ...	that's not okay with me. Hence the vote. But	what	I did is something for 52 years they've been
9	kamala 5 ...	Donald Trump's mess. What we have done and	what	I intend to do is build on what we

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IV. "Who will hold them accountable for their failures?"

- ≥ Questions the accountability and tells that significant mistakes have been made.

Context: Harris brought up this issue while discussing government accountability and openness in responding to emergencies like the epidemic.

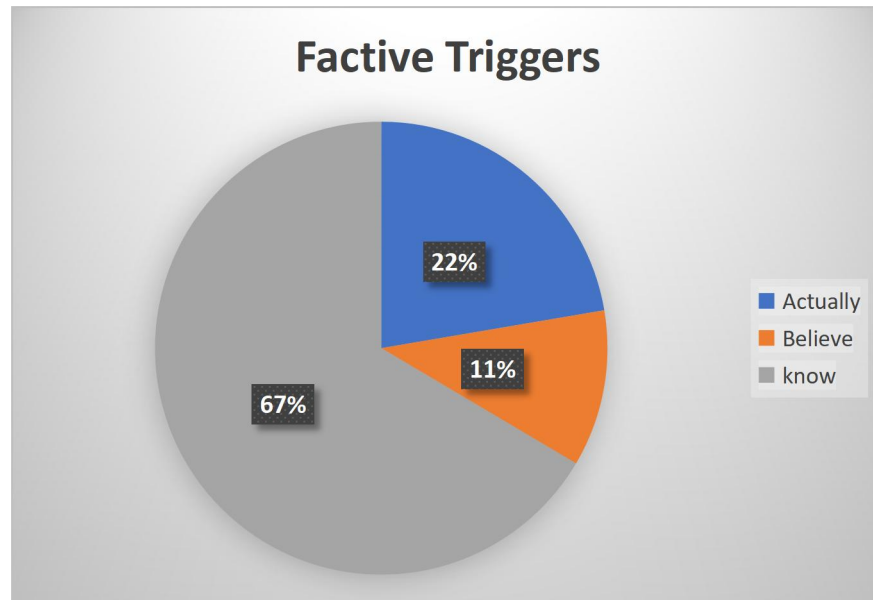
This assumption portrays Harris as a leader who loves justice and openness while criticizing her opponent's government. Harris increases trust in her capacity to lead with honesty by positioning herself as an advocate for accountability.

V. "What does this administration have to show for its promises?"

- ≥ The promises made by the present administration have not been kept.

Context: Harris chastised her opponent for the unmet promises he made while in office.

By including a criticism in the question, Harris directs attention to her opponent's flaws. Voters are encouraged to trust her since this assumption supports her claim that she is the more dependable and capable candidate.



Factive Presupposition Triggers

Factual triggers establish Harris' remarks as true, increasing her credibility and portraying her leadership as trustworthy and authoritative.

I. "Actually, we've created more jobs than any administration before."

- ≥ One of her administration's major accomplishments is the development of jobs.

Context: When talking about economic recovery, Harris mentioned the increase in jobs under her direction.

The use of the word "actually" highlights the claim's veracity and establishes Harris as a capable and trustworthy leader. This assumption rejects competing theories and boosts self-esteem by emphasizing observable achievements.

II. "You know the struggles working families face."

- ≥ The difficulties experienced by working families are known to the audience.

Context: Harris made this claim when talking about the growing expenses of housing, healthcare, and education.

Harris and the audience have a feeling of mutual understanding as a result of this assumption. It strengthens faith in her leadership by promoting togetherness and establishing her as someone who understands their struggles.

III. "I believe in creating opportunities for all Americans."

- ≥ There are not enough opportunities; they must be created.

Context: Harris discussed tackling systemic inequity and offering educational and career-training options for achievement.

By using the word "believe" to convey her own conviction, Harris harmonizes her ideals with those of her audience. This premise establishes emotional connection and trust while highlighting her dedication to equity and diversity.

IV. "We know our country deserves better."

- ≥ The nation's current situation is unacceptable.

Context: When Kamala Harris addressed the systemic inequalities, healthcare inefficiencies, and economic disparity that continued under her opponent's leadership, she used this phrase to create a unifying narrative that aligned her with the audience's frustrations and aspirations.

The phrase "we know" assumes that everyone is unhappy with the current situation. This assumption frames Harris as the candidate who comprehends and shares the audience's problems, generating a communal cry for change. By reiterating a group call to action, this trigger encourages confidence and establishes Harris as the leader who can effect the intended change.

V. "Actually, my opponent's claims are baseless."

- ≥ The opponent's assertions are erroneous.

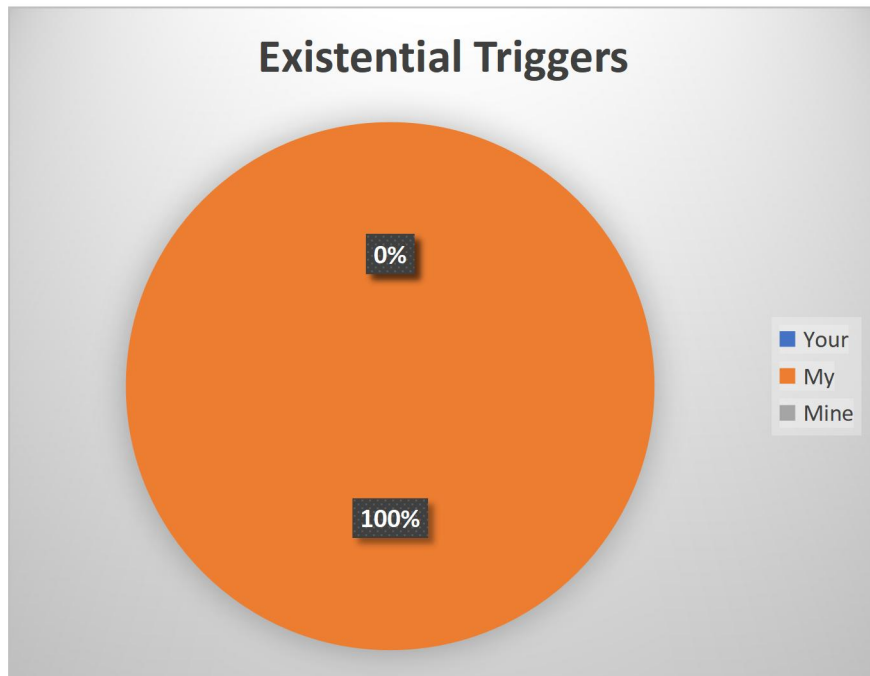
Context: In response to her opponent's criticisms of her accomplishments or policies, she used this statement. Harris pointed out errors in her opponent's remarks, especially when it came to issues like healthcare reform, foreign policy, and economic development.

By use the word "actually," Harris strengthens her position and undermines the claims made by her opponent. This assumption strengthens her reputation as an honest and trustworthy leader and gives her vision more assurance.

Kamala Harris meticulously employs presumption triggers to:

- **Address the audience's worries:** Her use of existential triggers humanizes her discourse and lends credibility to her argument.
- **Frame her opponent's flaws:** Structural triggers let the audience assess problems critically and present her as a competent substitute.
- **Strengthen credibility in her leadership:** Factive triggers make her claims seem like indisputable facts, which increase her authority.

PRESUPPOSITION TRIGGERS IN DONALD TRUMP'S DEBATE



Existential presupposition triggers

Trump's usage of the pronoun "my" in existential presuppositions to claim ownership of accomplishments strengthens his reputation as a skilled and decisive leader.

I. **"My administration rebuilt the military."**

- ≥ During Trump's presidency, military rebuilding was accomplished.

Context: During a conversation on defense and national security, this comment was made. Trump emphasized the modernization initiatives and military expenditures made during his administration.

This claim presents Trump as a national defense-focused individual and assumes success under his leadership. By emphasizing this accomplishment, Trump strengthens his leadership credentials and demonstrates his aptitude for managing national security issues. The audience is reassured that he is the mastermind behind these achievements and will replicate them if elected again since the usage of "my" establishes direct ownership.

II. **"My policies created the greatest economy in the history of our country."**

- ≥ Trump achieved notable economic success as a result of his initiatives.

Context: When addressing his economic record prior to the COVID-19 epidemic, Trump utilized this remark. He contrasted the present government's economic difficulties with the economic expansion that occurred under his era.

By asserting direct responsibility for economic success and contrasting it with his opponents' alleged shortcomings, this premise enhances his credibility. By use the pronoun "my," Trump strengthens the argument that his leadership had a key role in attaining unheard-of levels of prosperity, gaining the confidence of people who place a high importance on economic development and stability.

III. **"My leadership ended the endless wars."**

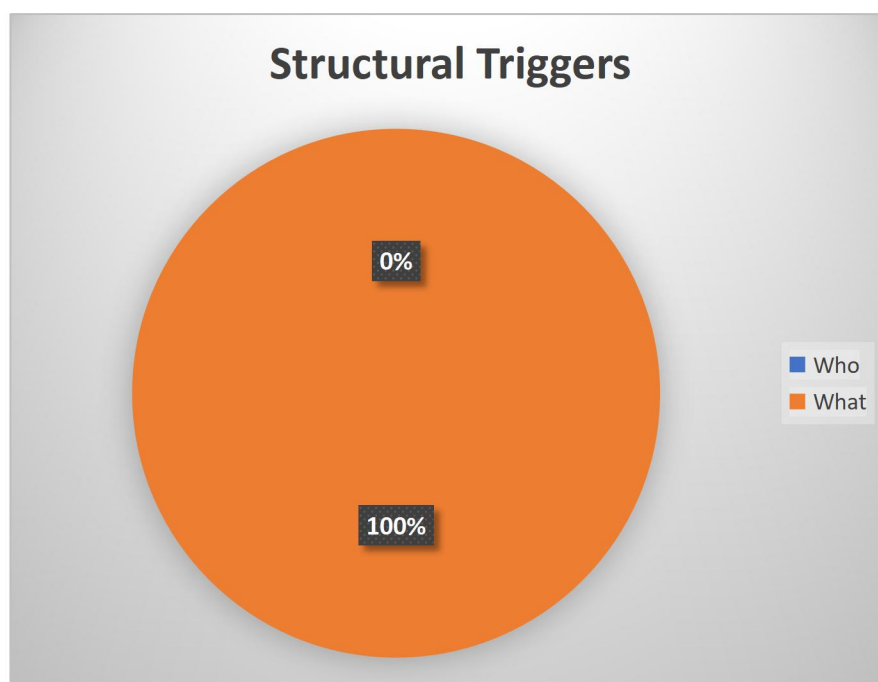
- ≥ Trump's leadership proved successful in ending protracted disputes.

Context: Trump asserted this claim during a foreign policy segment in which he discussed his initiatives to lessen American engagement in protracted wars abroad, including military withdrawals.

The assertion assumes that Trump ended protracted foreign hostilities, something that prior leaders were unable to accomplish. Trump appeals to the audience's yearning for peace and stability while simultaneously showcasing his foreign policy prowess by highlighting his leadership as the cause of this accomplishment. The emphasis on "my leadership" humanizes the achievement and gives him the courage to make tough choices.

"Mine" and "Your" (0%)

Donald Trump never uses the words "mine" or "yours" because he constantly uses them to assert ownership. He establishes credibility and strengthens leadership when he uses phrases like "my administration" or "my policies," avoiding the use of the possessive word "mine," which has no added meaning. Trump also avoids using "your" because it adds a more intimate touch to the difficulties facing the people. Instead, in order to make his story less specific and focused, his speeches focus on more general topics or national goals.



Structural Presupposition Triggers

Trump frames queries that draw attention to issues or flaws in his opponent's ideas and portrays him as the source of the answer by using the word "what" only in structural presuppositions.

I. "What has Biden done to reduce inflation?"

- ≥ Biden has not adequately addressed inflation, which is a serious issue.

Context: In a conversation on growing living expenses and economic instability during Biden's presidency, Trump brought up this query.

This question sets the framework for Trump to provide his own remedies while also assuming ineptitude on the part of Biden's government. By presenting the subject in this manner, Trump

highlights the weaknesses of his opponent while presenting himself as a leader capable of producing superior results and offering a sharp contrast in leadership philosophies.

II. "What kind of leadership fails to secure our borders?"

- ≥ There are leaders who have not addressed border security.

Context: This expression was used in a national security and immigration policy discussion. Trump attacked his opponent's approach to illegal immigration and border security.

This question reveals that Trump's opponent has failed to uphold the primary duty of good leadership, which is to implement effective border policy. By portraying himself as the answer to this failure, Trump plays into people's anxieties about immigration and national security, strengthening his reputation as a defender of American sovereignty.

III. "What plan does this administration have for middle-class families?"

- ≥ The middle class does not have a viable plan under the current administration.

Context: Trump emphasized middle-class families' financial hardships and the present administration's lack of focused initiatives.

This query emphasizes how inadequate his opponent's policies are thought to be. Trump positions himself as a champion for middle-class people and aligns himself with their worries by assuming a gap in government, which allows him to offer his own ideas as remedies.

IV. "What is being done to ensure fair trade deals?"

- ≥ Fair trade agreements are important, but not enough is being done.

Context: While contemplating international trade policy, Trump made this claim, highlighting how crucial fair trade agreements are to economic competitiveness.

This inquiry assumes that fair trade has not been given priority by the present administration. By highlighting this failure, Trump positions himself as the leader who can bring justice back to international trade deals, appealing to those who are worried about economic competitiveness.

V. "What future do we have if we let China dominate?"

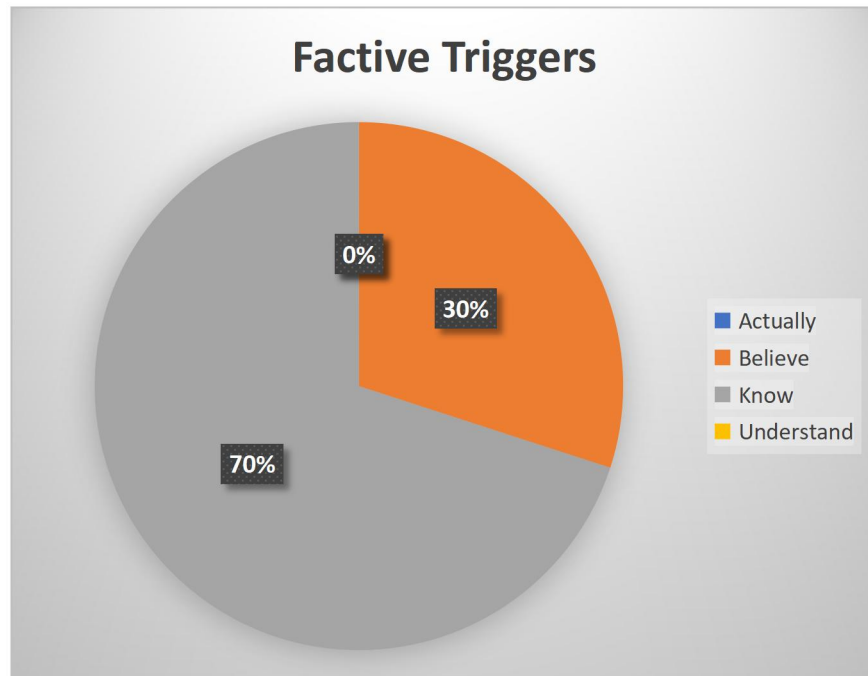
- ≥ It frames China as a serious threat.

Context: This question was made about China being the important one and gaining power in the globe.

This states the potential dangers to America and Trump presents himself to counter question and protect the nation.

"Who" (0%)

The lack of a specific "who" in his message suggests that it is strong and urgent. He is not wasting time on personal attacks or pointing fingers at individuals, agencies, or groups responsible for the situation. Instead, he focuses on the "what" and "how," aiming to identify potential causes and propose solutions to address and mitigate the issues at hand.



Factive presupposition triggers

Trump uses the words "believe" and "know" to make strong claims in front of an audience. He employs these terms to support his points and persuade the people.

I. **"I believe in putting America first."**

- ≥ His priority is America.

Context: Previous policies had overlooked the needs of America, but Trump adopts an America-first approach to resonate with the audience.

Trump uses the word "believe" to emphasize that he prioritizes the economy and diplomacy of the country.

II. **"You know we need strong borders to protect our country."**

- ≥ The audience agrees that national security depends on having strong borders.

Context: Trump is strengthening national security by highlighting the need for strong borders.

By stating "you know," Trump gives the audience the impression that he understands them, which unites them and validates his views. By portraying his opinions as consistent with shared ideals and common sense, this assumption increases confidence in his leadership

III. **"We know the economy was stronger under my leadership."**

- ≥ The audience concurs that a robust economy was the outcome of Trump's leadership.

Context: This expression was used to compare the present status of the economy with the economic performance under Trump's presidency.

This assumption positions Trump's economic success as a widely accepted reality, so validating his claim. The phrase "we know" promotes consensus, which strengthens his authority and boosts trust in his capacity to duplicate that achievement.

"Actually" and "Understand" (0%)

Trump's rhetorical style often features strong, unqualified statements rather than emphasizing correction or factual accuracy. His language projects boldness and assertiveness, lacking

empathy and clarity. He tends to use authoritative language that minimizes complexity and doubt, resulting in a straightforward style.

FINDINGS

The presupposition triggers used by both leaders are examined through both qualitative and quantitative methods. This analysis provides a thorough examination of their rhetorical strategies. The quantitative analysis reveals that each candidate utilized different triggers in distinct ways. Kamala employed factive triggers such as “actually” and “understand,” existential triggers like “mine” and “your,” and structural triggers such as “who.” Specifically, the existential triggers occur with the following frequencies: “your” at 22.2%, “my” at 66.6%, and “mine” at 11.11%. She used structural triggers like “who” at 21.87% and “what” at 78.12%, and finally, the Factive triggers include the words “actually,” “believe,” “know,” and “understand” at 34.7%, 17.3%, 21.7%, and 26% respectively. Her focus on fostering human relationships, promoting empathy, and addressing justice and responsibility is evident in her choices. She communicates in a manner that aligns with a leadership style valuing fairness, inclusion, and sensitivity to the needs of each individual. The quantitative results for Donald Trump, on the other hand, indicate that he avoids using words like “mine,” “your,” “who,” “actually,” and “understand.” The use of Existential triggers by him was only the word “my”. Rather, he extensively uses structural triggers like “what” only to highlight concrete problems or criticize his opponents and existential triggers like “my” to claim ownership of accomplishments. In Factive triggers he only used the words “believe” and “know”. His emphasis on conveying authority, self-assurance, and a results-oriented leadership style is reflected in this rhetorical technique, which appeals to people who value decisiveness and systemic achievements. The qualitative analysis supports these findings. Harris utilized specific triggers to promote fairness, equality, and inclusivity. She employed language that reflected her empathetic attitude toward people, creating a sense of shared understanding and personal connection. In contrast, Trump’s language emphasized his previous achievements, asserted his authority, and highlighted his opponent's shortcomings. Overall, the results demonstrate how different debates are tailored to reflect varying political views, influencing the identity and personality of the speakers.

CONCLUSION

This study illustrates the significant role of presupposition triggers in shaping political rhetoric. Kamala Harris uses inclusive and solicitous language, demonstrating her attentiveness to the well-being of others. She shows compassion and understanding for her constituents. In contrast, Donald Trump employs authoritative language to highlight his focus on success and leadership, conveying immense confidence and strength through his tone. These differing strategies reveal how politicians tailor their speech to meet the expectations of their audience. The use of presupposition triggers not only shapes public opinion and narrative but also influences how a candidate is perceived in political discussions. These tools do more than serve basic functions; understanding these word choices is crucial for recognizing how they persuade audiences.

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